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A STUDY ON PRODUCT PRICE AND AVAILABILITY ON CONSUMER BUYING BEHAVIOUR OF COSMETIC PRODUCTS

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Keywords	Abstract
<i>Consumer Buying Behavior, Cosmetic Products, Price And Availability, Organic Cosmetics, Non-Organic Cosmetics, Generation Z.</i>	This research is intended to assess the effects of price and availability of beauty products on consumer buying behavior and to study differences in consumer perceptions based on various demographic factors and choices between organic and non-organic cosmetic products. A well-structured questionnaire was used in five districts in Uttar Pradesh: Varanasi, Prayagraj, Lucknow, Ayodhya, and Noida, and consumers between the ages of 13 and 28 were surveyed. A total of 400 respondents were chosen, and statistical analysis was conducted on 385 valid replies. Descriptive statistics, ANOVA, and independent-samples t-tests were employed for hypothesis testing. Female consumers placed more emphasis on price and availability than male consumers. Nevertheless, there was no significant difference in perceptions among consumers with different educational backgrounds. No important difference in perceptions towards price and availability was found among consumers who prefer organic products and those who prefer non-organic products. The study concludes that price and availability are major determinants of consumer buying behaviour in the cosmetic sector, and that formulating marketing strategies while considering demographic factors can prove more effective.



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1.INTRODUCTION

The cosmetics industry is among the fastest-growing, most dynamic sectors of the market. Cosmetics are not only enhancing physical appearance but also, they have become an integral part of personal care, self-expression, health consciousness, and overall well-being. Products such as skincare, haircare, personal hygiene, fragrances, and makeup items are widely used in different age, genders, groups, and socio-economic classes, reflecting changing social norms and developing consumer expectations. Buying decisions of the consumer are affected not only by functional needs like skincare and hygiene but also by psychological, social, cultural, and lifestyle factors.

Traditionally, cosmetic consumption was largely linked with women; however, changing social norms and rising recognition of personal grooming have resulted in an increase in cosmetic usage among men. Gender-based differences are evident in product preferences, brand loyalty, frequency of purchase, and sensitivity to price and promotion.

In recent years, increased awareness of the health risks linked to synthetic chemicals has greatly changed how consumers view cosmetic brands. Research indicates that consumers are increasingly scrutinizing ingredient lists and favoring products seen as safe, natural, and environmentally friendly (Solomon, 2020). Modern lifestyles have greatly contributed to shaping cosmetic buying behavior. New age consumers, particularly Generation Z, lead fast-paced lives and are highly influenced by digital technology and social media. Schiffman and Wisenblit (2019) note that lifestyle orientation is reflected in brand choice, product experimentation, and the frequency of purchase. Cosmetics are increasingly viewed as routine products that reflect personal values, social identity, and emotional well-being. This lifestyle-driven consumption pattern is more pronounced among Gen Z consumers, who prefer brands that resonate with buyers' ethical beliefs and social responsibility.

The findings are relevant to cosmetic manufacturers, marketing managers, researchers, and policymakers, as they facilitate an understanding of evolving consumer needs, thereby enabling pricing, distribution, and marketing strategies.

This enhances the theoretical understanding of consumer purchasing behavior and forms a vital basis for practical and marketing decisions in the cosmetic industry. Specifically, by analyzing marketing factors on consumer choices, companies can support their market position and offer products and services that meet consumer expectations.

2. LITERATURE REVIEW

Yazar et al. (2026) carried out a study in Turkey examining cosmetic product use, consumer awareness, and chemical adverse effects. The study found that although most consumers regularly use cosmetics, their knowledge of cosmetic vigilance and chemical risks remains limited. Many reported skin reactions, but most did not consult a healthcare professional. The researchers highlighted the



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importance of enhancing consumer awareness and developing a robust cosmetovigilance system to promote safe cosmetic usage.

