

The Influence Of Cultural Elements On The Purchasing Decisions Of Hair Care Products In India

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ABSTRACT

The cultural landscape of India plays a pivotal role in shaping consumer behavior towards beauty care products, encompassing categories such as skincare, haircare, eye care, and facial treatments. India's deep-rooted cultural heritage, enriched by centuries of tradition and societal norms, has a profound influence on beauty standards and preferences. There is a notable inclination towards products with natural ingredients, fairness-enhancing solutions, and Ayurvedic formulations, reflecting a cultural preference for holistic beauty. Simultaneously, the growing influence of Western beauty trends is steering consumers toward more modern, clinical beauty products. This study examines the confluence of traditional values and contemporary aspirations in shaping the purchasing decisions of Indian consumers, highlighting the evolving expectations from beauty brands and their need to adapt to these dynamic cultural influences.

Keywords: *Familial Influence, Social Reference Groups, Materialistic Tendencies, Beauty Centrality*

1. INTRODUCTION

The acquisition of beauty care products in India is intricately linked to cultural beliefs, lifestyle preferences, and societal norms. Traditionally, Indian beauty ideals have been grounded in natural remedies and Ayurvedic principles, with a pronounced preference for ingredients such as turmeric, sandalwood, and coconut oil. Beauty is often equated with purity and health, reflecting cultural values that perceive inner well-being as inseparable from outward appearance.

However, as urbanization accelerates in India and consumers gain greater exposure to global beauty trends through media and digital platforms, the cultural narrative is undergoing a transformation. There is a growing inclination towards international brands, clinical beauty solutions, and scientifically validated products, complementing the longstanding preference for natural and holistic approaches. For example, while fairness creams continue to dominate the skincare market, symbolizing deeply ingrained cultural perceptions of beauty, there is a discernible shift toward embracing a broader spectrum of skin tones and promoting individual self-expression.

This paper seeks to explore the cultural dynamics that shape the Indian beauty care market, examining the interplay between traditional values and contemporary influences, and how they collectively impact consumer choices in categories such as face care, hair care, skin care, and eye care. Gaining insight into these evolving dynamics is essential for beauty brands striving to establish a meaningful connection with Indian consumers, blending the nation's rich cultural heritage with its modern aspirations.

Personal care products:

Personal care products are these products which a consumer uses for his personal purpose. It includes different types of cosmetic and skin care products like talc, cold cream, fairness cream, toothpaste, toothbrush, perfume, deodorant, hair oil, shampoo, soap, and all type of baby care and beauty care products. These are the core FMCG products. Any person need for these products every day. Personal care products are a part of FMCG industry. In some words we can say that personal care products are the backbone of FMCG industry. As per the time passes away, the demand of personal care products are also increasing day per day and future of these products are also very bright and profitable. There was a time when consumers not spend too much amount on the personal care products. But in those days, they are not only eager for spending more money on the cosmetic products, but at the same time they are looking for a good and prestigious brand for the particular product. Modern media and advertisement plays an important role in the increasing of demand of personal care goods. People of metro cities are too much brand conscious but if we look at the people of semi urban and rural areas, they are also looking for a good brand for the particular product. Himani Fair and Handsome Mardon Wali Fairness Cream, Thanda Thanda CoolCool Navratna talc, International Lux etc. are the some of the front drive of advertisement in the way of the success of personal care product. In this study, Researcher used four personal care branded products only, such as Face Care, Hair care, Eye Care & Skin Care.

Face Care: A person's complexion can drastically affect his or her appearance, and caring for one's face helps maintain an even skin tone. Products that are used during facial care often have ingredients that the skin needs to maintain its glow and suppleness. These might include items such as vitamins and antioxidants, which can make the skin resilient and promote healing to damaged areas. Many of the products available are also designed to help slow the aging process by helping make the skin firmer and smoother.

Hair Care: Hair is something that we can all live without. It serves very little useful purpose, yet, when it is lost, it can be devastating to us. Why? Because it is also part of our identity; it is part of what makes us different from other people; so, when hair is lost, that identity becomes lost. Whether dark, red head or bright color if that is what we wish to do with it – our hair is making a statement about us in its style, color and length. This is why we are so distressed when the hair is lost.

