



**COSMETIC BRAND PREFERENCES:  
AN ANALOGY BETWEEN IRISH AND INDIAN  
YOUTH**

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**Abstract:**

This study delves into patron behaviour within the cosmetics marketplace, with a specific emphasis at the elements influencing buying picks and logo possibilities, particularly concerning L'Oréal and Maybelline. Primary information turned into accumulated thru surveys administered to a numerous sample, spanning a long time from 18 to over 50, with a concentration within the 25–40 age range. The contributors protected people of Irish and Indian nationalities, with a minor illustration of Indian respondents. The findings reveal that customers make splendour purchases on a month-to-month or irregular basis, with skin care and haircare emerging as the most well-known classes. Influential elements which consist of social media presence, logo recognition, pricing, and product satisfactory drastically form clients' buying selections. The analysis gives treasured insights into how age, gender, nationality, and educational backgrounds effect purchaser preferences, with implications for each L'Oréal and Maybelline's advertising strategies. Moreover, the test underscores the significance of digital marketing and advertising strategies in shaping purchaser perceptions of beauty manufacturers. While initial observations propose differing logo choices among Irish and Indian youngsters, in addition research is warranted for a comprehensive records. Overall, this has a study contributes vital insights into consumer behaviour inside the cosmetics market, facilitating informed advertising and advertising and marketing strategies and enriching enterprise information, for L'Oréal and Maybelline.

*Keywords: Cosmetics Market, Consumer Behaviour, L'Oréal, Maybelline, Brand Preferences, Digital Marketing Strategy.*

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## Chapter 1: Introduction

Recent years have seen a substantial shift in customer behavior in the cosmetics business due to changing socioeconomic environments, increasing consumer tastes, and technology breakthroughs. Because consumer behavior provides important insights into brand loyalty, purchase decisions, and market trends, these developments have made it necessary for academics and marketers to have a greater understanding of consumer behavior.

The significance of customer-based brand equity is emphasized by Keller (2016), who also discusses how consumer perceptions and preferences towards brands are shaped by priorities, advancements, and points of view. Expanding on the idea of brand leadership, Aaker and Joachimsthaler (2000) emphasize the critical role brands play in influencing customer decisions and market competitiveness. Advanced insights into strategic brand management are offered by Kapferer (2012), who clarifies the tactics necessary for brands to succeed in changing market conditions.

According to Euromonitor International's publications on the cosmetics and personal care sectors in Ireland and India (Euromonitor International, 2021a; Euromonitor International, 2021b), there are significant regional differences in the worldwide cosmetics industry. These differences spotlight how vital it's miles to understand how consumers behave in certain cultural and socioeconomic circumstances.

Research on client conduct transcends national borders and includes a wide range of product classes. Lian and Lin (2008) look at how client attributes influence the adoption of on-line shopping for several product categories, imparting perception into the subtleties of patron conduct within the virtual age. Anute, Deshmukh, and Khandagale (2015) observe how clients make judgments what to buy in relation to cosmetics, presenting insights into the variables that affect those selections.

Additionally, the rise of digital platforms has absolutely changed marketing techniques, with social media having a huge effect on how clients think and act. Duffett (2015) investigates how Facebook advertising impacts millennials' intentions to make purchases, emphasizing the use of social media to increase customer interplay.

According to Uzunok's (2022) study at the impact of packaging on customer conduct inside the Irish cosmetics business, packaging is likewise very critical in influencing purchasers' buy decisions. Furthermore, converting customer attitudes in the direction of

sustainability and natural additives are proven in the elevated call for in natural and green goods (Malik & Sharma, 2020; Pairo Veliz, 2022).

The goal of this research is to analyse the numerous aspects of purchaser behavior in the cosmetics quarter, deliberating elements like cultural impacts, digital advertising methods, product attributes, and sustainability considerations. By looking at these variables, this examines pursuits to provide insightful data to assist researchers develop the field of customer conduct studies and entrepreneurs create strategies that work.

The converting tastes of consumers have a huge impact on the cosmetics quarter. Consumers these days are higher informed, more socially concerned, and greater technologically savvy than in the beyond. Whether it is cruelty-free formulation, environmentally responsible packaging, or inclusion in advertising and marketing campaigns, they look for gadgets that mirror their beliefs. To continue to be relevant and competitive within the market, manufacturers ought to recognize these choices.

Social media particularly has revolutionized the manner cosmetics firms engage with their customers. Social media structures such as Instagram, TikTok, and YouTube have converted into online splendor aisles where clients can find new items, get trend updates, and interact with friends and influencers. These structures are utilized by corporations to promote their items, share their narratives, and build brand communities. Gaining the confidence and loyalty of customers depends seriously at the authenticity and relatability of the content material.

Another crucial detail affecting client behavior within the cosmetics sector is packaging. Packaging is an effective advertising device that conveys brand identification, values, and product functions in addition to imparting safety and preservation. Innovative features, green materials, and glossy designs might also set companies aside on crowded cabinets and attract customers. Furthermore, clients that care about the surroundings are attracted to groups that emphasize packaging that is biodegradable, minimalist, and recyclable.

In the cosmetics space, sustainability has emerged as a main factor in purchaser behavior. Customers are come to be more aware of how their purchases affect society and the surroundings. They look for items which are created with the least amount of damage to humans, animals, and the environment, and that come from resources acquired morally. Companies that combine sustainability into all factors of their commercial enterprise—from sourcing materials to production approaches to packaging—stand to benefit from an aggressive gain as well as the honor and allegiance of moral clients.

In precis, comprehending consumer behavior inside the cosmetics quarter necessitates a comprehensive approach that considers quite few variables influencing purchaser possibilities and purchase selections. Every aspect, along with cultural affects, virtual marketing methods, and environmental issues, is significant in figuring out how the marketplace behaves. In the incredibly aggressive cosmetics zone, corporations may additionally correctly navigate the converting panorama, set up more potent connections with clients, and sell sustainable growth by preserving a close eye on these tendencies and making use of insights from client behavior research.

## **Research Aim and Objectives:**

### **Research Aim:**

This observe's main aim is to investigate the diffused variations in younger human beings's options for beauty manufacturers in India and Ireland. This has a look at targets to perceive commonalities, divergences, and underlying elements that influence those possibilities through a comparative analysis. The goal of this investigation is to provide insightful information on the ever-changing make-up business and the way it interacts with the young market in both nations.

### **Research Objectives:**

#### **1. To discover Key Influential Factors:**

This goal includes figuring out and analysing the various factors that play a pivotal role in shaping beauty brand possibilities among youngsters in Ireland and India. These elements could encompass cultural impacts, societal norms, peer perceptions, advertising strategies, product attributes, and pricing strategies.

#### **2. To Compare and Contrast Brand Preferences:**

This goal entails engaging in a comparative analysis to determine the preferred cosmetic brands among youngsters in both Ireland and India. By inspecting brand loyalty levels, purchase motivations, and perceived brand values, this goal pursuits to find similarities and variations in brand choices among the two demographics.

#### **3. To Examine Cultural and Societal Impacts:**



Cultural and societal factors influence purchaser behaviour. This goal seeks to delve deeper into how cultural norms, societal values, and way of life preferences form cosmetic emblem possibilities among teens in Ireland and India. Understanding these affects is crucial for growing targeted marketing strategies.

#### 4. To Assess Digital Marketing's Role:

Digital marketing channels, especially social media platforms, have emerged as powerful gear for emblem engagement. This objective objectives to assess the effect of digital marketing techniques on cosmetic logo alternatives among kids in each nations. It will explore the effectiveness of diverse digital advertising and marketing techniques, which includes influencer collaborations, consumer-generated content, and focused commercials.

#### 5. To Evaluate Product Characteristics and Quality:

The satisfactory attributes of beauty merchandise drastically influence brand alternatives. This goal entails evaluating the significance of product traits along with formulation, packaging, pricing, and perceived exceptional in riding brand alternatives among youngsters' clients in Ireland and India.

#### 6. To Explore Market Expansion Opportunities:

Finally, this goal targets to identify capacity growth opportunities and marketplace segments in the cosmetics industry in each international locations. By analysing patron possibilities and marketplace tendencies, this research seeks to offer actionable insights for cosmetic manufacturers aiming to extend their presence and engage with children's customers efficiently.

By addressing these objectives, the research endeavours to offer a comprehensive knowledge of cosmetic brand choices amongst children in Ireland and India. The findings derived from this look at are predicted to make contributions to the present frame of expertise in patron behaviour research and provide sensible implications for beauty emblem managers and marketers operating in these diverse markets.

### **Research Questions:**

1. What are the parallels and differences between the Irish and young Indian populations, and how do cultural factors affect their preferences for cosmetic brands?

2. How do Irish and Indian youth's choices for cosmetic brands relate to socioeconomic considerations, and how do these elements combine with cultural influences?
3. How much do marketing tactics like product placement, advertising, and social media presence affect the cosmetic brands that young Indian and Irish people choose, and are there notable cultural variations in how these tactics are received?

## **Background**

The cosmetics enterprise is a vibrant international quarter that serves a huge variety of client demographics. In this enterprise, youngsters' tastes have a huge effect on emblem innovation and marketplace trends. It is essential for beauty companies to understand younger brand preferences in numerous cultural contexts if they desire to develop their marketplace attain and enhance consumer engagement. In this dynamic and constantly converting market, marketers may successfully function themselves for success with the aid of identifying and catering to the distinct tastes of adolescent customers globally.

## **Irish Context:**

The cosmetics industry in Ireland is a well-balanced illustration of each conventional and contemporary tastes. Irish young clients are interested in beauty, skin care, and private care items that align with their beliefs and existence. A growing quantity of standards, along with sustainability, product satisfactory, and emblem popularity, are affecting customers' decisions to buy as they search for items that complement their character.

Remarkably, younger human beings in Ireland are developing more discriminating and giving extra notion to the moral and environmental consequences of the beauty choices they make. Furthermore, Irish adolescents's logo awareness and purchasing conduct are stimulated by the ubiquitous presence of social media and virtual media. Companies that correctly observe virtual advertising techniques can attract in and keep this tech-savvy consumer base, increasing their marketplace.

## **Indian Context:**

India's market for cosmetics prospers inside the face of growing urbanization, accelerated disposable incomes, and converting customer preferences. The younger section of the kingdom, diagnosed for his or her talent with generation and cognizance of world beauty trends, has a developing desire for make-up and personal hygiene items. However, a complex interplay of cultural traditions, societal expectancies, and aspirational dreams shapes the emblem choices of young Indians. Even if they comply with the modern splendor trends, factors like rate, product efficacy, and logo recognition stay essential in influencing their cosmetics purchases.

Indian kids look for cosmetics that now not only capture their uniqueness but also speak to their cultural background and ideals as they make their way through the substantial beauty marketplace. In the competitive Indian cosmetics industry, brands who can efficiently navigate the tension between fulfilling modern-day tastes and respecting conventional sensitivities will be able to attract and maintain the commercial enterprise of this astute customer organization.

## **Rationale for the Research:**

The cosmetics zone may get unique insights into customer conduct via examining the socio-cultural environments of India and Ireland. An interesting danger to discover underlying styles and affects is to evaluate teenage cosmetic brand picks across these numerous countries. Through comparing Irish and Indian young adults, this examines attempts to interpret the complicated forces and dynamics influencing selections for cosmetic manufacturers in diverse cultural contexts.

Cosmetic corporations may also advantage from knowing the elements, such as cultural values, societal conventions, and lifestyle objectives, that enchantment to young customers in both nations. These records may guide the creation of product gives, emblem positioning strategies, and custom designed advertising plans that enchantment to younger clients in each marketplaces. Cosmetic corporations can use these insights to better hook up with and win over younger clients in Ireland and India, to help them expand and reach those exciting and dynamic markets.

## **Significance of the Research:**

This study is important for lecturers and business alike. Scholarly contributions to the sector of client conduct research include insights into pass-cultural variations in young demographics' picks for cosmetic manufacturers. Practically speaking, the research's conclusions can assist brand managers and advertising and marketing specialists create centered techniques that enchantment to younger customers in a lot of cultural contexts, thereby promoting market success and brand loyalty for the cosmetics area.

## **Conclusion:**

To sum up, this study explores the complicated terrain of customer behavior in the cosmetics area with an emphasis at the possibilities of young clients in India and Ireland. This examine intends to provide entire insights for researchers and entrepreneurs alike with the aid of searching at problems such sustainability worries, product attributes, digital advertising techniques, and cultural influences. A particular perception of ways socio-cultural circumstances affect choices for beauty manufacturers is furnished by using the comparative examine of the younger demographics of India and Ireland, which highlights each the similarities and variations among those unique marketplaces.

The studies's conclusions have vital ramifications for beauty corporations seeking to improve their market positioning and negotiate the complexity of customer behavior. Through the identity and adjustment of distinct dispositions of young customers in Ireland and India, groups might also craft customized tactics that strike a chord with their intended target audience, propelling logo allegiance and expanding their market proportion. Furthermore, via imparting insights into go-cultural variances and the converting dynamics of the cosmetics quarter, this study adds to the bigger place of client behavior studies.

In the end, for businesses to stay relevant and competitive in the ever-converting cosmetics enterprise, they should recognize the numerous facets of patron behavior. In the fiercely competitive cosmetics zone, firms may additionally create enduring fulfillment via staying abreast of growing developments and utilizing the insights collected from this studies to build more potent bonds with customers.

## Chapter 2: Literature Review

In modern dynamic marketplace, information consumer conduct and marketplace trends are paramount for organizations searching for to set up and maintain an aggressive side. The cosmetics industry stands as a brilliant example of a sector deeply motivated by means of evolving consumer choices, cultural shifts, and emerging market dynamics. This literature overview seeks to delve into the multifaceted panorama of the cosmetics enterprise, drawing insights from a various array of scholarly works spanning emblem management, customer behaviour, marketplace evaluation, product characteristics, and advertising strategies.

The exploration starts with an examination of patron behaviour and purchase purpose, exploring seminal works by using Keller (2016), Lian and Lin (2008), and Tewary et al. (2021), among others. Understanding the intricacies of customer choice-making strategies, elements influencing purchase intentions, and the role of digital platforms including social media in shaping consumer preferences paperwork the cornerstone of this thematic exploration.

Moving forward, the evaluate delves into the area of logo control and emblem equity, drawing insights from the pioneering works of Aaker and Joachimsthaler (2000) and Kapferer (2012). These works provide worthwhile perspectives on building and sustaining strong emblem identities amidst evolving market landscapes, dropping mild on strategies to beautify emblem loyalty and equity within the fiercely competitive cosmetics market.