Dakshayani and Rajendran (2024) examined how Generation Z consumers decide to buy green cosmetic products through the lens of the Theory of Planned Behavior. Their findings highlight that attitude, perceived behavioral control, environmental concern, subjective norms, and product effectiveness all significantly impact purchase intentions. Notably, perceived behavioral control was identified as the most influential factor, underlining the importance of affordability and ease of access for Gen Z. The research emphasizes that Generation Z is particularly attuned to sustainability and ethical issues, making brands that reflect these values more likely to be accepted and foster loyalty.

Almukainzi et al. (2022) examined the quality and safety of popular topical cosmetic products. They surveyed 447 consumers and tested 21 selected products for microbial contamination, heavy metals, and physical attributes. The findings showed that several products contained microorganisms such as *Staphylococcus aureus* and *Bacillus*, along with heavy metals including lead, arsenic, chromium, and nickel, often exceeding safety standards. The study concluded that regular use of these products could be harmful to health, highlighting the need for rigorous quality control and regulation to maintain cosmetic safety.

Palanivelu et al. (2022) The review focused on the role of herbal ingredients in cosmetic and cosmeceutical products, especially for skin care. Results show that herbal cosmetics made from plant oils, extracts, and vitamins are generally safe, effective, and produce fewer side effects than synthetic options. Key ingredients like aloe vera, turmeric, green tea, neem, and coconut oil were noted for their antioxidant, anti-inflammatory, antimicrobial, and anti-aging benefits. The study concludes that herbal cosmetics aid in protecting, rejuvenating, and healing the skin, supporting long-term skin health. Overall, it highlights herbal cosmetics as an eco-friendly and consumer-approved alternative to chemical-based personal care products.

Kumar and Singh (2021) studied consumer perception toward cosmetic products in India with special emphasis on natural and organic cosmetic categories. The study found that consumers increasingly prefer organic cosmetic products because they perceive them as safer, healthier, and environmentally sustainable. Health awareness, natural ingredients, and skin safety emerged as the major determinants influencing purchase intention. The research also highlighted that younger consumers and educated respondents were more inclined toward herbal and organic cosmetic products compared to older age groups. The study concludes that rising environmental consciousness and changing lifestyle patterns are accelerating the growth of the organic cosmetics market in India.

Tiwari et al. (2020) conducted a survey-based study in Kanpur, Uttar Pradesh, to examine consumer preferences toward herbal cosmetic products. The findings show a strong and growing consumer



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inclination toward herbal cosmetics, mainly driven by concerns about health risks and the harmful effects of chemical-based products. Among the herbal brands studied, Himalaya product brand became the most favored, followed by Patanjali and Jovees. The study finds no shortage of demand for herbal cosmetics in the Indian market, as consumers increasingly associate herbal products with safety, quality, and skin-friendliness. The research highlights health consciousness as the central factor encouraging the shift toward herbal cosmetics.

3. OBJECTIVE

1. To analyse the attitude of the respondents towards price and availability regarding cosmetics product with demographical profile.
2. To examine the attitude of the respondents towards price and availability regarding cosmetics with organic and non-organic cosmetics.

4 RESEARCH METHODOLOGY

4.1 PURPOSE OF THE STUDY

To understand how consumers choose between organic and non-organic cosmetic products in Uttar Pradesh. The study has been conducted in five districts of the state, namely Varanasi, Prayagraj, Lucknow, Ayodhya, and Noida. It aims to identify the factors influencing consumers while purchasing cosmetic products. The study also explores consumers' preferences and opinions concerning organic and non-organic cosmetics.

4.2 HYPOTHESES OF STUDY

H01A: There is no significant difference in respondents' attitudes toward price and availability of cosmetics across age groups

H01 B: There is no significant difference in respondents' attitudes towards price and availability regarding cosmetics with respect to gender

H01C: There is no significant difference in respondents' attitude towards price and availability regarding cosmetics with respect to education

H01D: There is no significant difference in respondents' attitude towards price and availability regarding cosmetics with respect to income.

