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## **Impact of job on attitude of women towards beautification and beauty care products**

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**Abstract**---Beautification and beauty care products have a wide focus among women. Women with well-grooming attitude are likely to be strong, lively, recognized, and self-confident. The purpose of the study is to identify the attitude of women towards beauty care products, job factors influencing the purchase decision of beauty care products. The data collected from a sample of 125 women respondents with an aptitude for beautification were selected adopting purposive sampling method. The result indicate the existence of significant difference in the age of respondents working in different organizational sector. The work concludes that job factors highly influences the women in purchase of beauty care products. Chemical based beauty care products were highly preferred by women respondents compared to herbal beauty care products.

**Keywords**---women, attitude, beautification, job factors, beauty care products.

### **Introduction**

Everyone is born with an inherent desire to be beautiful. Existence of the desire to look beautiful, streng then appearance and look attractive in the eyes of others encourage usage of beauty care products and beautification services in different intensity. Every individual values beauty in different wave length and intensity under different occasions. Extent of focus and attention to look beautiful and attractive, boost confidence and makes to feel good at different level under different situations. The attitude towards beautification and beauty care products are driven by both psychological and sociological factors. Regular users of beauty

care products are more conscious about quality, safety, health, sensitivity to skin, fragrance, freshness, after effects, comfort and sustainability requiring a spectrum of products providing for choices, taste, preferences and attitude towards beauty care products.

In all societies and in all times, beautification and beauty care products are important aspect for every individual. Attitude of people towards self-care, taste, preference, liveliness, time and money spent to look good is a significant part of culture and tradition since time immemorial. Civilization, culture, socialisation, economic activities and role in the society significantly influence the attitude of people towards beautification and beauty care products. People influenced by various factors differ in intensity of money spent for beauty care products and attitude towards beautification at different point of time and location.

In beauty care industry women consumers are considered as one of the largest segment significantly contributing to world economic growth. Women like to focus on physical appearance while attending social gatherings, festivals, marriage and house warming functions. The features of beauty care products attract women all over the world. Women with well grooming attitude are strong, lively, recognised and self-confident. Nature and intensity of beauty care products play a significant role particularly in women's day-to-day economic, social and personal life. Extent of awareness and accessibility for beauty care products play a significant role in attitude towards beautification and demand for beauty care products. Since ancient times, usage pattern of beauty care products impact physical appearance, social status, energy level, attitude to face challenges in the dynamic environment. Hence, the present research work attempts to study the attitude of women towards beautification and beauty care products in terms of its impact due to job factors.

### **Statement of the Problem**

Consumer buying behaviour is affected by need, preference and depends on the users attitude, perception, social factors, technological factors, age, and family background. It varies from person to person and from time to time. The consumer purchase decision is led by culture, subculture, membership group, personality, sociology, economic and psychological factors. The quest for beauty has been a dominant part for several millennia. Women crave to look beautiful irrespective of the age, status, educational qualification and job nature. Since ancient times women perceive to be physically enhance beauty using beauty care products. The influence of advertisement media, style icons, celebrity endorsement and availability of international brands witnessed rapid modifications and growth of usage towards beauty care industry among women. People using beauty care products do not have the same attitude and taste for beautification. Attitude, preference and taste of people determine the extent of time, money and energy spent for beautification.

Beauty has a wide focus among women since ancient days. Beautification and beauty care products enhance appearance, self-confidence, social status and self-esteem of individuals. Compared to men, more women are obsessed with beautification to look attractive, beautiful and increase self-image. Among some

women beauty care products have even become inhabitable and unavoidable in day-to-day life. So the present research work attempts to study the “Impact of job on attitude of women towards beautification and beauty care products”.

### **Review of previous studies**

Beauty care industries are showing rising trend from all over the world. The evolving lifestyle, positive effects of using beauty care products, personal care on appearance and self-esteem, healthy communication with the society are some of the factors fueling the growth of beauty care industry. Studies relating to customer attitude towards beauty care products are as follows: Kyu Hye Lee, Seong Eon kim (2022) identified the perception of consumers towards beauty products and cosmetics under Covid-19. The work found that spread of Corona virus has a positive significance on skincare products and negative significance on makeup products. Aakansha Singhal and Malik G (2021) work found that monthly income of the respondents have a high impact on the purchase of green cosmetics. Ali Haideen Mohammed (2021) study of customer's attitude and perception towards cosmetics amidst Covid-19 in Malaysia revealed the consistent usage of cosmetics among all income groups due to the availability of branded cosmetics.