A complete evaluation of marketplace trends and dynamics follows, leveraging insights from Euromonitor International reports (2021) and Statista facts (2021) to unravel the elaborate nuances of the cosmetics markets in Ireland and India. Examining key marketplace drivers, emerging developments, and client possibilities affords vital context for understanding the strategic imperatives going through cosmetics companies operating in diverse international markets.

Subsequently, the assessment delves into the world of product traits and client preferences, exploring research via Anute et al. (2015), Malik and Sharma (2020), and Alves da Silva Lima (2019) amongst others. From the developing demand for organic and green products to shifting gender perceptions in beauty intake, these works remove darkness from the evolving landscape of purchaser choices and the imperative for cosmetics manufacturers to evolve their product services consequently.

## **Consumer Behaviour and Purchase Intention:**

In Keller (2016), the seminal work "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," posted within the Journal of Marketing in 1993, is acknowledged as a foundational piece in branding literature. Keller gives a retrospective analysis of this influential article, highlighting its significance in bridging theoretical frameworks with practical branding strategies. He underscores its enduring impact evidenced by numerous citations and accolades through the years. Keller additionally gives insights into his next branding research and that of other scholars, elucidating the evolution of branding theories and practices. Moreover, he emphasizes the growing importance of online and digital traits in shaping modern branding techniques, suggesting avenues for future research priorities inside the discipline. Through this reflective analysis, Keller underscores the long-lasting relevance and ongoing evolution of principles elucidated in the 1993 article, whilst additionally advocating for an exploration of emerging digital paradigms in branding research.

In Lian and Lin (2008), the study delves into the nuanced dynamics of on-line shopping recognition, emphasizing the effect of purchaser characteristics throughout one-of-a-kind product kinds. Recognizing the limitations of previous research that targeted on single or related products, the authors sought to decorate generalizability with the aid of exploring numerous product classes. Drawing on the Internet product and provider type grid proposed by way of Peterson, Balasubramanian, and Bronnenberg (1997), the examine investigates how customer tendencies intersect with online buying popularity across diverse product and provider kinds. Through a survey-based totally approach, regression analysis revealed that determinants of online purchasing recognition vary drastically primarily based on products or services classes.

Key factors together with non-public innovativeness of records era (PIIT), perceived Web security, private privateness concerns, and product involvement have been recognized as influencers of online purchasing attractiveness, with their effect showing variant across distinctive product kinds. This examines underscores the importance of thinking about consumer traits inside the context of numerous product services to gain a comprehensive knowledge of online buying acceptance behaviours.

In Duffett (2015), the observe investigates the effect of behavioural attitudes closer to Facebook, specially amongst Millennials in South Africa (SA), and explores the influence of various usage and demographic variables on buy intentions and perceptions. Conducting

quantitative studies thru a survey of over 3,500 respondents through established questionnaires, the have a look at employs a generalized linear version for data evaluation. Findings imply that Facebook advertising positively affects behavioural attitudes, which include purpose-to-buy and buy perceptions, among SA Millennials.

Usage traits which include log-on length and profile update frequency, in conjunction with demographic factors like ethnic orientation, additionally contribute to beneficial perceptions of Facebook marketing. While the look at focuses on SA, it suggests the want for further research in other emerging nations to examine if comparable traits be successful. Practical implications highlight the need for organizations to conform Facebook advertising and marketing strategies based totally on usage patterns and demographic factors, particularly among Millennials. Overall, the look at contributes to expertise attitudinal responses to social media marketing, specially in emerging markets, and aligns with set up models of advertising consequences.

In Tewary et al. (2021), the examine investigates the elements influencing young running women's attitudes toward shopping organic cosmetic products. Using a pattern of 166 respondents, the examine assesses the influence of patron focus concerning individual health and environmental fitness, price sensitivity, and the provision of natural manufacturers on buying attitudes. The conceptual version is assessed through component evaluation and path evaluation, using the Partial Least Squares (PLS) set of rules. Results indicate a significant impact of environmental and health focus on consumer attitudes towards natural cosmetic purchases. The findings offer insights for businesses inside the organic beauty enterprise to better recognize the psychology and attitudes in their target customers, facilitating market penetration strategies. Additionally, the observe provides tips for social media advertising sports. Both theoretical and sensible implications are mentioned, contributing to a deeper understanding of patron behaviour in the organic cosmetics marketplace.

In Sirajuddin et al. (2023), the manuscript targets to discover the influence of marketing blend elements on client buying behaviour inside the Malaysian cosmetics area. Drawing from established theories in consumer behaviour and marketing, the conceptual model incorporates four variables. Employing a dependent questionnaire, empirical records had been amassed from 240 beauty customers, and a couple of regression evaluation turned into performed to assess the significance of the research version. The findings display that promoting and location expect client behaviour, exerting a full-size effect on purchasing choices in the neighborhood cosmetics market, even as product and price show no huge effect. The have a look at's

implications help advertising and marketing managers in directing assets in the direction of key variables affecting patron buying behaviour, thereby improving income. This studies contributes treasured insights to both academia and practitioners, losing mild on advertising and marketing elements that can force upgrades in income performance in the cosmetics industry.

### **Brand Management and Brand Equity:**

In Aaker and Joachimsthaler (2000), the authors highlight the evolution and increasing importance of emblem fairness, initially explored with the aid of David Aaker inside the overdue 1980s. They introduce the idea of strategic emblem leadership; a paradigm shifts from conventional emblem management systems closer to a greater holistic and strategically orientated technique. Through severa case research from companies like Polo Ralph Lauren, Virgin Airlines, and IBM, they illustrate how agencies can revolutionize their structure, structures, and culture to include this new paradigm efficaciously. The e book emphasizes the importance of creating and elaborating logo identities, using emblem courting strategies to shape cohesive emblem architectures, and figuring out client-centric tactics to break thru marketing muddle. Additionally, it discusses leveraging resources via the Internet and sponsorship and addresses the imperatives of world emblem management. Aaker and Joachimsthaler provide brand control teams with practical tools and techniques to navigate the complexities of innovative branding and lead their brands to new tiers of fulfillment.

In Kapferer (2012), the author offers "The New Strategic Brand Management" because the integral aid for senior strategists, positioning professionals, and postgraduate students grappling with the complexities of emblem management and approach. Widely followed by enterprise faculties and MBA programs globally, Kapferer's paintings is esteemed because the definitive reference in the discipline of branding. Through a wealthy tapestry of global case studies, the e-book delves into urgent problems faced through logo strategists, supplying profound insights and progressive perspectives. Updates inside the fifth version encompass present day topics such as cultural integration in branding, the impact of private labels, and the resurgence of neighborhood brands. With committed sections on numerous logo types and illuminating examples from businesses like Audi, Nivea, and Toyota, the e book equips readers with modern techniques and frameworks, which include the famend Brand Identity Prism. Kapferer's comprehensive and insightful technique solidifies "The New Strategic Brand Management" as a fundamental guide for navigating the ever-evolving landscape of emblem strategy.



In Doz and Hong (2013), the authors delve into the inherent anxiety faced by using worldwide agencies: the balancing act among attaining economies of scale and scope through uniformity and integration throughout markets, and the need of adapting products, services, and enterprise models to neighborhood situations to serve regional and national markets efficaciously. As U.S. And European companies enlarge their reach into emerging economies, this anxiety among worldwide scale and neighborhood differentiation becomes increasingly stated.

The authors illustrate this anxiety through examples ranging from durable items like fridges to carrier-oriented corporations like restaurants and cafés. They highlight the mission of handling tacit understanding, which is often vital for aggressive benefit but functions best within national barriers because of shared language, way of life, and institutional norms. The trouble arises whilst tacit knowledge needs to go borders, risking lack of expertise and misinterpretations. Doz and Hong emphasize the importance of navigating this tension successfully for worldwide companies to maintain competitiveness and relevance in diverse markets.

### **Market Analysis and Trends:**

In Euromonitor International, Ireland (2021), the report offers complete insights into the Beauty and Personal Care enterprise in Ireland, presenting precious evaluation of deliver-facet and demand traits. It covers a detailed segmentation of each worldwide and local products inside key categories which include skincare, hair care, and fragrances. The record includes historic extent and fee sizes, as well as market stocks of agencies and brands, providing a clean information of marketplace dynamics. Additionally, it offers five-12 months forecasts of marketplace developments and growth, aiding industry gamers in strategic decision-making. With a robust and transparent research method carried out in-us of a with the aid of a crew of specialised analysts, this file equips businesses in the Beauty and Personal Care enterprise with the vital intelligence to navigate market challenges, capitalize on possibilities, and stay resilient inside the face of uncertainties.

In Euromonitor International, India (2021), the document gives complete insights into the Beauty and Personal Care industry in India, leveraging research conducted by using in-united states of america analysts specialized inside the area. It affords an in-depth evaluation of key deliver-facet and demand traits, along with segmentation of global and nearby

merchandise across various classes along with skincare, hair care, and fragrances. Historical volume and cost data, as well as marketplace shares of businesses and brands, offer a complete information of market dynamics. Additionally, the record consists of five-year forecasts of marketplace tendencies and growth, empowering industry stakeholders to make knowledgeable strategic decisions. With a strong and obvious studies method, this file equips corporations in the Beauty and Personal Care quarter with precious intelligence to evaluate aggressive threats, perceive boom possibilities, and formulate powerful company techniques amidst market uncertainties.

According to Statista, India (2024), the Beauty & Personal Care market in India is poised for giant increase, with projected sales of US\$31.51 billion in 2024 and an annual boom price of 3.00% from 2024 to 2028. The Personal Care phase leads the market, envisioned to attain US\$14.31 billion in revenue in 2024. However, in global comparison, the USA remains the revenue leader with an envisioned US\$100 billion in 2024. In India, in step with capita revenue within the Beauty & Personal Care marketplace is approximately US\$21.86 in 2024, based on overall populace figures. In future, Online income is expected to make contributions about 6.6% of general marketplace revenue by using 2024. Notably, there may be a rising demand for natural and Ayurvedic splendor merchandise in India, reflecting patron possibilities for traditional and natural substances.

According to Statista, Ireland (2024), the Beauty & Personal Care market is expected to generate a sales of US\$1.21 billion in 2024, with an expected annual growth charge of one. Eighty-one% from 2024 to 2028. The Personal Care phase dominates the market, predicted to attain US\$0.64 billion in revenue in 2024. However, as compared to worldwide figures, the US leads the enterprise with an envisioned sales of US\$a hundred billion in 2024. On a in line with capita basis, Ireland generates US\$237.50 in revenue consistent with individual in 2024. Online incomes are projected to contribute appreciably to general market sales, accounting for twenty-four.2% by way of 2024. Notably, Ireland's beauty marketplace is witnessing a surge in demand for natural and natural skin care products, reflecting purchaser preferences for environmentally friendly and sustainable options.

In Mathur (2018), the concept of the Bottom of the Pyramid (BoP) is delivered as the segment of the populace residing at the lowest economic degree global, as articulated via Prahalad (2002). The BoP method is launched for presenting marketplace-primarily based answers for poverty comfort and fostering inclusive financial improvement. Within the BoP

phase, there exists a distinction between rural BoP and urban BoP, with the latter taken into consideration an extra sustainable and marketplace for companies due to circumventing challenges standard in rural regions. Rural BoP markets are depicted as greater remote, dispersed, impoverished, and heterogeneous. The bankruptcy focuses on characterizing the urban BoP marketplace and stocks findings from an empirical have a look at performed in Mumbai. This examine is considerable because it underscores the ability of the city BoP as a viable market choice, bypassing the boundaries inherent in rural BoP environments. Moreover, it gives insights into city BoP customer behaviour, assisting companies in navigating this market section effectively.

### **Product Characteristics and Consumer Preferences:**

In Anute (2015), the goal of the studies paper is to research customer buying behaviour toward cosmetic products in Pune city, using a survey method to gather statistics from 200 respondents. The private care region is highlighted as a large contributor to the kingdom's economic system, experiencing widespread increase because of increased purchasing electricity and disposable incomes of Indian consumers. Understanding purchaser behaviour is deemed vital for enterprise fulfillment, with advertising personnel constantly analysing shopping for styles and buy decisions to anticipate future tendencies. Consumer behaviour is defined because the decision-making system and physical activities people adopt while evaluating, acquiring, the usage of, or doing away with items and offerings (Loudon and Della Bitta, 1980). The Indian cosmetics industry is depicted as evolving, with purchasers transferring preferences towards greater superior and specialized beauty objects. Multinational agencies have entered the Indian marketplace, focusing on product innovation, re-launches, and brand extensions throughout various fee factors to cater to numerous customer segments.

In Malik and Sharma (2020), the have a look at goals to analyze the elements influencing purchasers' attitudes toward natural cosmetics in India, leveraging an established questionnaire administered to one hundred fifty Indian natural product customers. The studies examine the effect of environmental cognizance, pores and skin safety recognition, appearance focus, and word-of-mouth affect on customer attitudes toward natural cosmetics. Additionally, the association among customer traits including gender and rate sensitivity, as well as factors like pores and skin protection and natural perfume, on the acquisition of natural beauty products are analysed. Through statistical analysis the use of Pearson Chi-rectangular check and

Regression evaluation, the study identifies environmental focus, skin protection focus, and phrase-of-mouth as vast factors shaping consumer attitudes. Furthermore, the research highlights key determinants affecting product and emblem preference in the natural cosmetics market in India, contributing valuable insights for groups running on this sector.

In Alves (2019), the studies adopt a qualitative methodology, utilizing semi-based interviews and attention organizations, to delve into the male self-concept concerning beauty product intake. The look at includes sixteen guys from diverse cultural backgrounds (European, Brazilian, and Indian) to seize various views. It addresses the expanding cosmetics industry, traditionally associated with femininity but now encompassing beauty, health, and private hygiene, with a growing male target audience. Findings display male options for beauty products selling masculinity, which includes natural anti-growing older treatments, highlighting the evolving male intake behaviour. Despite multiplied male intake, societal taboos persist, influencing guys's public acknowledgment in their splendor product use. The have a look at acknowledges variations in consumption and self-principles among heterosexual and LGBT male audiences. It underscores the want for similarly exploration of male client behaviour within the beauty enterprise to tell advertising and marketing techniques, product development, and market positioning, in the end enhancing customer pleasure and riding sales.

In Pairo Veliz (2022), the have a look at makes a speciality of understanding the reasons behind inexperienced pores and skin care intake amongst Generation Y Irish women, a demographic showing improved hobby in herbal and natural merchandise. Utilizing a qualitative approach with in-intensity interviews of 5 individuals, the research identifies fitness issues because the number one motivation for getting inexperienced pores and skin care products. Additionally, social influence, emanating from own family, buddies, or media, performs a full-size role in riding those consumer selections. The examine sheds light at the complicated motivations underlying green consumption behaviour, presenting treasured insights for entrepreneurs seeking to develop powerful techniques for selling inexperienced pores and skin care merchandise. Moreover, the findings function a foundation for future studies endeavours on this vicinity, contributing to the continued discourse on sustainable intake and environmental recognition in the skincare industry.