H02: There is no significant difference in respondents' attitude towards price and availability regarding cosmetics with respect to organic and non-organic cosmetic products.

4.3 RESEARCH DESIGN

The study describes the overall plan and framework that a researcher uses to carry out a study and meet its objectives. It guides decisions on data collection methods, measurement techniques, and sampling strategies.



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4.4 TYPE OF UNIVERSE

The entire group of respondents from which a sample is selected for a research study is defined as the universe. In the present study, a finite universe is considered. The universe consists of consumers of organic and non-organic cosmetic products residing in Uttar Pradesh. The same was drawn from five cities, namely Varanasi, Prayagraj, Lucknow, Ayodhya, and Noida, to gather the required data for the present study.

4.5 SAMPLE SIZE

The size of the sample refers to the number of respondents selected for the study. For the present study, 400 consumers were selected as respondents. These consumers use organic and non-organic cosmetic products and were deemed appropriate for providing the required information.

4.6 SAMPLING TECHNIQUE

In the first stage, five cities of Uttar Pradesh were selected for data collection. From each city, 80 consumers were selected as respondents. Thus, a total of 400 consumers were included in the study.

In the second stage, the selected respondents were classified into five income groups. From each income group, 16 respondents were selected from every city.

4.7 SOURCES OF DATA

Data collection is a crucial aspect of any research, beginning after defining the research problem and finalizing the design. Typically, data are gathered from primary and secondary sources. In this study, data have been obtained from both types of sources. Primary data were collected through a structured questionnaire.

The secondary data has been collected from various sources such as books, research journals, articles, dissertations, theses, reports, magazines, and relevant websites. Several national and international studies were also reviewed while preparing the introduction, review of literature, and research objectives.

5. DISCUSSION AND ANALYSIS

PRICE AND AVAILABILITY ACROSS AGE GROUP

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
13-17 Years	58	13.0345	3.04910	.40037	12.2328	13.8362	6.00	18.00



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18-22 Years	145	13.3586	2.81039	.23339	12.8973	13.8199	7.00	19.00
23-28 Years	182	12.4725	2.51115	.18614	12.1052	12.8398	7.00	17.00
Total	385	12.8909	2.73548	.13941	12.6168	13.1650	6.00	19.00

TABLE: 5.1

ANOVA

Price and Availability

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	64.773	2	32.386	4.405	.013
Within Groups	2808.645	382	7.352		
Total	2873.418	384			

TABLE:5.2

The statistics reveal that respondents aged **18–22 years** reported the highest mean score (Mean = 13.36, SD = 2.81), followed by those aged **13–17 years** (Mean = 13.03, SD = 3.05). Respondents in the **23–28 years** age group recorded the lowest mean score (Mean = 12.47, SD = 2.51), while the overall mean score was **12.89**. These findings indicate that different age groups hold somewhat varied views on the price and availability of cosmetics, with the 18–22 years demographic being more optimistic.

The ANOVA results reveal a statistically significant difference in respondents' attitudes towards the price and availability of cosmetics across different age groups ($F = 4.405$, $p = 0.013$). Since the significance value is below 0.05. level, the null hypothesis (H_{01A}) is rejected. Significant influence on respondents' attitudes towards the price and availability of cosmetics, and the opinions of the different age groups differ.

ATTITUDES TOWARDS PRICE AND AVAILABILITY REGARDING COSMETICS WITH RESPECT TO GENDER

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Price and Availability	Female	201	13.5970	2.77521	.19575



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Male	184	12.1196	2.47763	18265
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TABLE: 5.3

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Price and Availability	Equal variances assumed	3.132	.078	5.491	383	.000	1.47745	.26907	.94841	2.00649
	Equal variances not assumed			5.518	382.765	.000	1.47745	.26773	.95104	2.00386

TABLE: 5.4

The group statistics reveal that **201 females and 184 males** participated in the study. Higher mean scores are recorded for female respondents (Mean = **13.60**, SD = **2.78**) than for male respondents (Mean = **12.12**, SD = **2.48**). This difference in mean scores indicates that female have a comparatively more positive attitude towards the price and availability of cosmetics. In comparison, male respondents expressed a comparatively lower level of agreement regarding these factors. The findings suggest that perceptions of price and availability vary between male and female consumers.