Eye Care: Our eyes are mirrors to our souls. They're the first thing we notice about each other. Eyes connect us all. They also happen to be the first place on our faces to show the signs of aging, fatigue, lack of sleep, and even emotional states. Because of that, it's so important to take care of our eyes so we look youthful and rested. The skin around our eyes is the thinnest on our bodies. In order for it to be hydrated and nourished, it needs extra attention. We really must provide a lot of care to keep our eye regions looking their best.

Skin Care: Beauty and skin care go hand in hand, especially for those who want to show off their best with confidence. Starting good skin habits at a young age will contribute to younger looking skin in our not so young years later on. Good eating habits of healthy organic foods too contribute to more beautiful younger looking skin. There now are proven products out there with collagen repair that will improve the damage. Retinol and organic skin care antioxidants such as green tea extract and vitamin C are also affordable and proven to bring back your skins beauty without even having to use harsh or expensive products. Beautiful skin does not take much to get back, but just a few good products and good habits of commitment.

Research Objectives:

- To understand the Cultural Influence on beauty care products such as Face care, Hair care, Skin Care & Eye care Products.
- To determine Parental view towards society on usage of beauty care products

Research Methodology:

RESEARCH DESIGN : Descriptive Research

SAMPLE UNIT : Girls who are studying in Management Institutes,
Engineering colleges and Arts and Science colleges.

SAMPLE REGION : Coimbatore

SAMPLE PROCEDURE : Clustered, Simple Random sampling

SAMPLE SIZE : 505 Girl students studying in Management Institutes,
Engineering colleges and Arts and Science colleges

STATISTICAL TOOLS USED: Mean Rank Test, One way ANOVA, Multiple Regression

Hypothesis to be tested:

To find if there is significant difference between the sample mean of use of Hair care products and their awareness among the customers.

To find if there is significant difference between the use of Hair care products and Their family culture among the customers.

Limitations of the study:

1. The study was restricted to the students of graduate and postgraduate programmes of the colleges in Coimbatore only. Therefore, the results need not be generalizable to all the age groups.
2. Majority of the respondents were from upper income groups having a monthly family income Rs.10000 or above. Therefore, the patterns observed in consumption need not be applicable to people of lower income groups.
3. The study was on personal care products as a category and the researcher did not undertake a microanalysis on specific products or variants.
4. There may be personality variables or situational factors that were not included in the study that may have a significant influence on consumption.

1. Frequency of use of the products:

Respondents may use branded beauty care products every day, twice in a week, once in a week, once in a month & occasionally. This test clears about how frequent the respondent are using beauty care products.

Finding Calculated value:

Frequency of usage of the products

Frequency of usage	Face Care		Hair Care		Eye Care		Skin Care	
	No of Res	%	No of Res	%	No of Res	%	No of Res	%
Every day	131	74.86	72	34.12	48	69.57	39	78
Twice in a Week	21	12	94	44.55	13	18.83	5	10
Once in a Week	6	3.43	32	15.17	1	1.45	5	10
Once in a Month	3	1.71	5	2.37	2	2.90	-	-
Occasionally	14	8	8	3.79	5	7.25	1	2
Total	175	100	211	100	69	100	50	100

Source: Primary Data

The above table shows that frequency of usage of product, out of 175 Face care product respondents, 131 respondents (74.9%) are using products daily. In Hair care product and Eye care product 72 and 48 (34.1% and 69.9%) respondents are using products daily. In Skin care product, 78% respondents are using every day followed by twice in a week. 8% of the face care respondents are using occasionally..

2. USE OF HAIR CARE PRODUCTS AND AWARENESS

An ANOVA model demonstrates a significant difference between the sample mean of use of Hair care products and awareness among the customers. Five major awareness have been taken for the study

H1- There is significant difference between the sample mean of use of Hair care products and awareness among the customers.

Use of Hair care products and awareness

		SS	Df	MS	F	Sig.
Source of information	Between Groups	7.057	4	1.764	0.495	2.60
	Within Groups	606.1	170	3.565		
	Total	613.1	174			
Where Product Manufactured	Between Groups	0.389	4	0.097	0.585	2.60
	Within Groups	28.21	170	0.166		
	Total	28.59	174			
Whether traditional beauty care products are being used	Between Groups	0.548	4	0.137	1.155	2.60
	Within Groups	20.16	170	0.119		
	Total	20.71	174			
Use of traditional beauty care products	Between Groups	19.66	4	4.914	1.949	2.60
	Within Groups	368.1	146	2.521		
	Total	387.8	150			
Amount spent on beauty care products	Between Groups	7.443	4	1.861	5.211	2.60
	Within Groups	60.71	170	0.357		
	Total	68.15	174			