## **Influence of Marketing Strategies:**

Uzunok (2022) delves into investigating the affect of beauty packaging on client buying decisions, recognizing packaging as a vital element inside the advertising mix. The observe ambitions to find the components of packaging that drastically effect purchaser selections in the beauty industry in Ireland. Specific objectives encompass assessing the connection between package layout coloration and client choices, in addition to analyzing the hyperlink among packaging materials and buying behaviour. Two studies questions manual the research: 1. How does packaging influence client buy behaviour for beauty products? 2. What is the patron's perception of packaging independently? The observe also proposes two hypotheses: H1: Significant correlation exists between package deal design and customer purchasing decisions; H2: Significant correlation exists between packaging substances and client purchasing decisions. By addressing those questions and hypotheses, the studies aim to contribute insights into growing consumer-centric package designs, in the long run improving patron pride and informing advertising strategies in the cosmetic industry.

Pakkala and Bhat (2022) intention to realize purchaser purchasing behavior, in particular concerning toddler care items, to discover the elements influencing parents' decisions. Recognizing a dearth of understanding in this region, the study utilizes secondary sources consisting of studies, case studies, magazine articles, and opinions. The findings underscore the sizable duty parents endure in nurturing their toddlers, necessitating informed selections to make sure their protection and nicely-being. Notably, Indian parents are depicted as increased emblem conscious and knowledgeable, showing a choice for first-rate products. The look at underscores the importance of information patron behaviours and sports main to product purchases, specifically in the context of India's evolving marketplace for infant care items. This studies contributes to elucidating client dynamics and alternatives, dropping mild at the converting landscape pushed through elements which include shifting purchaser tastes, rising earning, and an increasing proportion of operating women.

## **Conclusion:**

The cosmetics enterprise operates within a dynamic market shaped via evolving consumer choices, cultural shifts, and rising market dynamics. Keep a competitive area, agencies should grasp consumer behaviour and market trends comprehensively. This literature

evaluation explores various sides of the cosmetics industry, encompassing brand control, patron behaviour, marketplace analysis, product traits, and marketing techniques.

Understanding purchaser behaviour and buy purpose is crucial, as highlighted by means of seminal works by using Keller (2016), Lian and Lin (2008), and Tewary et al. (2021). These studies delve into elements influencing client selection-making processes, together with digital structures' role in shaping possibilities.

Brand management and logo equity are essential for cosmetics corporations, as illuminated by Aaker and Joachimsthaler (2000) and Kapferer (2012). These works emphasize building strong logo identities and sustaining logo loyalty amidst market evolution.

Market analysis and trends provide essential context for cosmetics agencies, with insights from Euromonitor International reviews and Statista facts unveiling marketplace dynamics in Ireland and India. Factors like in step with capita sales and on-line sales contribute to a nuanced expertise of marketplace landscapes.

Product characteristics and consumer choices are explored by way of Anute et al. (2015), Malik and Sharma (2020), Alves (2019), and Pairo Veliz (2022). These research shed light on moving customer options in the direction of natural and eco-friendly merchandise and the evolving male intake behaviour inside the cosmetics industry.

The influence of advertising strategies, especially packaging, is elucidated by way of Uzunok (2022), emphasizing the effect of packaging layout and substances on consumer purchasing selections. Understanding these factors can tell customer-centric bundle designs and decorate consumer satisfaction.

Moreover, Pakkala and Bhat (2022) highlight the significance of expertise consumer buying conduct, especially inside the infant care items phase. This studies contributes insights into evolving consumer dynamics and options, important for navigating India's evolving market for baby care items.

In end, this literature overview gives a complete exploration of numerous dimensions of the cosmetics enterprise, starting from customer behaviour and logo management to market evaluation and marketing strategies. By synthesizing insights from numerous scholarly works, it presents a nuanced knowledge of the demanding situations and possibilities facing cosmetics corporations in latest dynamic marketplace landscape.

## **Chapter 3: Design and Methodology**

### **3.1 Introduction**

In Chapter 3, we explore that how we have conducted our research. We will discuss the plan we followed, the people we studied, and how we gathered this type of information. Our methods includes of course both numbers and words, so we will explain how we have obviously collected and analyzed data from surveys and interviews. We will also talk about the ethical guidelines which has been followed to make sure everyone who is of course was treated fairly and respectfully. Additionally, we will touch on how we ensured the reliability and credibility of our findings, despite any limitations we encountered. Finally, we will wrap up with a summary of our approach and what we hope to achieve with it.

### **3.2 Research Design**

In our research, we wanted to figure out some type of things of course which is about cosmetic brand preferences among young people. So, we planned, called a research design, to guide our study. We chose this plan because it looks like the best way to get the answers we needed. We thought about diverse ways to do our research, but then we al last settled on this one because it felt right for our goals. Next, we had to pick who we were going to study and how we were going to choose them. This is called the population and sampling. Then, we had to decide how to collect information. We used two main ways: asking people questions and listening to what they had to say. We also made sure to be fair and respectful to everyone involved. After gathering all the information, we carefully looked at it to see what it meant. This part is of course called data analysis. Finally, we thought about any challenges we faced and how we could make our study better next time. That is what our research design was all about – figuring out the best way to find all answers to our questions about cosmetic brands.

### **3.3 Population and Sampling**

In our study, we wanted to understand what young people usually think about cosmetic brands, so we needed to choose who to ask. So then, this is when population and sampling come in. Population means all the people we are interested in studying, like young people who of course might buy makeup or skincare products. But we cannot talk to everyone, so we used sampling to pick a smaller group from the big population. We thought about how many people we needed to talk to get a good idea of what everyone thinks. Then, we have used a special type of method to obviously selection of people, so we randomly select people from this group. This way, everyone had an equal chance of being chosen, and our results would be more and more

accurate. We made sure our sample included a diverse range of people, like different ages and backgrounds, so we could get a better understanding of what young people in general think about cosmetic brands. Sampling helps us study a smaller group that of course represents the bigger group, so we can learn more about what is going on.

### **3.4 Data Collection**

Data collection is an important phase in any research study, which gives the things of essential information to address the research objectives effectively. In this study on consumer behavior in the cosmetics market, both primary and secondary data collection methods were of course used to collect basic and important insights.

#### **3.4.1 Primary Data Collection**

Primary data collection will include the direct information from respondents through surveys or interviews. For this study, a structured type of questionnaire of course was designed to collect data on various things of consumer preferences and behaviors related to cosmetic products.

#### **3.4.2 Secondary Data Collection**

In addition to primary data collection, secondary data sources were also used to complement the findings which has been got and obtained from primary research. Secondary data refers to information that has already been collected and published by other sources, such as research reports, industry publications, and government statistics.

### **3.5 Age Distribution**

This section which is on age distribution will of course gives all the very important type of information about the people demographics and how they relate to the cosmetics sector. The sample population's age distribution obviously shows that the participant does have so many and large range of age groups, which is revealing of so many customer base seen in the cosmetics business. Most respondents if we talk about of course the data, were between the ages of 18 and 40, with different trends which has been seen in different age groups. 28.1% of the respondents were between the ages of 18 and 24, which is a sizable percentage of young adults who are usually among the first to use cosmetics. This group of people is regularly identified by their of course interested customer who are in beauty trends, interested to try out new products, and again interested to spend money on skincare and cosmetics regimens. Moreover, 31.5 percent of the participants were between the ages of 25 and 30 who are of course suggesting a good type of representation of those in their late 20s and early 30s. This



age group is of course regularly linked to higher spending power because they value grooming and self-care practices in their daily lives. Also, 18% of the respondents were between the ages of 31 and 40 which is showing that cosmetics are still good for persons in their 30s. This group of consumers usually looks for skincare items that address major type of problems related to aging and of course shows interest in makeup goods for both personal and professional use.

### **3.6 Gender Representation**

The gender representation analysis of course gives light on the variety within the cosmetics consumer base and provides particularly good information on the structure of the respondent sample. If we are examining the statistics, this makes it clear that there are more female respondents in the sample population than male respondents. 23.6% of the respondents has been identified as male and 76.4% of the respondents as female. This gender thing is of course consistent with larger industry trends in the cosmetics sector, where women historically make up a sizable majority of buyers. Most respondents were female, which mainly and mainly focuses like how important it is to recognize and address the requirements and preferences of women in the cosmetics industry. Purchasing decisions is related to skincare, cosmetics, and other beauty items are regularly interested by women. There are so many factors, such as individual lifestyle choices, cultural conventions, and society ideals of attractiveness, impact their tastes. In addition, the good type of presence of female participants obviously highlights the importance for cosmetic companies to welcome various and good type of marketing approaches that looks to a wide range of female consumers. This might includes showing a very very large variety of models and influencers in marketing campaigns which is of course providing many shade ranges to suit different skin tones and spreading messages of self-expression and empowerment. Male respondents make up a lower percentage of the sample, but their presence is very very important because it shows how men are becoming more and more and more interested in personal care and grooming goods. Men are growing increasingly, and they are very much interested to of course try out new skincare and grooming regimens as cultural views and gender standards change. Cosmetic companies can benefit from this trend by creating products specifically designed to meet the demands and things and preferences of men in the market.

### **3.7 Nationality**

The nationality information will of course give light and explain on the cultural and geographic variety within the sample and gives good type of information on the demographic makeup of the respondents. So, according to the research, 71.9% of the sample, or most of the responders,

are Indian nationals. The discovery obviously and mainly shows the important presence of Indian consumers in the cosmetics industry and stresses the importance of understanding their demands, conduct, and cultural impacts. India is a varied and quickly expanding market no doubt if we talked about for cosmetics, which has been driven by increasing incomes and a growing middle class that directly demand for beauty goods. On the other hand, 28.1% of the participants identify as Irish citizens, which is very very smaller but important type of portion of the sample. The combines of Irish customers in the dataset highlights the cosmetics industry's global reach and the importance of course for businesses to mind the cultural things and preferences of many consumer groups. The respondents' changes national backgrounds which of course shows that obviously how important cultural sensitivity and localization are to cosmetic marketing tactics. To effectively engage with their target audience, brands need to know and respect the various cultural things, beauty standards, and preferences of consumers from diverse national backgrounds.

### **3.8 Educational Background**

The examination of respondents' educational backgrounds gives important information about their degree of education and gives a framework for having customer behavior in the cosmetics industry. The respondents' educational backgrounds are varied of course, as evidenced by the data, and the sample which definitely includes a range of academic levels. 55.1% of respondents had a master's degree or higher education. This represents many respondents. According to this research, a sizable fraction of customers of cosmetics has advanced degrees, which may show that they have more discretionary money and spending power. Furthermore, 36% of the respondents have of course earned a bachelor's degree, compared to a lower percentage of 9% who have only completed their high school education. Given that people with higher levels of education may have different tastes and purchasing habits than people with lower levels of education, this distribution shows of course the importance of education as a driver of consumer behavior. The importance of meeting the needs and expectations of educated consumers in the cosmetics sector have been highlighted by the high percentage of respondents who hold master's degrees or higher education. When making purchases, these people might give more weight to elements like brand reputation, ingredient transparency, and product efficacy. To shows to this market category, cosmetic manufacturers should of course place a high priority on product quality, innovation, and sustainability. On the other hand, the integration of respondents with lower educational backgrounds gives cosmetic businesses the chance to connect with a wider range of consumers. Brands may connect of course with

consumers from different different educational backgrounds and cultivate brand loyalty by obviously providing marketing campaigns, educational materials, and accessible pricing options.

### **3.9 Data Analysis**

#### **3.9.1 Quantitative Data**

In this study, I have used a mixed-methods approach to data analysis which is of course combining both quantitative and qualitative techniques to have a basic type of understanding of the research topic. Quantitative data analysis includes the examination of numerical data which have been collected with the help of surveys or questionnaires. I have used statistical methods to analyze this data, such as descriptive statistics to summarize key things of the sample and statistics to make guess or predictions about the population. For example, Like I have calculated measures like mean, median, and standard deviation to describe of course central tendency and variability within the data. This type of quantitative analysis allowed me to identify patterns, trends, and associations of course which is within the data, and which is also giving good type of insights into the relationships between different variables related to cosmetic brand preferences among young people.

#### **3.9.2 Qualitative Data**

Qualitative data analysis, on the other hand, of course includes the examination of textual or narrative data which has been obtained through interviews or open-ended survey questions. I have used qualitative methods to systematically of course doing things like to analyze and interpret this data, such as thematic analysis or content analysis. This includes identifying recurring type of themes, patterns, or categories within the qualitative data and which is of course examining the surrounding participants' responses. Through a process of coding and categorization, I have found good type of things and insights into this motivations, attitudes, and behaviors of young people towards cosmetic brands. By capturing the richness and depth of participants' experiences and perspectives, qualitative analysis complemented the quantitative findings, providing a better type of understanding of the phenomenon under study.

And after that, there is an important things which needs to be done of course by combining quantitative and qualitative data analysis, I was able to have findings, good results, and have like my overall understanding of cosmetic brand preferences among young people. The quantitative analysis provided statistical rigor and generalizability, while the qualitative

analysis gives depth, context, and richness to the findings. Together, these complementary approaches give a more basic type of interpretation of the data which has been enhanced the validity and reliability of my study's conclusions. This mixed-methods approach has been of course allowed me to capture the complexity of the research topic and generate meaningful things that inform theory, practice, and future research directions in the field.

### **3.10 Ethical Considerations**

In conducting my study, I followed of course strict ethical considerations to ensure the rights, dignity, and well-being of all participants involved. This includes by obtaining informed consent type of things from participants, clearly explaining the purpose and procedures of the study, and giving them of their right to withdraw at any time without penalty. Confidentiality was very very important, and I took good type of measures to protect participants' privacy by getting data and ensuring that personal information remained secure. I also follow all principles of respect, fairness, and integrity throughout the research process, treating participants with sensitivity and avoiding any form of things or manipulation. Additionally, I have also obtained approval from good type of ethical review boards or committees to ensure follow with ethical guidelines and standards.