Devi R, Diana Jolly Jose, Preetha R (2020) study of the brand preference among 85 women in Kerala adopting convenient sampling indicated that 43 percent were benefitted with good results by using branded cosmetics and developed the brand loyalty towards the product. Barani G and Sushma (2020) analysed the marketing strategies creating impact on the beauty and personal care industries in Covid-19 among 384 respondents. The work revealed that majority were women. 70 percent were in the age of 24 years. Women with high income indicated greater preference for purchasing cosmetics. Arthy R and Ramesh babu S (2020) focused on the opinion, usage pattern, factors influencing grooming among female students, found that majority of the girls preferred facial service followed by eyebrow threading and haircut in beauty parlours. Very few respondents were interested in hair smoothening and hair straightening. Girls visited parlour before attending marriage functions. The usage of personal grooming products increased self-confidence and appearance. The attitude of young girls towards grooming was highly influenced by personal and life style factors. Mohammed Safi and Shajahan M (2019) identified the factors influencing purchase of cosmetics. 56 percent were between 15-30 years of age. Quality was the main reason for purchase of cosmetics.

The review of above literatures revealed that studies have covered aspects relating to factors influencing consumers purchase decision and preference for cosmetics. Influence of job on purchase decision for beauty care products before and after taking up job and importance assigned for beautification have not been carried in the past. Hence to bridge the gap the present study was carried out to identify the Impact of job on attitude of women towards beautification and beauty care products “was carried out. To fill the gap in the existing literature. The work attempts to identify answers for the following research questions:

- Identify the women respondents preference towards herbal and chemical based beauty care products.
- Impact of job factors influencing the purchase decision of beauty care products before and after taking up job.

### **Hypotheses**

The following hypothesis were formulated and tested

**H1:** Preference of women towards herbal & chemical beauty care products.

**H2:** Influence of job on purchase decision for beauty care products.

**H3:** Impact of age of the women and organizational sector on the attitude towards beautification.

### **Methodology of the Study**

A set of structured questionnaire were formulated to study the attitude of women towards the beautification and beauty care products. The data was collected from a sample of 125 women with an aptitude for self-care, beautification and using beauty care products adopting purposive sampling method. Respondents using beauty care products were purposefully contacted to have a better idea of the preference for beautification among women. Questionnaire was categorised into two parts. First part deals with the demographic profile of the respondents and secondly the attitude of women towards beauty care products. The framed questionnaire was circulated among users of the beauty care products to ensure reliability, validity, practicality and accuracy of data collected to improve precision of the research work. Based on the feedback during the pilot study, the framed questionnaire was revised and restructured after discussion with subject experts and field experts. The primary data was collected from respondents giving importance for beautification and beauty care products adopting interview schedule and google form. The collected data was analysed using simple statistical tools, Chi-square test, t-test, F-test, KMO and Bartlett's test, ANOVA, factor analysis and Post-Hoc test.

### **Findings of the Study**

The data collected from women respondents adopting interview schedule method revealed the following findings of the study:

#### **Profile of the Women Respondents**

Of the 125 women respondents contacted, 49 percent of the women represented the age group of 26-27 years, 30 percent were below 25 years of age, 21 percent were above 28 years of age. 69 percent of women respondents were unmarried, 30 percent were married and one percent was divorced. 46 percent were post-graduates, 36 percent were under-graduates and 18 percent were professionals. 70 percent were employed in private sector, 17 percent were employed in public sector and 13 percent were self-employed. 35 percent of the women respondents represented Computer/Software/ITES sectors, 22 percent were from financial sector, 18 percent were from medical sector, 17 percent were drawn from

educational sector and eight percent were from beauty sector. 74 percent were earning upto Rs.50,000 on a monthly basis. 21 percent were earning between Rs.50,001-Rs1,00,000, four percent were earning between Rs.1,00,001-Rs.1,50,000. One percent were earning above Rs.1,50,000.