Before conducting the independent samples t-test, was performed to examine whether the variances of the two groups were equal. The test produced a significance value of **0.078**, which is greater than the 0.05 level of significance. This reveals the assumption of equal variances is satisfied, and therefore the results under the **Equal Variances Assumed** category are appropriate for interpretation.



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The independent samples t-test shows that the difference in the mean scores of respondents is **statistically significant** ($t = 5.491$, $df = 383$, $p = 0.000$). Since the p-value is less than the 0.05 significance level, the null hypothesis (**H01B**) is rejected. This confirms that gender pointedly influences respondents' attitudes towards the price and availability of cosmetics. The results clearly show that females are more focused on and prioritize the price and availability of cosmetics more than male respondents. Therefore, marketers and cosmetic companies should take gender differences into account when developing pricing strategies and ensuring product availability, as these factors appear to influence purchasing attitudes differently among genders.

ATTITUDES TOWARDS PRICE AND AVAILABILITY REGARDING COSMETICS ON THE BASIS OF EDUCATION

Descriptives

Price and Availability

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
In School	31	12.1613	3.25675	.58493	10.9667	13.3559	6.00	17.00
Graduate	88	12.7500	3.04091	.32416	12.1057	13.3943	7.00	17.00
Post Graduate	149	12.8389	2.56817	.21039	12.4232	13.2547	7.00	18.00
Others	117	13.2564	2.52625	.23355	12.7938	13.7190	8.00	19.00
Total	385	12.8909	2.73548	.13941	12.6168	13.1650	6.00	19.00

TABLE: 5.5

ANOVA

Price and Availability

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	34.283	3	11.428	1.534	.205
Within Groups	2839.135	381	7.452		
Total	2873.418	384			

TABLE: 5.6



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Table 5.5 shows that consumers with **Other educational qualifications** reported the highest mean score (Mean = **13.26**, SD = **2.53**), followed by **Post Graduates** (Mean = **12.84**, SD = **2.57**) and **Graduates** (Mean = **12.75**, SD = **3.04**). Respondents who were participants who had completed school education showed the minimum mean value (Mean = **12.16**, SD = **3.26**). The overall mean score was **12.89**. Although slight differences can be observed among the educational groups, the mean scores are quite close, indicating that respondents with different educational backgrounds have broadly similar opinions regarding the price and availability of cosmetics.

The ANOVA results indicate no statistically significant difference in respondents' attitudes towards the price and availability of cosmetics across various educational groups ($F = 1.534$, $p = 0.205$). Because the p -value exceeds 0.05, the null hypothesis (H_0) is accepted. This suggests that educational qualification does not significantly affect respondents' attitudes toward the price and availability of cosmetics. In essence, respondents with varying educational backgrounds hold similar views on this aspect of cosmetic products.

CONSUMER ATTITUDES TOWARDS PRICE AND AVAILABILITY REGARDING COSMETICS WITH RESPECT TO INCOME.

Descriptives

Price and Availability

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less Than Rs. 5,000	77	12.5065	2.51639	.28677	11.9353	13.0776	6.00	17.00
Rs. 5,000-10,000	77	12.7273	2.81741	.32107	12.0878	13.3667	6.00	17.00
Rs. 10,001-20,000	77	13.3896	2.59126	.29530	12.8015	13.9778	7.00	17.00
Rs. 20,001-40,000	77	12.4156	2.65246	.30228	11.8135	13.0176	6.00	18.00
More Than 40,000	77	13.4156	2.97512	.33905	12.7403	14.0909	6.00	19.00
Total	385	12.8909	2.73548	.13941	12.6168	13.1650	6.00	19.00