### **3.11 Rigor and Trustworthiness**

In this study, I have of course first prioritized rigor and trustworthiness things to ensure the validity and reliability of my findings. Rigor is the first thing which has been of course maintained with the help of strict things to research methods, including careful planning, systematic data collection, and thorough analysis. I have used established methodologies and protocols to minimize bias and ensure the accuracy of our results. Additionally, I have also engaged in member checking to validate interpretations and things for of course enhancing the credibility of my findings. Trustworthiness was then ensured with the help of of course transparency and openness about my research process which obviously includes providing detailed descriptions of methods and procedures. By having rigor and trustworthiness things, I of course aimed to increase confidence in the accuracy and validity of my study's outcomes. This commitment to quality assurance will of course strengthens the credibility of my research and enhances its contribution to the existing body of knowledge in the field.

### **3.12 Limitations**

In this study, there are so so many limitations which needs to know that it may impact the interpretation things of my findings. Firstly, the sample size and composition sometimes may

not fully represent the target population which may potentially introducing sampling bias and limiting the applicability of our results. Additionally, reliance on self-reported type of data may control and then lead to response bias or inaccuracies due to subjective type of things or memory recall. Furthermore, the timing and duration of data collection could influence participants' responses, as attitudes and behaviors may change over time. Also, my study may be sensitive of course to social desirability bias, where participants provide good responses, they achieve as socially acceptable rather than reflecting their true thoughts or behaviors. Besides these type of limitations, I must find their impact on the robustness and validity of my study's conclusions. By knowing these problems, I aim to provide a balanced type of interpretation of my findings and encourage future research to address these limitations for a more basic and good type of understanding of the topic.

### **3.13 Conclusion**

At last, in conclusion in this chapter study, my study provides good type of insights into the preferences and behaviors of young people regarding cosmetic brands. Through a mixed-methods approach, I have found and analysed both quantitative and qualitative data to gain a basic and good understanding of the topic. My findings also show key factors influencing cosmetic brand preferences among youth, including product quality, pricing, brand reputation, and digital marketing strategies. However, it is very important to know the limitations of my study, such as sample size and potential biases in self-reported data. Besides these types of problems, my research also gives to the existing body of knowledge in this field and of course then highlight the importance of considering the diverse perspectives and preferences of young consumers in the beauty market. Then, future research should aim to address these limitations and explore additional factors that may affect cosmetic brand preferences among youth. At last, I can enhance my understanding of consumer behavior in the cosmetics industry and then I can inform targeted marketing strategies that match with this demographic.

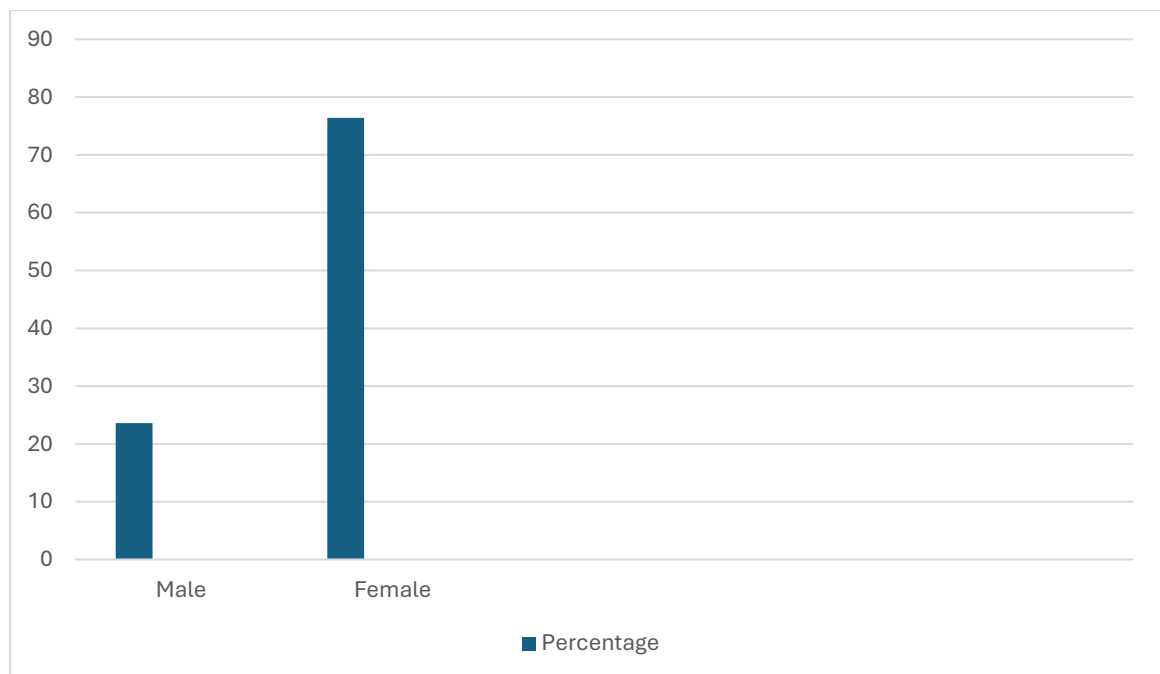
## Chapter 4: Data Analysis and Interpretation

### SECTION 1: DEMOGRAPHIC INFORMATION

**Table 4.1: Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	23.6	23.6	23.6
	Female	68	76.4	76.4	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 21(23.6%) respondents male and 68(76.4%) respondents are female.

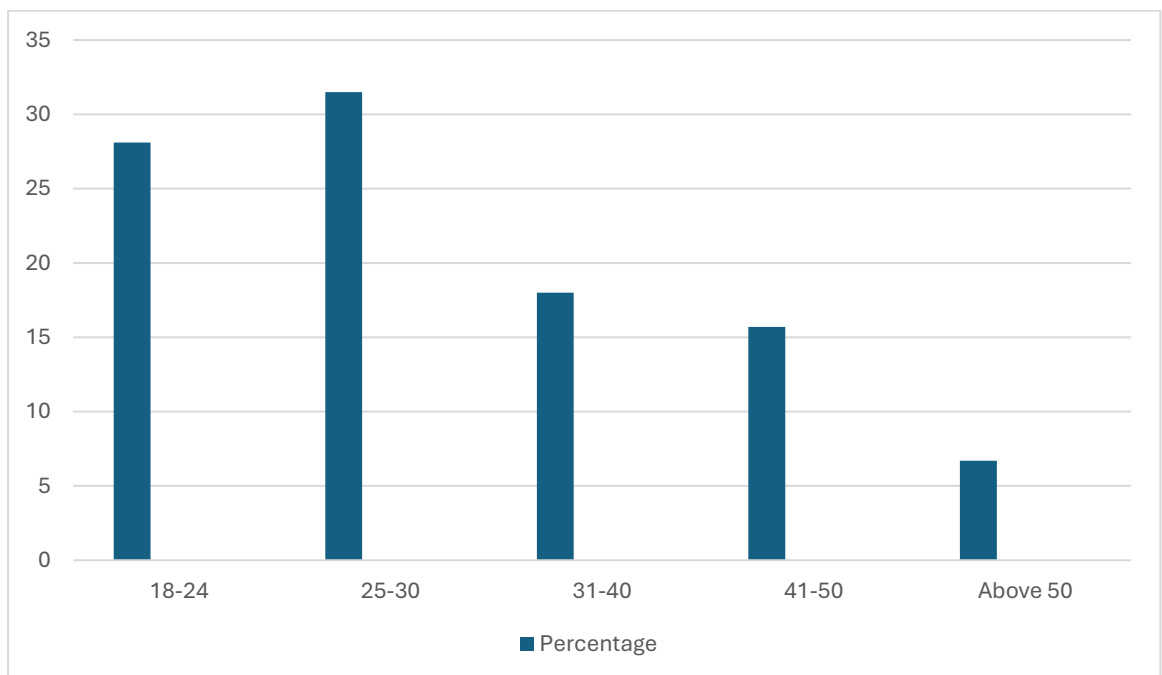


**Fig 4.1: Percentage representation of Gender of the respondents**

**Table 4.2: Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	25	28.1	28.1	28.1
	25-30	28	31.5	31.5	59.6
	31-40	16	18.0	18.0	77.5
	41-50	14	15.7	15.7	93.3
	Above 50	6	6.7	6.7	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 25(28.1%) respondents are from the age group of 18-24 yrs., 28(31.5%) respondents are from the age group of 25-30 yrs., 16(18%) respondents are from the age group of 31-40 yrs., 14(15.7%) respondents are from the age group of 41-50 yrs. And 6(6.7%) respondents are from the age group of above 50 yrs.

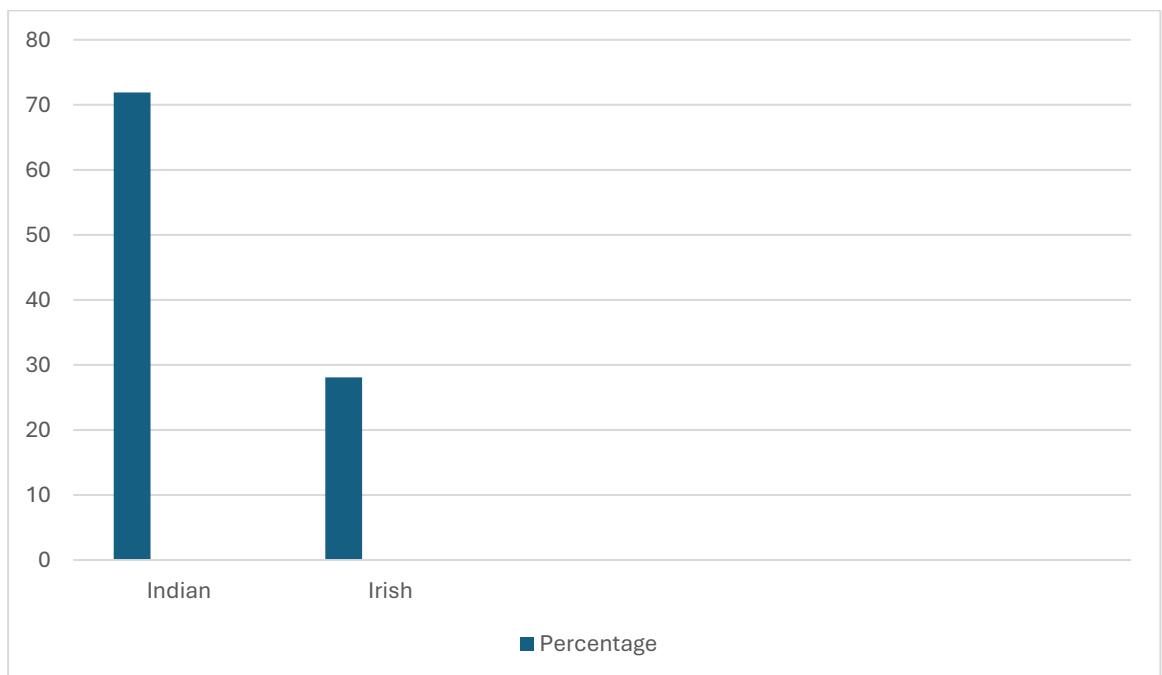


**Fig 4.2: Percentage representation of Age of the respondents**

**Table 4.3: Nationality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indian	64	71.9	71.9	71.9
	Irish	25	28.1	28.1	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 64(71.9%) respondents are Indians, and 25(28.1%) respondents are Irish.



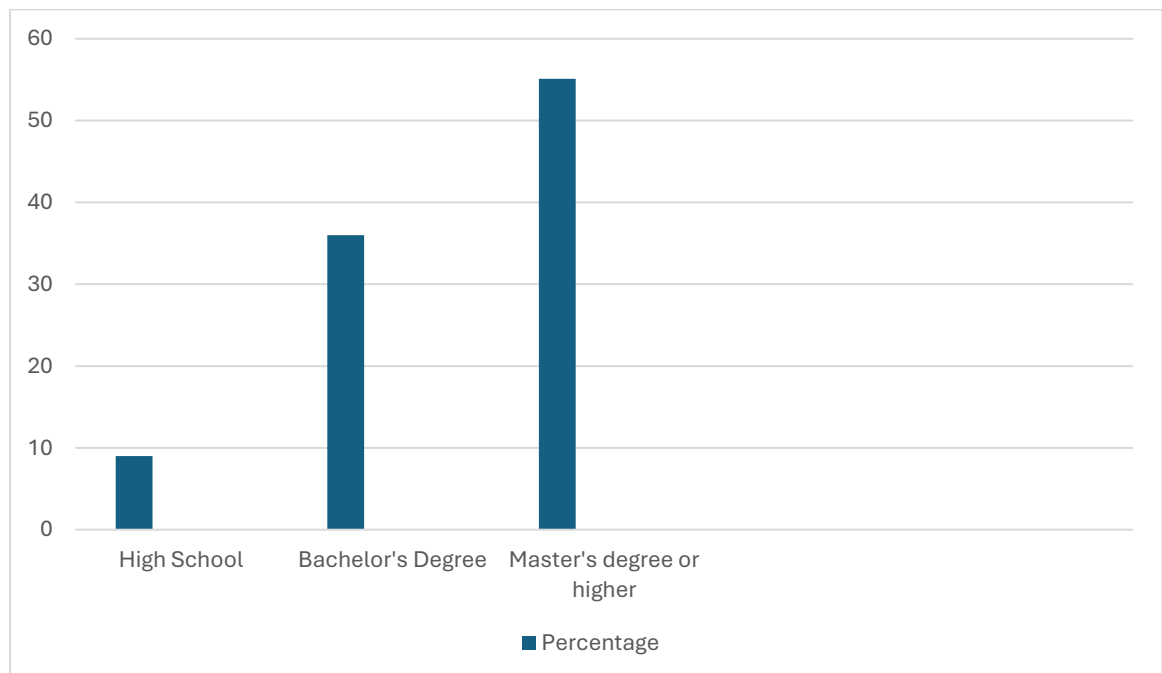


**Fig 4.3: Percentage representation of Nationality of the respondents**

**Table 4.4: Educational Background**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	8	9.0	9.0	9.0
	Bachelor's Degree	32	36.0	36.0	44.9
	Master's degree or higher	49	55.1	55.1	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 8(9%) respondents have completed their high school, 32(36%) respondents have completed their bachelor's degree and 49(55.1%) respondents have completed their master's degree or higher education.