### **Attitude of Women Respondents towards Beautification**

The study of women attitude towards beautification and beauty care products brought out the following findings: 62 percent of the respondents started giving importance for beautification between 16 to 20 years of age, 23 percent started giving importance for beautification between 21-25 years of age, 13 percent gave importance for beautification even before 15 years of age and two percent gave importance for beautification after 25 years of age. 66 percent of the women respondents were influenced by self-beautification. 56 percent of women were influenced by attitude towards fashion and trends. 25 percent were influenced by nature of the job. 24 percent were influenced by needs and motives. 20 percent were influenced by hygiene factor. 19 percent were influenced by health factor for beautification. 16 percent were influenced by family members, 14 percent were influenced by climate/environment. 12 percent were influenced by peer group influence. 10 percent were influenced by place of residence.

Self-care ranked first scoring 444 for the extent of importance for beautification. Second rank was given for beautiful and young with a score of (438). Stylish and fashion trends ranked third (432). Fourth rank for self-esteem as well as healthier & strong was 431 as shown in the exhibit 1. 84 percent of the respondents felt a fall in the importance given for beautification during COVID-19 period due to the paucity of funds, work from home and lack of recognition. 67 percent of respondents felt a 10-25 percent fall in the usage of beauty care products due to paucity of money, non-availability of products, limited usage of beauty care products. 57 percent of the respondents felt incomplete without beautifying. 45 percent experienced a fall in confidence level. 40 percent felt uncomfortable. 33 percent were unhappy without beautifying. 24 percent felt insecure. 18 percent felt inferior to face others. 16 percent experienced low self-esteem. Seven percent were depressed. Five percent felt anxiety and one percent felt introvert without beautifying.

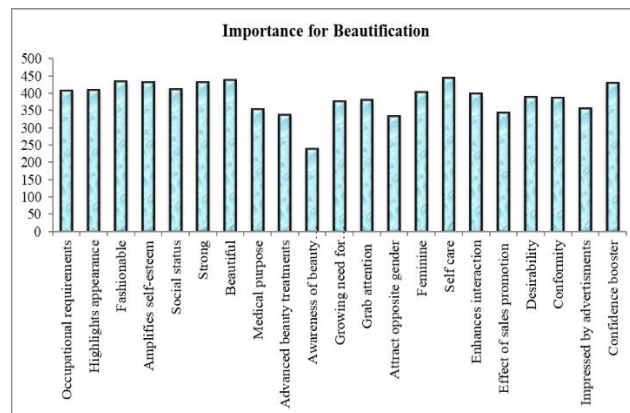
72 percent of the women respondents purchased beauty care products for single person use while 28 percent purchased for family use. The following job factors influenced the purchase decision for beauty care products before taking up job. Creating impression ranked first with the score of (480). Peer group influence ranked second with the score of (470). Third rank was for fashion trends with the score of (469). Self-confidence ranked fourth with the score of (429). The following factors influenced the purchase decision for beauty care products after taking up job. Women respondents assigned first rank for awareness of beauty products scored (452). Place of working/stay ranked second (428). Interest for self-grooming ranked third with the score of 425 as shown in the exhibit 2.

58 percent of women respondents preferred chemical based beauty care products, 30 percent preferred herbal based beauty care products and 12 percent preferred both types of beauty care products. 62 percent of the women

respondents learned to apply beauty care products by self. 39 percent learned from friends. 36 percent from internet. 27 percent learned from family. 25 percent learnt from colleagues. Three percent of the respondents learned from neighbours. 85 percent of respondents preferred self-beautification, 10 percent preferred both self and beauty parlour services for beautification while only five percent preferred beauty parlours.

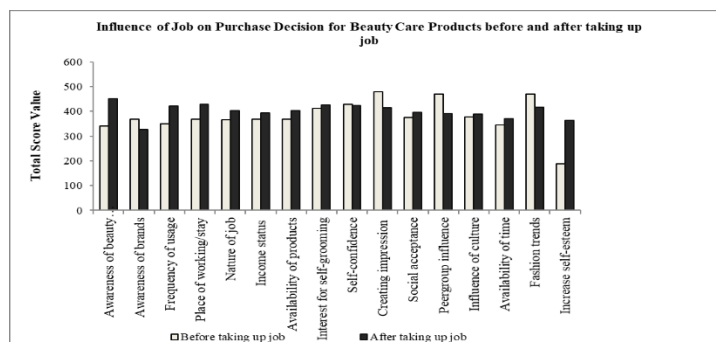
Women respondents assigned first rank for eyebrow threading services (459). Second rank was given for hair cut scoring (340). Hair styles ranked third scored (292). Fourth rank was given for waxing (266). Facial ranked fifth (257). Sixth rank for face cleansing and bleaching (255) as shown in the exhibit 3. Women assigned first rank for branded beauty parlours scoring 428 and the second rank was given for local parlours (247). 56 percent of the women respondents visited beauty parlour when need arise, 26 percent visited monthly once, 13 percent visited fortnightly and five percent visited weekly once.