Showing use of Hair care products and awareness

Beauty care products	Degrees of freedom	Calculated value	Table value	Conclusion
Source of knowledge	Df = 4,170	0.495	2.60	H0 Accepted
Where Product Manufactured	Df = 4,170	0.585	2.60	H0 Accepted
whether traditional beauty care products are being used	Df = 4,170	1.155	2.60	H0 Accepted
Use of traditional beauty care products	Df = 4,146	1.949	2.60	H0 Accepted
Amount spent on beauty care products	Df = 4,170	5.211	2.60	H0 Rejected

There was no significant difference between source of knowledge, where product manufactured, whether traditional beauty care products are being used and use of traditional beauty care products and the use of Haircare products. H1 is accepted in case of amount spent on beauty care products. Hence, it can be inferred that the amount spent on beauty care products influence the use of Hair care products.

3. CULTURAL INFLUENCE

This part of the analysis deals with respondent's cultural influences such as family values, family view of society, family acceptance of dress code, celebrating religious function and parents using traditional beauty care products.

1)Family Values:

This rank test deals with family values such as Success and failure in one's life are closely tied to parents' teachings; Aging parents need care and they should live with their children ; Obligated to my parents for being successful in life; Get a sense of security from one's relationship with siblings; Family togetherness is more important than one's individual desire. The extent of influence on purchase of branded beauty care product categories is examined here..

Family values influence to use Hair care products.

Family Values	Hair Care Products	
	Weighted Average Score	Rank
Success and failure in my life are closely tied to my parents teachings	19.429	III
Aging parents needs care &they should live with their children	11.429	IV
I am oblige to my parents for being successful in life	37.143	I
I get a sense of security from my relationship with my siblings	3.4286	V
Family togetherness is more important than one's Individual desire	28.571	II

The above table 4 shows that respondents who prefer Hair care products, place their obligation to parents for being successful in life stands top rank in family values followed by desire of family togetherness is more important.

2)Family view towards society:

Each family has a different perspective towards their values in relation to that of the society. Acceptance of different aspects could be considered by the society important, moderate or unimportant. This test tries to find association between family view towards society and purchase of branded beauty care products across the four product categories studied here.

Family view towards society and

Purchase of branded Hair care products

Family view towards society	Hair Care products	
	No of Resp.	%
Important	8	4.6
Moderate	60	34.3
Unimportant	107	61.1
Total	175	100

The above table shows that 61.1% of the respondents using Hair care products family view towards society does not give importance. Only a negligible portion of the respondents family give importance to society.

3.Family Acceptance of Dress code:

Family acceptance of different dress code vary from one family to another family. Families may accept traditional dress code, salwar, jeans, skirt or mini skirt . This test helps to find association between family acceptance of dress code and purchase of branded beauty care products.

	Face Care		Hair Care		Eye Care		Skin Care	
Acceptance of dress code	No of Res	%	No of Res	%	No of Res	%	No of Res	%
Traditional wear (Sari)	11	6.29	21	9.95	9	13.05	1	2
Salwar	149	85.14	171	81.04	52	75.36	42	84
Jeans	15	8.57	13	6.16	7	10.14	7	14
Skirt	-	-	4	1.9	-	-	-	-
Mini Skirt	-	-	2	0.95	1	1.45	-	-
Total	175	100	211	100	69	100	50	100

The above table shows the respondents family acceptance of dress code. More than 80% of the respondents family accept dress code as salwar followed by sari and Jeans. Only a negligible portion of the respondents family accept skirt or mini skirt as dress code.

Celebration of Religious function:

People celebrate religious function for various reasons. Some may celebrate purely for reasons like tradition, get together, status, to make children happy and other reasons. This test helps to find if celebration of religious functions and purchase of branded beauty care products are associated.

Celebration of religious function and purchase of branded beauty care products

	Face Care		Hair Care		Eye Care		Skin Care	
Religious functions	No of Res	%	No of Res	%	No of Res	%	No of Res	%
Purely Tradition	51	29.14	83	39.34	20	28.98	13	26
Get together	98	56.00	100	47.39	42	60.87	31	62
Status	5	2.86	1	0.47	1	1.45	1	2
Make Children Happy	20	11.43	24	11.37	3	4.35	2	4

Others	1	0.57	3	1.43	3	4.35	3	6
Total	175	100	211	100	69	100	50	100

The above table shows the respondents celebration of religious function. Almost 54% of the respondents celebrate religious function only to make get together. 33% of the respondents celebrate religious function purely for tradition.