TABLE: 5.7



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ANOVA

Price and Availability

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	71.184	4	17.796	2.413	.049
Within Groups	2802.234	380	7.374		
Total	2873.418	384			

TABLE: 5.8

The table statistics show that respondents with a monthly income of more than Rs. 40,000 reported the highest average score (Mean = 13.42, SD = 2.98), closely followed by those earning Rs. 10,001–20,000 (Mean = 13.39, SD = 2.59). Respondents with an income of Rs. 5,000–10,000 had an average score of 12.73, while those who had an income less than Rs. 5,000 recorded a mean of 12.51. Respondents earning Rs. 20,001–40,000 had the lowest average score (Mean = 12.42, SD = 2.65). The mean score for all groups combined was 12.89. Findings specify that perceptions of cosmetics' price and availability differ only slightly among various groups.

RESPONDENTS' ATTITUDES TOWARDS THE PRICE AND AVAILABILITY OF ORGANIC AND NON-ORGANIC COSMETIC PRODUCTS.

Group Statistics

	Organic and non-organic cosmetic products: which do you prefer?	N	Mean	Std. Deviation	Std. Error Mean
Price and Availability	Organic	296	12.9257	2.83941	.16504
	Non-organic	89	12.7753	2.36813	.25102

TABLE: 5.9

Independent Samples Test

Levene's Test for Equality of Variances			t-test for Equality of Means						
F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
							Lower	Upper	



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Price and Availability	Equal variances assumed	4.308	.039	.454	.383	.650	.15039	.33103	-.50048	.80127
	Equal variances not assumed			.501	170.990	.617	.15039	.30041	-.44260	.74339

TABLE: 5.10

The group statistics show that **296 respondents** preferred **organic cosmetics**, while **89 respondents** preferred **non-organic cosmetics**. Respondents who preferred **organic cosmetics** reported a slightly higher mean score (Mean = **12.93**, SD = **2.84**) than those who preferred **non-organic cosmetics** (Mean = **12.78**, SD = **2.37**). The difference in the average scores is minimal, suggesting that both groups have almost similar attitudes towards the price and availability of cosmetics.

Before performing the independent samples t-test, Levene's test for equality of variances was conducted. The test yielded a significance value of 0.039, which is below 0.05, indicating that the assumption of equal variances is violated. Therefore, the results under the **Equal Variances Not Assumed** category are considered for interpretation.

The independent samples t-test results show **no statistically significant difference** between consumer who prefer organic cosmetics and those who prefer non-organic cosmetics with respect to their attitudes towards the price and availability of cosmetics ($t = 0.501$, $df = 170.990$, $p = 0.617$). Since the p-value is >0.05 , we do not reject the null hypothesis. (H_0) is accepted. This suggests that the kind of cosmetics preferred Respondents' input does not substantially affect their attitudes towards the price and availability of cosmetic products. In other words, regardless of whether consumers prefer organic or non-organic cosmetics, they share similar views on the availability and pricing of these products.

CONCLUSION

This study analyzed the perspectives of consumers in Uttar Pradesh regarding the price and availability of cosmetic products and established whether there were significant differences in these perspectives based on various demographic factors and preferences for organic versus non-organic cosmetic products. Particularly, consumers in the 18–22 age group demonstrated a more confident attitude toward price and availability. Likewise, female consumers placed more emphasis on price and availability than males, implying that these factors more strongly influence women's purchasing choices. Additionally, notable differences were found among different income groups, showing that a consumer's purchasing power affects their buying behavior. A statistically significant difference was found in consumer attitudes based on educational qualifications. Education doesn't suggestively influence consumer perceptions regarding the price and availability of cosmetic products. Therefore, cosmetic companies and marketers should ensure appropriate pricing, effective distribution systems,



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and widespread product availability, while keeping in mind the needs of buyers across different demographical profile.

AUTHOR(S) CONTRIBUTION

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CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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