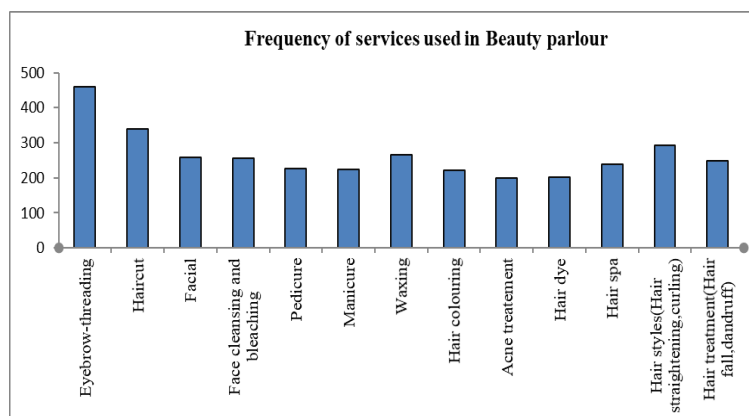
### Exhibit 1



The following chart depicts the comparison of the job influence on the purchase decision for beauty care products before and after taking up job as shown in the exhibit 2

### Exhibit 2



**Exhibit 3****Preference towards herbal and chemical based beauty care products**

Herbal based beauty care products are made of less chemical ingredients, pleasant fragrance, cruelty free, less side-effects and eco-friendly products but chemical based beauty care products are patented, worth payable, sustainable, meets expectation provides wide range of products. The researcher's hypothesis is to find the women respondents preference towards herbal and chemical based beauty care products.

H<sub>01</sub>: Women respondents give equal preference for both herbal and chemical beauty care products.

H<sub>01</sub>: Women respondents do not give equal preference for both herbal and chemical beauty care products.

Table 1  
Preference for Nature of Beauty Care Products

Nature of Beauty products	Frequency	Expected frequency	$\frac{(O_i - E_i)^2}{E_i}$
Chemical	73	41.6	23.70
Herbal	37	41.6	0.51
Both	15	41.6	17.01
Total	125		41.22

Chi- square value : 41.22

Degrees of freedom : 2

Expected value : 5.991

The calculated chi-square value (41.22) is greater than table value (4.11) with two degrees of freedom at 5% level of significance, indicated that the null hypothesis is rejected, hence there is a significant difference in the nature of beauty care products preferred among women. Majority of the respondents preferred chemical based beauty care products compared to herbal beauty products due to job factors.

### **Influence of job on purchase decision for beauty care products:**

Majority of the women respondents were employed in private sectors and from Computer/Software/ITES organizational sectors. So the researcher has attempted to find whether job has a significant influence on the purchase of beauty care products.

H<sub>02</sub>: Job doesn't influence the purchase decision for beauty care products before and after taking up job among women respondents.

H<sub>02</sub>: Job influences the purchase decision for beauty care products before and after taking up job among women respondents.

Table 2  
Influence of Job on purchase decision for Beauty Care Products before and after taking up job

Job Factors	Influence of job on purchase decision for Beauty care products	Mean Value	Significant
Awareness of Beauty products	Before	3.34	.000
	After	4.51	
Awareness of brands	Before	3.61	.000
	After	4.18	
Frequency of usage	Before	3.46	.000
	After	4.22	
Place of working /stay	Before	3.65	.000
	After	4.32	
Nature of Job	Before	3.67	.000
	After	4.05	
Income status	Before	3.71	.133 not significant
	After	3.88	
Availability of products	Before	3.64	.000
	After	3.98	
Interest for self-grooming	Before	4.13	.073 Not significant
	After	4.30	
Self-confidence	Before	4.26	.933 Not significant
	After	4.26	
Creating impression	Before	4.82	.000
	After	4.18	
Social acceptance	Before	3.71	.016
	After	3.96	
Peer group influence	Before	4.67	.000
	After	3.93	
Influence of culture	Before	3.77	.092 Not significant
	After	3.94	
Availability of time	Before	3.40	.028
	After	3.62	
Fashion trends	Before	4.71	.000