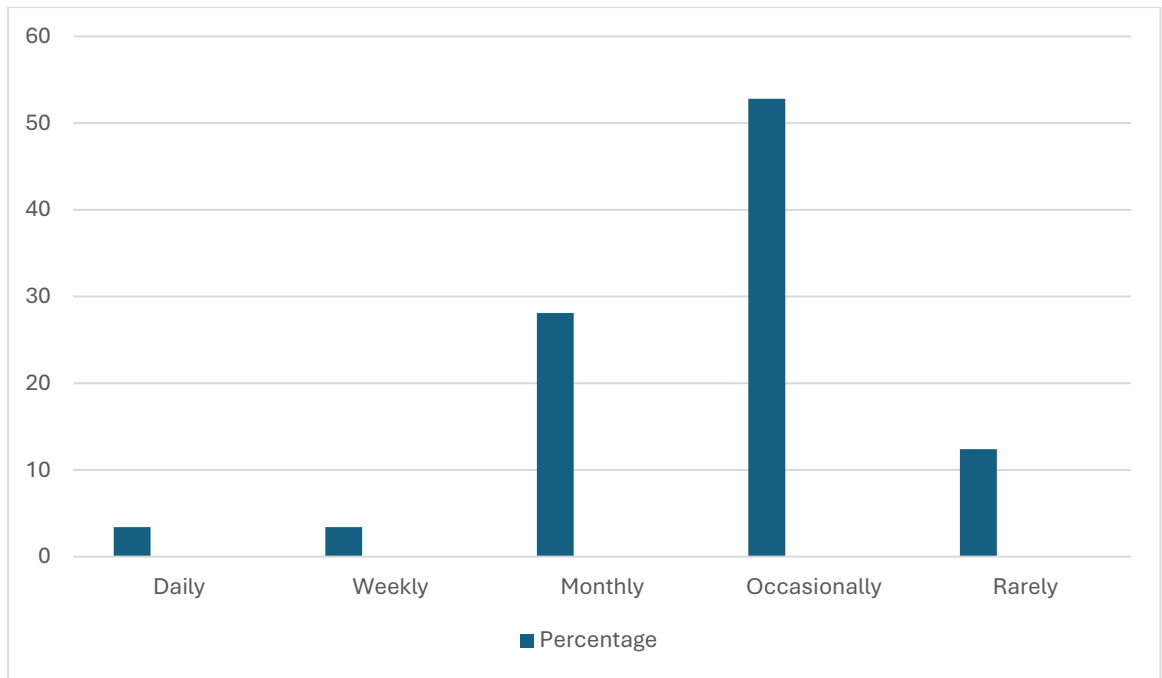
**Fig 4.4: Percentage representation of Educational Background  
of the respondents**

## **SECTION 2: COSMETIC BRAND PREFERENCES**

**Table 4.5: How often do you purchase cosmetic products?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	3	3.4	3.4	3.4
	Weekly	3	3.4	3.4	6.7
	Monthly	25	28.1	28.1	34.8
	Occasionally	47	52.8	52.8	87.6
	Rarely	11	12.4	12.4	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 3(3.4%) respondents purchase cosmetic products daily, 3(3.4%) respondents purchase cosmetic products weekly, 25(28.1%) respondents purchase cosmetic products monthly, 47(52.8%) respondents purchase cosmetic products occasionally and 11(12.4%) respondents purchase cosmetic products rarely.

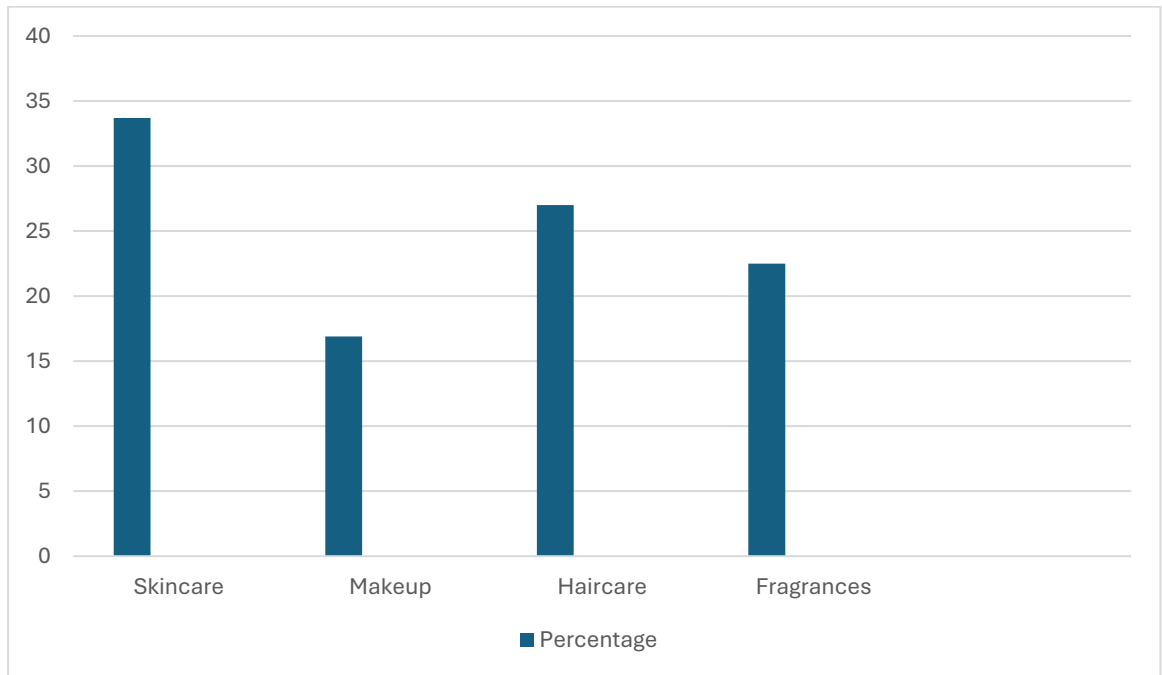


**Fig 4.5: Percentage representation of How often do you purchase cosmetic products?**

**Table 4.6: Which cosmetic product categories do you frequently purchase?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skincare	30	33.7	33.7	33.7
	Makeup	15	16.9	16.9	50.6
	Haircare	24	27.0	27.0	77.5
	Fragrances	20	22.5	22.5	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 30(33.7%) respondents purchase skincare products, 15(16.9%) respondents purchase makeup products, 24(27%) respondents purchase haircare products, and 20(22.5%) respondents purchase fragrances.



**Fig 4.6: Percentage representation of which cosmetic product categories do you frequently purchase.**

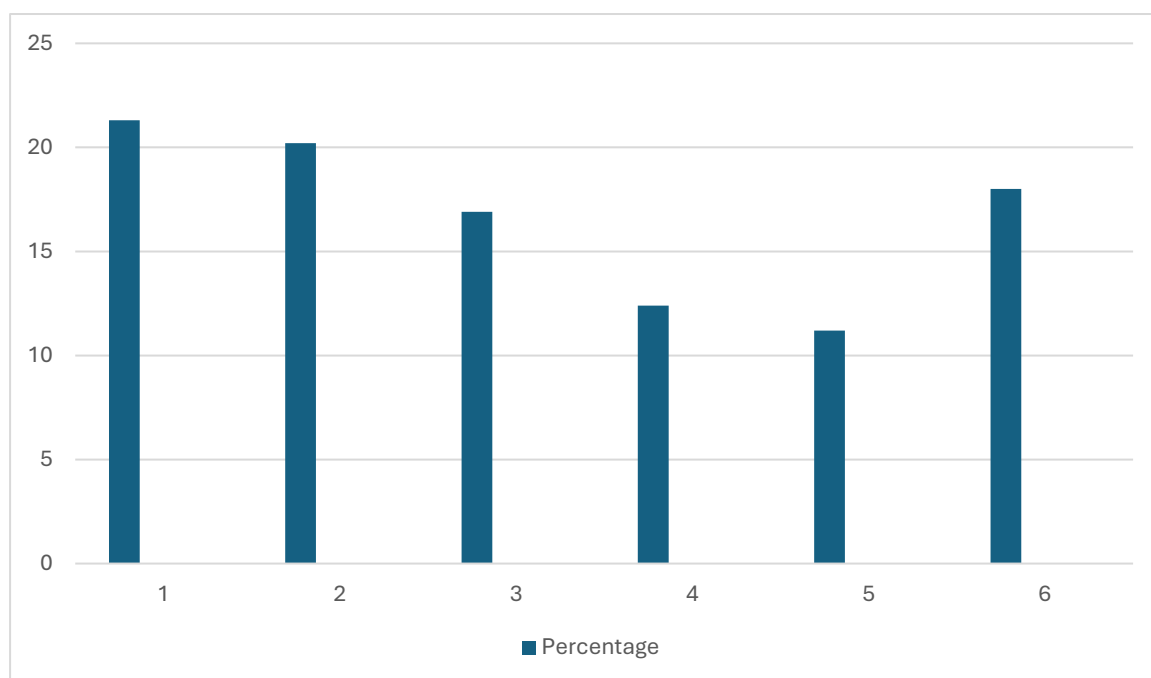
**What factors influence your decision to purchase a cosmetic product?**

**Table 4.7: Cultural influences**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	21.3	21.3	21.3
	2	18	20.2	20.2	41.6
	3	15	16.9	16.9	58.4
	4	11	12.4	12.4	70.8
	5	10	11.2	11.2	82.0
	6	16	18.0	18.0	100.0

	Total	89	100.0	100.0	
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From the above table it is observed that 19(21.3%) respondents gave rating of 1 to cultural influences, 18(20.2%) respondents gave rating of 2 to cultural influences, 15(16.9%) respondents gave rating of 3 to cultural influences, 11(12.4%) respondents gave rating of 4 to cultural influences, 10(11.2%) respondents gave rating of 5 to cultural influences and 16(18%) respondents gave rating of 6 to cultural influences.



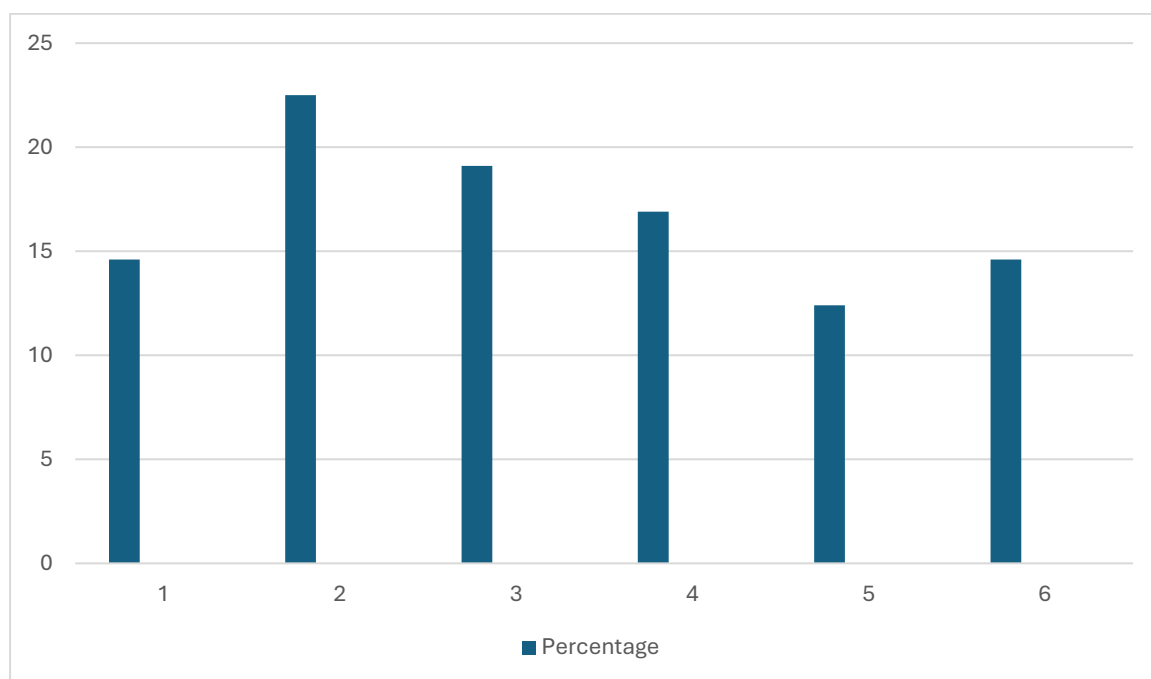
**Fig 4.7: Percentage representation of Cultural influences**

**Table 4.8: Societal norms**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	14.6	14.6	14.6

	2	20	22.5	22.5	37.1
	3	17	19.1	19.1	56.2
	4	15	16.9	16.9	73.0
	5	11	12.4	12.4	85.4
	6	13	14.6	14.6	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 13(14.6%) respondents gave rating of 1 to Societal norms, 20(22.5%) respondents gave rating of 2 to Societal norms, 17(19.1%) respondents gave rating of 3 to Societal norms, 15(16.9%) respondents gave rating of 4 to Societal norms, 11(12.4%) respondents gave rating of 5 to Societal norms and 13(14.6%) respondents gave rating of 6 to Societal norms.

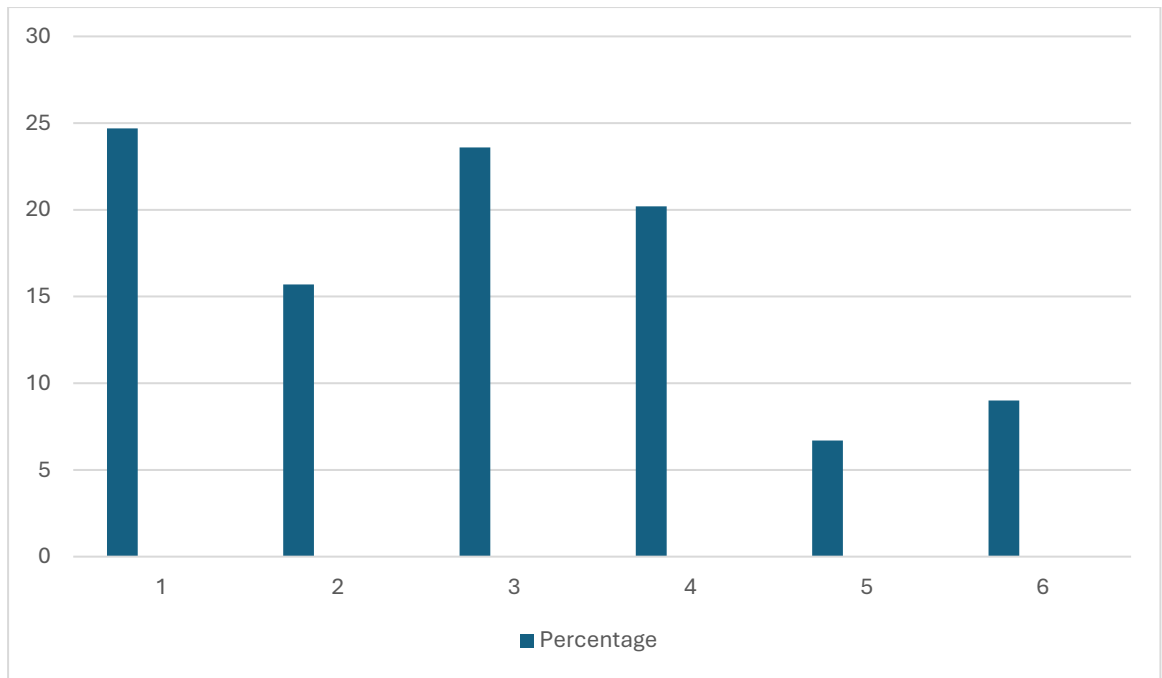


**Fig 4.8: Percentage representation of Societal norms**

**Table 4.9: Peer perceptions**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	22	24.7	24.7	24.7
	2	14	15.7	15.7	40.4
	3	21	23.6	23.6	64.0
	4	18	20.2	20.2	84.3
	5	6	6.7	6.7	91.0
	6	8	9.0	9.0	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 22(24.7%) respondents gave rating of 1 to Peer perceptions, 14(15.7%) respondents gave rating of 2 to Peer perceptions, 21(23.6%) respondents gave rating of 3 to Peer perceptions, 18(20.2%) respondents gave rating of 4 to Peer perceptions, 6(6.7%) respondents gave rating of 5 to Peer perceptions and 8(9%) respondents gave rating of 6 to Peer perceptions.