	After	4.12	
Hassle	Before	1.90	.000
	After	3.66	

The table 2 represents that, except income status, interest for self-grooming, self-confidence and influence of culture, all the other items has significance value less than 0.05, so the null hypothesis is rejected. To compare the before and after job factors paired t test was applied and analyzed for this hypothesis. Out of 16 factors, awareness of beauty products and brands, frequency of usage, place of working/stay, nature of job, availability of products and time, creating impression, peer group influence, fashion trends and hassle of job significantly influences the purchase decision for beauty care products. So the researcher concluded that, job factors highly influences the purchase decision for beauty care products among women respondents.

### Frequency of services preferred in beauty parlour

There are several services provided by the beauty parlour. The objective is to find out what kind of services mostly preferred by the women respondents in beauty parlour.

Table 3  
Frequency of services preferred in beauty parlour

Services in Beauty parlour	Values in Percentage				
	Always	Often	Sometimes	Rarely	Never
Eyebrow threading	81.6	4.8	9.6	4.0	0
Hair cut	26.4	16.0	36.8	18.4	2.4
Facial	4.8	5.6	54.4	19.2	16.0
Face cleansing and bleaching	15.2	4.8	39.2	15.2	25.6
Pedicure	4.8	7.2	28.8	31.2	28.0
Manicure	5.6	5.6	29.6	28.8	30.4
Waxing	7.2	21.6	26.4	20.8	24.0
Hair colouring	3.2	5.6	43.2	16.8	31.2
Acne treatment	4.0	5.6	32.0	16.0	42.4
Hair dye	4.0	8.8	32.8	6.4	48.0
Hair spa	8.0	4.8	42.4	16.0	28.8
Hair styles	28.8	12.8	22.4	12.0	24.0
Hair treatment	24.0	5.6	19.2	16.8	34.4

The table reveals that majority of the women respondents "Always" preferred eyebrow threading service in the beauty parlour. Women respondents "Sometimes" preferred hair cut, facial, face cleansing, hair colouring and hair spa. Pedicure, manicure, waxing, hair dye and spa, styling (Hair straightening and curler) were rarely used by the women respondents in the beauty parlour.

### Extent of importance for Beautification

To find how respondents assigned importance for beautification. On several items taken for this purpose, factor analysis was applied to reduce the complexity of data to find the important factors given for beautification. Kaiser Meyer Olkin (KMO) and Bartlett's test was conducted to check the validity of the data for factor analysis.

Table 4  
KMO and BARTLETT'S TEST

Kaiser-Meyer-Olkin	0.816
Bartlett's Approx.chi	1857.762
Test of Square	
Sphericity	
df	210
Sig	.000

The value of 0.816 (closer to one) of KMO test and significance of Bartlett's test 0.000 less than 0.05 alpha value ensures that application of factor analysis on the data in the table.

Importance for Beautification									
S.no	Initial Eigenvalues			Loadings			Loadings		
	Total	Percent of variance	Cumulative percentage	Total	Percent of variance	Cumulative percentage	Total	Percent of variance	Cumulative percentage
1	8.717	41.508	41.508	8.717	41.508	41.508	4.197	19.984	19.984
2	2.535	12.072	53.580	2.535	12.072	53.580	3.863	18.396	38.380
3	1.585	7.547	61.128	1.585	7.547	61.128	3.004	14.304	52.683
4	1.313	6.251	67.379	1.313	6.251	67.379	2.564	12.208	64.892
5	1.001	4.768	72.147	1.001	4.768	72.147	1.524	7.255	72.147
6	.859	4.090	76.236						

From the above table it was clear that five factors are obtained with the values 72.147% from the data.

Importance for Beautification	
Name of the items	Factors
Attract opposite gender	Attitude
Impressed by advertisements	
Conformity	
Confidence booster	
Grab attention	
Highlights appearance	
Occupational requirements	
Advanced Beauty treatments and products	
Growing need for beautification	

Medical purpose	Awareness/motives
Sales promotion	
Desirability	
Healthier and strong	Presentable and attractive
Beautiful and young	
Feminine	
Self-consciousness/care	
Enhances interaction	Self-image
Amplifies Self esteem	
Social status	Beauty trends
Fashionable	
Awareness of Beauty products	

From the above factor analysis table the five factors attitude, awareness/motives, presentable, self-image and beauty trends leads to the extent of importance for beautification.