**Fig 4.9: Percentage representation of Peer perceptions**

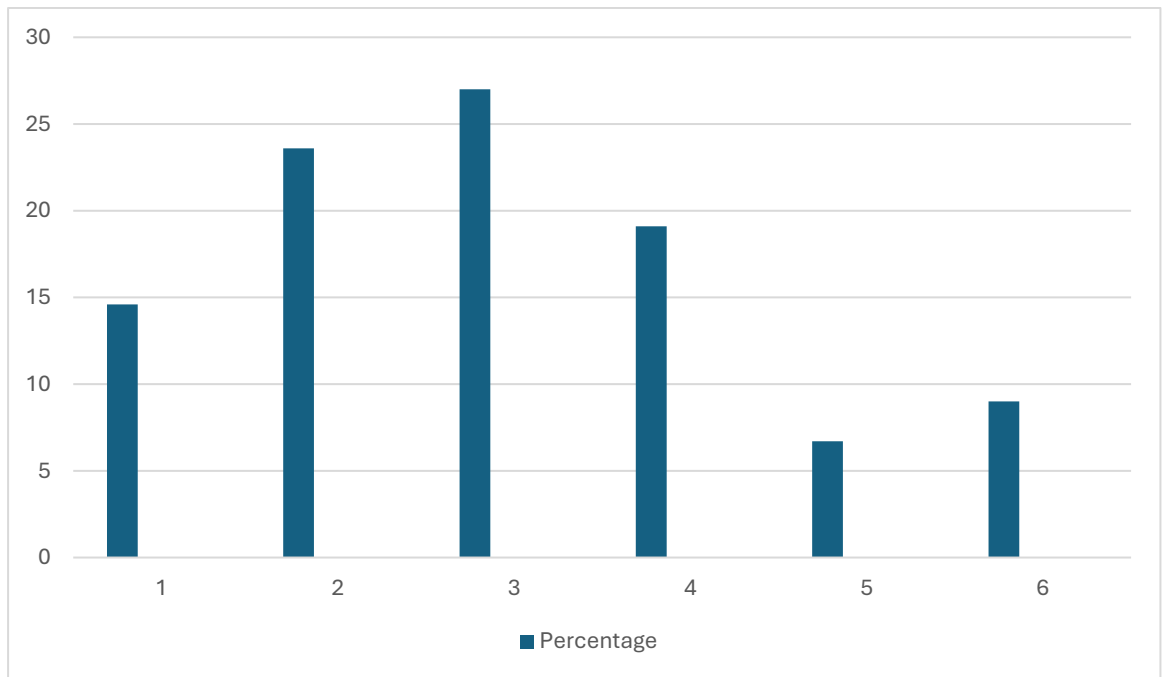
**Table 4.10: Advertising strategies**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	14.6	14.6	14.6
	2	21	23.6	23.6	38.2
	3	24	27.0	27.0	65.2
	4	17	19.1	19.1	84.3
	5	6	6.7	6.7	91.0
	6	8	9.0	9.0	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 13(14.6%) respondents gave rating of 1 to Advertising strategies, 21(23.6%) respondents gave rating of 2 to Advertising strategies, 24(27%) respondents gave rating of 3 to Advertising strategies, 17(19.1%) respondents gave rating of 4



to Advertising strategies, 6(6.7%) respondents gave rating of 5 to Advertising strategies and 8(9%) respondents gave rating of 6 to Advertising strategies.



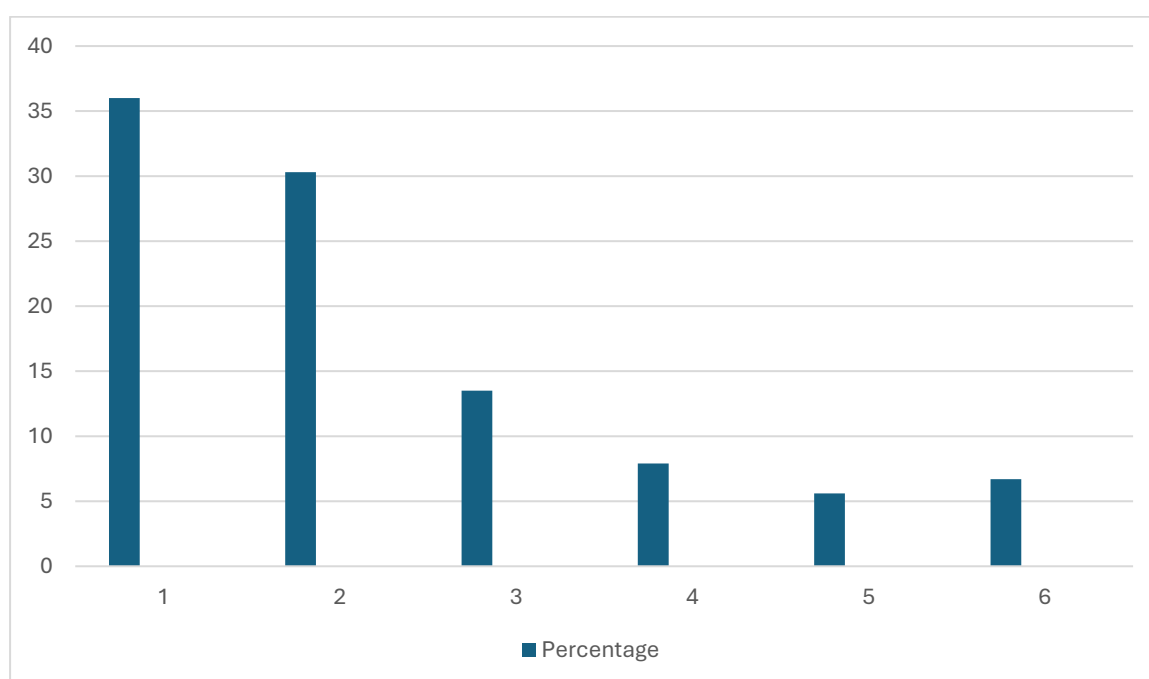
**Fig 4.10: Percentage representation of Advertising strategies**

**Table 4.11: Product attributes**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	36.0	36.0	36.0
	2	27	30.3	30.3	66.3
	3	12	13.5	13.5	79.8
	4	7	7.9	7.9	87.6

	5	5	5.6	5.6	93.3
	6	6	6.7	6.7	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 32(36%) respondents gave rating of 1 to Product attributes, 27(30.3%) respondents gave rating of 2 to Product attributes, 12(13.5%) respondents gave rating of 3 to Product attributes, 7(7.9%) respondents gave rating of 4 to Product attributes, 5(5.6%) respondents gave rating of 5 to Product attributes and 6(6.7%) respondents gave rating of 6 to Product attributes.

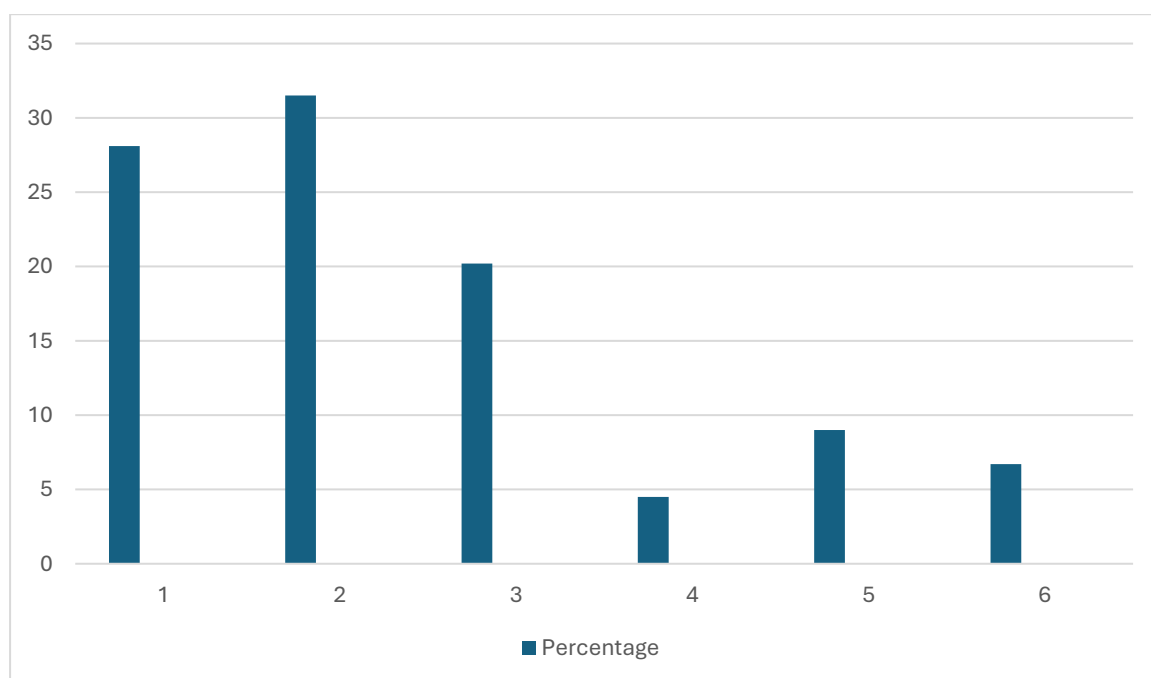


**Fig 4.11: Percentage representation of Product attributes**

**Table 4.12: Pricing strategies**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	28.1	28.1	28.1
	2	28	31.5	31.5	59.6
	3	18	20.2	20.2	79.8
	4	4	4.5	4.5	84.3
	5	8	9.0	9.0	93.3
	6	6	6.7	6.7	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 25(28.1%) respondents gave rating of 1 to Pricing strategies, 28(31.5%) respondents gave rating of 2 to Pricing strategies, 18(20.2%) respondents gave rating of 3 to Pricing strategies, 4(4.5%) respondents gave rating of 4 to Pricing strategies, 8(9%) respondents gave rating of 5 to Pricing strategies and 6(6.7%) respondents gave rating of 6 to Pricing strategies.

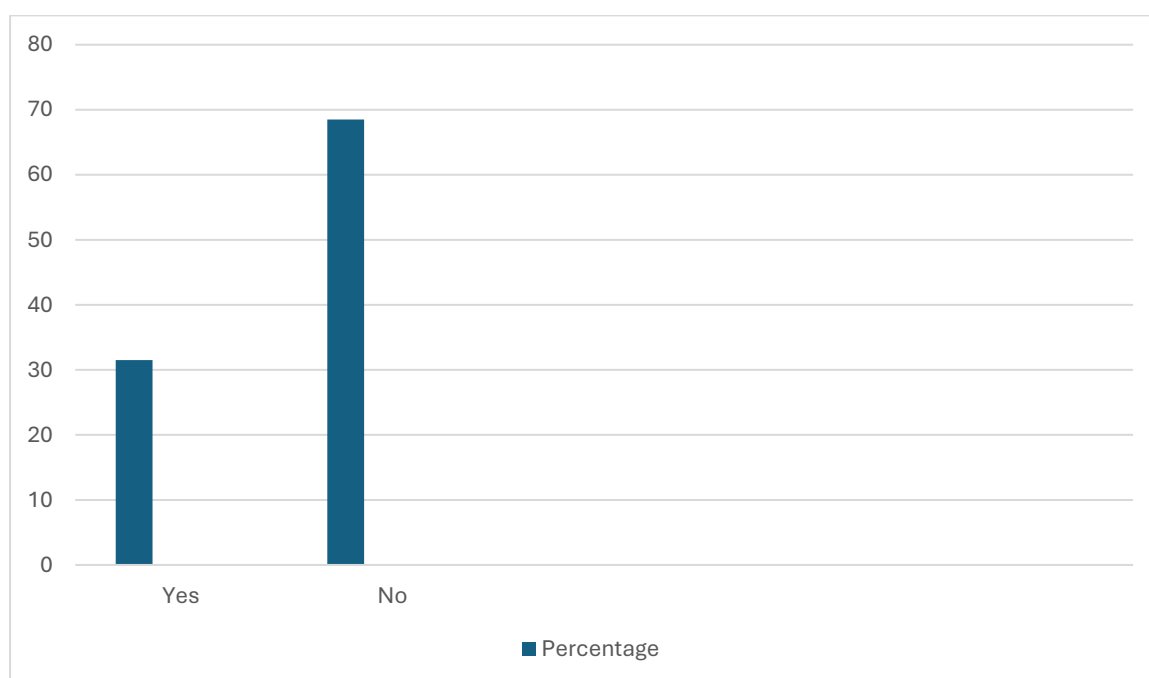


**Fig 4.12: Percentage representation of Pricing strategies**

**Table 4.13: Do you have a preferred cosmetic brand?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	31.5	31.5	31.5
	No	61	68.5	68.5	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 28(31.5%) respondents said they have a preferred cosmetic brand and 61(68.5%) respondents said they do not have a preferred cosmetic brand.