#### **Impact of age on attitude towards Beautification:**

The researcher's another hypothesis is to find the significant difference of the age of women respondents working in different organizational sector on attitude towards beautification.

H<sub>03</sub>: Age of the women respondents working in different organizational sectors do not influences the attitude towards beautification.

H<sub>03</sub>: Age of the women respondents working in different organizational sectors influences the attitude towards beautification.

To find the average age of the respondents having impact on beautification with respect to the working sector. As more than two working sectors are compared, ANOVA has been applied. Since the significance value (0.014) is less than 0.05, there is a significant difference in the mean age of the respondents in various sectors giving importance for Beautification.

Sector	Mean age	F-Ratio	Significance level
Financial sector	25.83	3.250	.014
Beauty sector	26.55		
Education sector	26.25		
Computer sector	25.13		
Medical sector	27.13		
Total	26.14		

Source: computed from primary data

The significance value in the table is less than 0.05, the null hypothesis is rejected. So the researcher concluded that there is a significant difference in the mean age of respondents started giving importance for beautification. To find which sector differs significantly from the other sectors, Post –Hoc test was applied.

### Post-Hoc Test

Organizational Sector	Compared with	Mean difference	Significance
Medical sector	Financial sector	1.897	0.155
	Beauty sector	1.185	0.793
	Educational sector	1.481	0.386
	ITES/Software/Computer sector	2.606	0.005

When comparing medical and ITES/Software/Computer sector the table significance value is less than 0.05. Comparing the mean values of these sectors, the ITES/Software/Computer sector respondents started showing interest in beautification during younger age. The mean age of the respondents working in ITES/Software/Computer sector is less than the other sectors. So it is concluded that ITES/Software/Computer sector employees are more interested in beautification during younger age than the other sectors.

### Impact of age and working sector influence on beautification

The researcher's has attempted to find the significant difference in the age of the women respondents working in different organizational sector.

H<sub>04</sub>: There is no significant difference in the age group of the respondents belonging to the three different sectors private sector, public sector and self-employed showing interest on beautification.

H<sub>04</sub>: There is a significant difference in the age group of the respondents belonging to the three different sectors private sector, public sector and self-employed showing interest on beautification.

Sectors	Mean value	"F" Ratio	Significant value
Private sector	25.53	6.597	0.002
Public sectors	27.82		
Self-employed	26.43		

Significant at 5% percent level of significance

Since the significance value is less than the 0.05, null hypothesis is rejected. So it is concluded that there is a significant difference in the age group of the respondents showing interest towards beautification. To find out in which sector the difference is significant, Post- Hoc test was applied.

### Post-Hoc test

Sectors	Compared with	Mean difference	Significant value
Public sector	Private sector	2.291	0.001
	Self-employed	0.898	0.534

The significance value is less than 0.05, the level of significance, when comparing with public and private sector, there is a significant difference in the age of the

respondents. The average age of the respondents working in private sector is less than the other two sectors, the private sector respondents are showing more interest on beautification at younger age than public sector and self-employed category.

## Conclusion

Women respondents were influenced by self-beautification factor and influenced by self-care for the extent of importance for beautification. Chemical based beauty care products were highly preferred by women respondents compared to herbal based beauty care products. The researcher concluded that job factors has significant influence on the purchase decision for beauty care products among women respondents. The private sector respondents were showing more interest on beautification at younger age compared to public sector and self-employed categories.

## Recommendations

- The beauty care industry should also introduce a variety of herbal and ayurvedic products to attract more customers and to reduce the risk associated in the usage of chemical based beauty care products.
- With the development in technologies and advertisements for the branded beauty parlours in social medias should be increased to create awareness among the customers.
- The beauty parlours and beauticians should provide better services and treatments to the customers without any side effects.
- Beauticians should also take some initiatives to provide home services to the customers to attract more customers.
- Beauticians and beauty parlours could take efforts to patent traditional methods of beautification and beauty care products.
- The employees working in the parlour should have a better knowledge about the treatments and products so as to offer professional services to the customers.

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