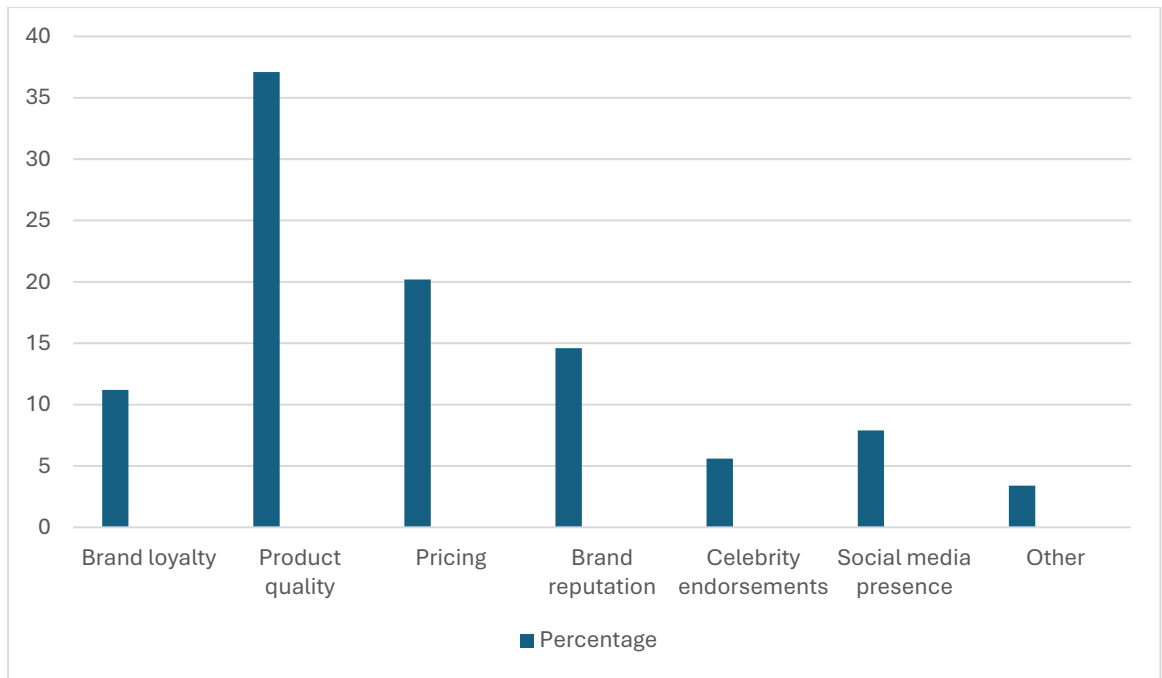


**Fig 4.13: Percentage representation of Do you have a preferred cosmetic brand.**

**Table 4.14: What are the reasons for your preference for the specified brand?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand loyalty	10	11.2	11.2	11.2
	Product quality	33	37.1	37.1	48.3
	Pricing	18	20.2	20.2	68.5
	Brand reputation	13	14.6	14.6	83.1
	Celebrity endorsements	5	5.6	5.6	88.8
	Social media presence	7	7.9	7.9	96.6
	Other	3	3.4	3.4	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 10(11.2%) respondents said their reason for a specified brand is brand loyalty, 33(37.1%) respondents said their reason for a specified brand is product quality, 18(20.2%) respondents said their reason for a specified brand is pricing, 13(14.6%) respondents said their reason for a specified brand is brand reputation, 5(5.6%) respondents said their reason for a specified brand is celebrity endorsements, 7(7.9%) respondents said their reason for a specified brand is social media presence and 3(3.4%) respondents said their reason for a specified brand is something else which they haven't clarified.



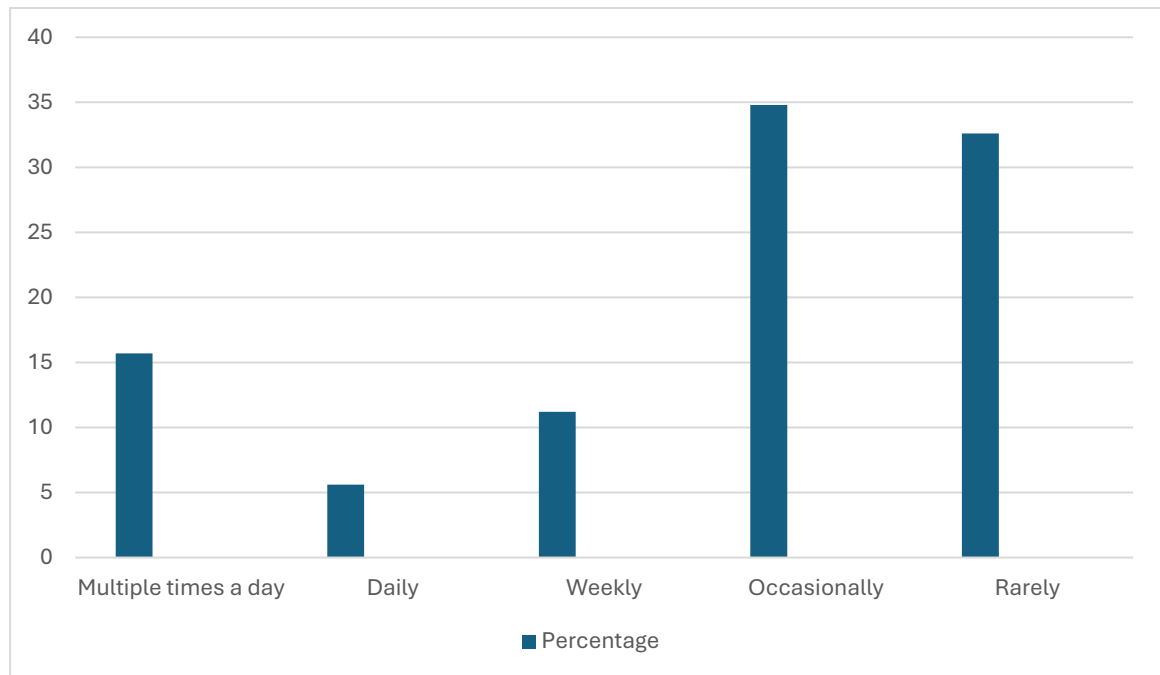
**Fig 4.14: Percentage representation of What are the reasons for your preference for the specified brand.**

**Table 4.15: How often do you engage with cosmetic brands on social media platforms?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Multiple times a day	14	15.7	15.7	15.7
	Daily	5	5.6	5.6	21.3
	Weekly	10	11.2	11.2	32.6
	Occasionally	31	34.8	34.8	67.4
	Rarely	29	32.6	32.6	100.0
	Total	89	100.0	100.0	

From the above table it is observed that 14(15.7%) respondents engage with cosmetic brands multiple times a day, 5(5.6%) respondents engage with cosmetic brands daily, 10(11.2%)

respondents engage with cosmetic brands weekly, 31(34.8%) respondents engage with cosmetic brands occasionally and 29(32.6%) respondents engage with cosmetic brands rarely.



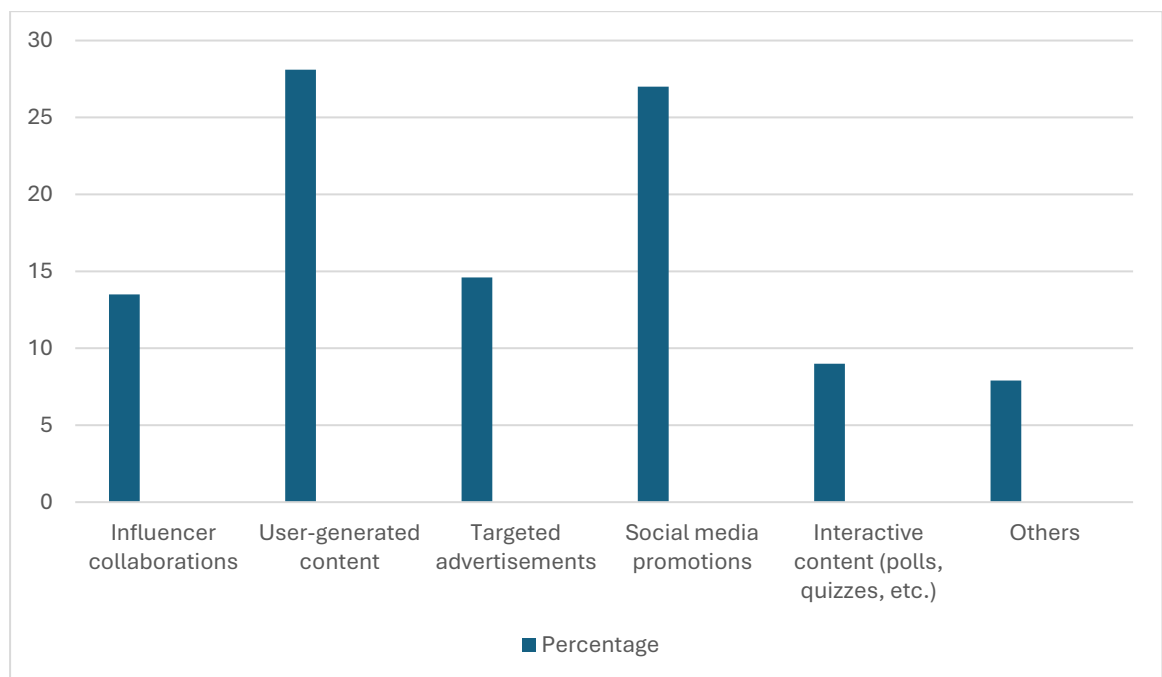
**Fig 4.15: Percentage representation of How often do you engage with cosmetic brands on social media platforms?**

**Table 4.16: Which digital marketing tactics influence your purchasing decisions?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influencer collaborations	12	13.5	13.5	13.5
	User-generated content	25	28.1	28.1	41.6
	Targeted advertisements	13	14.6	14.6	56.2
	Social media promotions	24	27.0	27.0	83.1

Interactive content (polls, quizzes, etc.)	8	9.0	9.0	92.1
Others	7	7.9	7.9	100.0
Total	89	100.0	100.0	

From the above table it is observed that 12(13.5%) respondents said Influencer collaborations, 25(28.1%) respondents said User-generated content, 13(14.6%) respondents said Targeted advertisements, 24(27%) respondents said social media promotions, 8(9%) respondents said Interactive content (polls, quizzes, etc.) and 7(7.9%) respondents said other tactics.



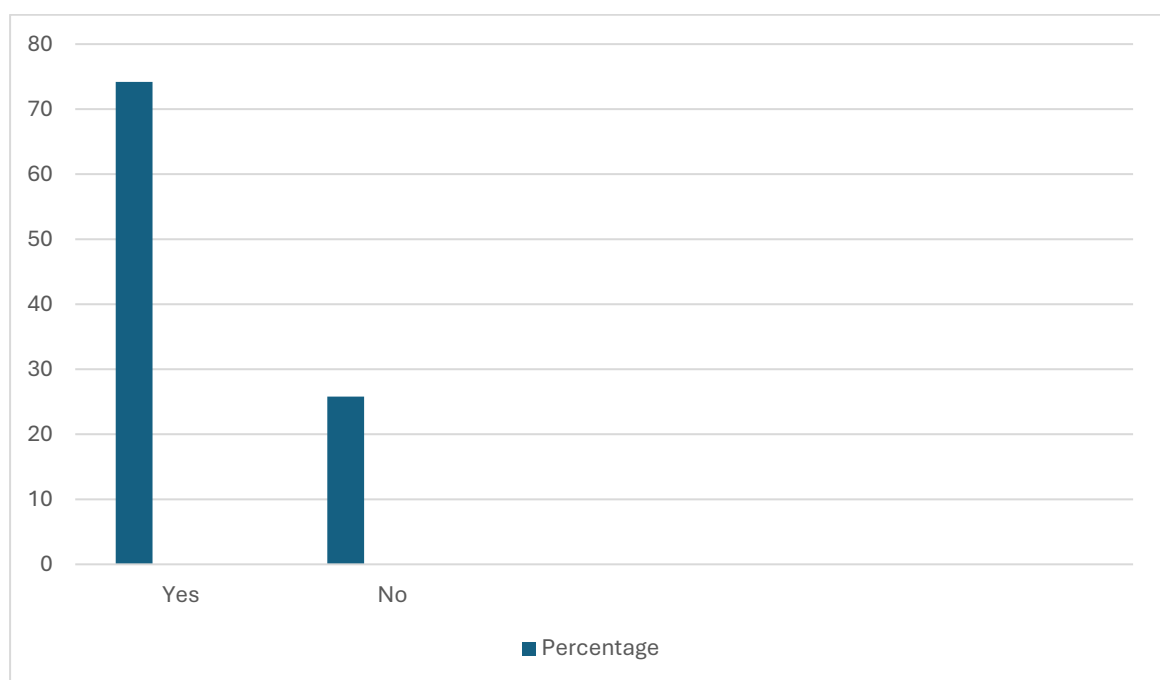
**Fig 4.16: Percentage representation of Which digital marketing tactics influence your purchasing decisions?**

**Table 4.17: Do you feel that digital marketing strategies influence your perception of cosmetic brands?**



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	74.2	74.2	74.2
	No	23	25.8	25.8	100.0
	Total	89	100.0	100.0	

From the above table, it is observed that 66(74.2%) respondents feel that digital marketing strategies influence their perception of cosmetic brands, and 23(25.8%) respondents feel that digital marketing strategies do not influence their perception of cosmetic brands.

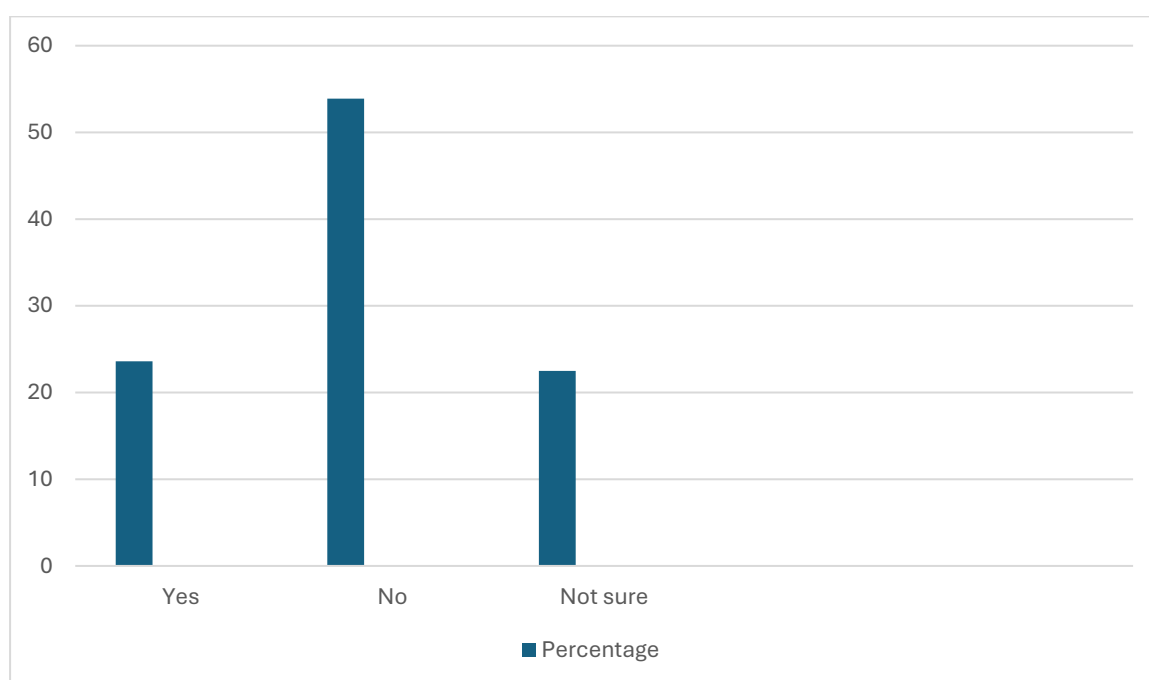


**Fig 4.17: Percentage representation of Do you feel that digital marketing strategies influence your perception of cosmetic brands?**

**Table 4.18: Have you noticed any differences in cosmetic brand preferences between youth in Ireland and India?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	23.6	23.6	23.6
	No	48	53.9	53.9	77.5
	Not sure	20	22.5	22.5	100.0
	Total	89	100.0	100.0	

From the above table, it is observed that 21(23.6%) respondents have noticed differences in cosmetic brand preferences between youth in Ireland and India, 48(53.9%) respondents have not noticed any differences in cosmetic brand preferences between youth in Ireland and India and 20(22.5%) respondents are not sure about any differences.

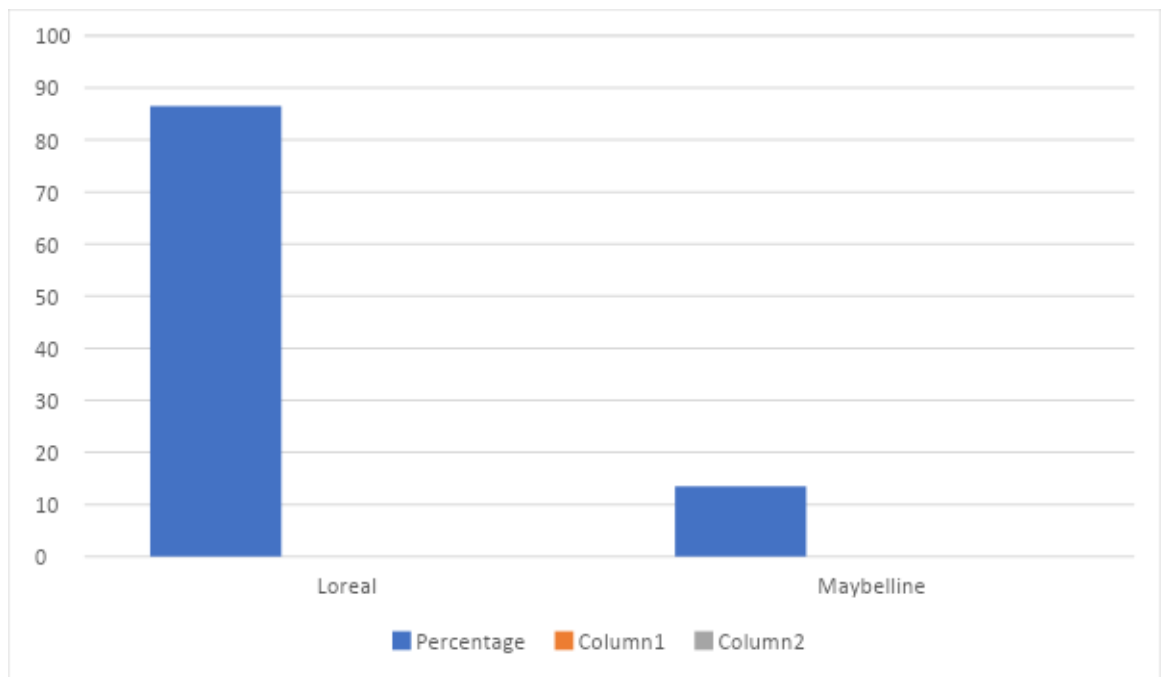


**Fig 4.18: Percentage representation of Have you noticed any differences in cosmetic brand preferences between youth in Ireland and India?**

**Table 4.19: Which of these international brands would you prefer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Loreal	77	86.5	86.5	86.5
	Maybelline	12	13.5	13.5	100.0
	Total	89	100.0	100.0	

From the above table, it is observed that 77(86.5%) respondents prefer Loreal, and 12(13.5%) respondents prefer Maybelline.



**Fig 4.19: Percentage representation of which of these international brands would you prefer?**

## **Chapter 5: Discussion**

The results of this thesis have been evaluated by having previous research in the discussion section. There are some advantages and disadvantages in this study. The study's advantages and disadvantages has been noted which will give information about the variables affecting young people's preferences for cosmetic brands. The discussion that follows highlights and shows the importance of product quality, pricing, brand reputation, and digital marketing methods in influencing customer behavior, as well as the problems of these findings for marketers and people in the cosmetics business. In addition, there are some recommendations for more research are made to overcome the problems which has been noted in this study and go deeper into the complex dynamics of young people's preferences for cosmetic brands. Thus, this study will of course highlight the need for focused marketing strategies that merge with the interests and expectations of young customers while also gives good type of information about consumer behavior in the beauty sector.

This discussion section conclude that the study has been done egarding the preference for L'Oreal and Maybelline among Indian and Irish consumers. So, we found that 77 (86.5%) respondents like L'Oreal and 12 (13.5%) like Maybelline. It is very very clear that L'Oreal is having of course a significantly higher preference among the surveyed people.

### **5.1 Avenues for Future Research**

Future studies in this area should of course investigate how young customers' preferences for cosmetic brands are being affected by new trends and technologies. Examining how celebrity and social media influencers affect consumer behavior which may be give of course good information about successful marketing things. Also, long term type of research could monitor of course in preferences for cosmetic brands over time, which gives a more basic and good picture of changing consumer trends. Comparisons of cultures across various demographic groups and geographical areas may also provide good information into differences in the tastes and actions of consumers. Also, qualitative research techniques like focus groups and in-depth interviews may give better and basic type of understanding of the underlying attitudes and motives influencing preferences for cosmetic brands.

## **5.2 Data Collection Challenges**

There are so many problems and challenges which must be overcome during the data collection phase of research projects to ensure the accuracy and of course kind of dependability of the information which is obtained. Obtaining participants and getting them is a very very difficult thing. It can be challenging to obtain a representative and of course various types of sample, mainly when focusing on type of communities or certain demographic groups. This problem is made more difficult by having problems like not interested type of participants, minimum number of resources, or trouble reaching some populations, which can result in biased samples and restricted things.

The correctness and basic things of the data gathered present another difficulty. There is a chance of response bias when using self-reported data because participants might give false answers. The validity and reliability of the results which of course may also be compromised by poor response rates, incomplete answers, or missing data in data collection techniques like surveys and questionnaires. Moreover, some long-term type of limitations can provide serious difficulties while collecting data. This includes things like availability of resources, budgetary restrictions, and time limits. Coordinating data collection activities, planning surveys or interviews, or handling serious type of concerns like equipment or transportation can be challenging for researchers. Problems with data collection of course mainly depend on ethical issues. Paying close attention to ethical rules and regulations is very very important to ensure participant confidentiality, privacy, and informed consent. Communication problems, cultural norms, and language limitations will make it difficult for participants to collect the goals and questions of the study, which could result in misconceptions of course. To handle these problems, detailed type of preparation, adaptability, and originality in developing data gathering techniques are needed. This could include using a variety of data collection techniques which will establish a connection with participants, using technology to collect data remotely, and always having of course strict ethical guidelines during the study process.

## **5.3 Methodological Constraints**

The topic of young people's preferences for cosmetic brands of course presents methodological challenges that may affect the validity of research findings and the research process itself. The complexity and subjectivity of consumer preferences is one major limitation. There are of course so many elements include personal preferences, social influences, cultural conventions,

and marketing methods, all have an impact on cosmetic brand choices. It is methodologically challenging to effectively capture and measure these type of preferences since participant responses may be changed by biases and subjective views. An additional type of limitation refers to the ever-changing patterns of customer behavior. With time of course, shifting trends, cultural things, and individual experiences can all have an impact on consumer preferences. The applicability of findings is of course very very limited by cross-sectional research' inability to properly capture these dynamic processes at a particular point in time. Methodological issues are also raised by the impact of outside variables on preferences for cosmetic brands. Global events, cultural changes, technical things, and economic situations can all have an impact on the choices and behavior of consumers. Ignoring these outside factors or failing to give for having variables can lead to bias and reduce the validity of study results. Furthermore, the limitations of research designs and data gathering techniques may give rise to methodological constraints. There is a little chance that self-reported information obtained through surveys or questionnaires contains social desirability and response bias. Moreover, investigating causal links or temporal trends may be impossible when using cross-sectional methods. It takes careful thought and the deployment of suitable research approaches and techniques to address these methodological limits. Deeper things of information into the behavior and preferences of consumers over time can be obtained through mixed methods designs, long term type of studies, and qualitative techniques. Also, using reliable data collection techniques like observational studies or experimental designs can improve the validity and dependability of study findings. To of course maintaining the integrity of their study, researchers will of course take steps to find any sources of bias and good type of variables.

## **5.4 External Factors and Industry Dynamics**

Young people's preferences for cosmetic brands are very greatly influenced by outside variables and market dynamics, which also have an impact on how they achieve the world and behave as consumers. Consumer buying habits and brand preferences are a very importantly influenced by economic factors like employment rates and disposable income. Young consumers may of course give value for money and choose more economical or budget-friendly cosmetic brands during uncertain economic times. The preferences of consumers for cosmetic brands are also significantly influenced by cultural factors. varied demographic groups and geographical areas have varied cultural norms, beauty standards, and societal expectations, which have an impact on the kinds of goods and brands that appeal to young people.

Also, the spread of social media and globalization have made it easier for beauty standards and trends to spread across cultural boundaries, which has cosmetic preferences. Digital developments and technological things have of course and changed the cosmetics sector and affected how young customers interact with brands and make judgments about what to buy. Online reviews, influencer marketing, and social media platforms have all become as important thing for promoting brands and interacting with customers. Teenagers are depending more on user-generated content and social media influencers to research new products, get advice, and feel confident in their purchases. Concerns about sustainability and the environment are starting to influence customer behavior in the cosmetics sector.

Young customers are obviously looking for businesses that shows sustainability, ethical sourcing, and eco-friendly packaging as they become more aware of the effects cosmetic items have on the environment. Young consumers are likely to be drawn to and loyal to brands that gives a commitment to social responsibility and environmental care. Young people's preferences for cosmetic brands are also got by industry norms and regulatory rules. Consumer trust and brand credibility are got by government restrictions which is related to animal testing policies, ingredient disclosure, and product safety. Young customers have a more positive perception of brands that follow strict regulations and moral business practices, which focus on their brand choices and purchase decisions.

## **5.5 Future Scope**

Future study and investigations about young people's preferences for cosmetic brands are quite simple. Future research should of course do investigate how social media and digital technology are changing how consumers behave and what brands they favor. It will be important obviously to understand how young customers interact with beauty firms online and how digital marketing tactics affect their purchase decisions as digital platforms continue to spread and develop. Also, studies concentrating on the meeting of consumer desires and sustainability in the cosmetics sector have potential. Investigating how young customers prioritize of course eco-friendly businesses and so many sustainable practices in their purchase decisions can provide essential information for brands and politicians, as environmental awareness and the demand for sustainable products expand. International studies and cross-cultural do have comparisons are two more exciting academic topics.

## Chapter 6: Conclusion

This is the conclusion which will explain each and everything which have been done in this thesis. So, this study investigated consumer preferences and behaviors in the cosmetics sector, with a particular importance on age, nationality, frequency of purchases, and product preferences among other demographic variables. There are of course few important and new type of information on the makeup industry's dynamics and the elements which is of course influencing consumer choice has been obtained by analyzing data gathered from respondents in a variety of demographic categories. The study included participants in a wide range of age groups, with an age distribution that included responses from 18 to over 50. A complete group of customer things or preferences which is having a range of life stages, from young adults to the elderly and that made it possible by this all-types of included approach.

The study found that different age groups have changed demands and preferences when it came to cosmetic consumption. These findings can be quite helpful for cosmetic businesses who want to give and serve to demographic groups. Another important thing of the study was the nationality of the interviewees, the majority of whom were Irish and Indian. The worldwide thing of the cosmetics market, which was focused by the range of nationalities, which is highlighting the importance of cultural sensitivity in marketing tactics. Cosmetic brands can of course improve their market presence and make and build stronger connections with consumers from a variety of backgrounds by recognizing and honoring cultural diversity. Different consumer patterns which were of course shown by the analysis of purchase frequency to the respondents reported buying cosmetic items on a daily, weekly, monthly, infrequent, and rare basis.

This study becomes clear that a sizable majority of participants choose foreign cosmetic products, with a particular affection for L'Oreal. 86.5% of respondents said they preferred L'Oreal products, showing the brand's high attractiveness in the consumer market. On the other hand, Maybelline, have still well-known which of course received a lower preference share—just 13.5% of respondents said they preferred this brand. The brand's successful positioning and marketing methods have been of course effectively captured consumers' confidence and loyalty, as seen by their preference for L'Oreal. The results obviously showed that L'Oreal has successfully established itself as a top option for of course customers in the cosmetics sector.



## **6.1 Recommendations**

In this recommendation section there are so many actionable type of insights which has been found. Firstly, cosmetic firms are promoted to spend in research and development efforts to of course innovate and enhance product formulas within skincare and makeup categories which is obviously given the reported preferences for these categories of products. To satisfy a wide range of customer needs, this of course includes using natural and organic components, creating products with multiple uses, and addressing certain skincare issues. Also, domestic cosmetic firms are promoted to concentrate on developing their brand equity, product quality, and reputation to compete in the global marketplace of course effectively, given consumers' preference for foreign brands like Maybelline and L'Oréal. Loreal has been found the best among Indian Irish people.

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## Appendix:

### Survey Questions:

1. Please specify your gender.
2. What is your age?
3. What is your nationality?
4. What is your educational background?
5. How often do you purchase cosmetic products?
6. Which cosmetic product categories do you frequently purchase?
7. What factors influence your decision to purchase a cosmetic product?
8. Do you have a preferred cosmetic brand?
9. What are the reasons for your preference for the specified brand?
10. How often do you engage with cosmetic brands on social media platforms?
11. Which digital marketing tactics influence your purchasing decisions?
12. Do you feel that digital marketing strategies influence your perception of cosmetic brands?
13. Have you noticed any differences in cosmetic brand preferences between youth in Ireland and India?
14. Which of these International brands would you prefer?