4).Parents using Traditional Beauty care products:

This test explain about the proportion of the respondents parent using traditional beauty care products and that not using traditional beauty care products.

Parents using traditional beauty care products and purchase of branded beauty care products

	Face Care		Hair Care		Eye Care		Skin Care	
	No of Res	%	No Res	of %	No Res	of %	No Res	of %
Yes	115	65.7	131	62.1	49	71	29	58
No	60	34.3	80	37.9	20	29	21	42
Total	175	100	211	100	69	100	50	100

From the above table shows that in the case of all these four product categories studied, over 64% of the respondents parent use traditional beauty care products.

5)Hair care products and Family culture:

An ANOVA model demonstrates a significant difference between the sample mean of use of Face care products and family culture among the customers. Three major variables have been taken for the study.

Family culture includes family view towards society, family acceptance of dress code, celebration of religious functions and parents using traditional product. This test helps to find relationship between the use of Hair care products and family culture among the customers.

H2- There is significant difference between the use of Hair care products and family culture among the customers.

The use of Hiar care product and family culture among the customers.

		SS	Df	MS	F	Sig.
Family acceptance on dress code	Between Groups	0.713	2	0.356	3..432	3.00
	Within Groups	25.2	172	0.146		
	Total	25.91	174			
Celebration of religious	Between Groups	2.449	2	1.224	3..478	3.00
	Within Groups	142.5	172	0.828		

function	Total	144.9	174			
Parents using traditional products	Between Groups	0.889	2	0.444	3..983	3.00
	Within Groups	38.54	172	0.224		
	Total	39.43	174			

The use of Hair care product and family culture among the customers.

Beauty care products	Degrees of freedom	Calculated value	Table value	Conclusion
Family acceptance on dress code	Df = 2,172	3..432	3.00	H0 Rejected
Celebration of religious function	Df = 2,172	3..478	3.00	H0 Rejected
Parents using traditional products	Df = 2,172	3..983	3.00	H0 Rejected

The above table shows that there was no significant difference between the use of Hair care products and family acceptance on dress code, celebration of religious function and parents using traditional products. Hence, it can be inferred the respondent's family culture has an impact on the purchase of branded Hair care products.

6. Influence of Reference Group on Dress code of users of Hair products:

This study explains the reference group such as neighbour's, friends and classmate influencing dress code of the users of Hair care products.

Influence of Reference group on dress code of users of Hair care products

Variables	Regression Co-efficient	Standard Error	t-value (df 174)	R ²
Constant	1.675	0.116	14.501	0.600
Neighbors	0.047	0.026	1.8278	
Friends	0.039	0.021	1.8543	
Classmates	0.021	0.023	0.916	

Dependent variable: Dress code

Here, using the B value of the un standardized coefficients, the following regression equation is formed:

Dress code = 1.675+0.047 Neighbors +0.039 Friends +0.021Classmates

The above table infers that the reference group influence on the dress code of the respondents of Hair care users.

4. FINDINGS

Frequency of use of the product:

Majority of the respondent 's use Face care , Eye care and Skin care everyday,except in Hair care which is used twice in a week.

Family values: Respondent who select Face care product, feel that they are obliged to their parents for being successful in life and stands top rank in family values. Respondents who select Hair care and Eye care products feel that Family togetherness is more important than one's individual desire and stand first rank with respect to cultural influence. Success and failure in one's life are closely tied to ones parents' teachings plays an important role for people who like Skin care products.

Family view towards society:

- a. Majority of the respondent feels that the opinion of the society is unimportant .
- b. Family view towards society influence purchase of branded beauty care products.

Family acceptance of dress code: Majority of the respondent consider salwar as a family accepted dress code followed by sari and Jeans.

Celebration of religious functions: Majority of the respondents celebrate religious functions only for socializing and getting together celebrating purely for traditional value comes only as a second reason.

Parents using traditional beauty care products: Majority of the respondent's parents use traditional beauty care product in Face care, followed by Eye care, Hair care and Skin care.

Branded beauty care products and family culture: The respondent's family culture has a great impact on the purchase of branded beauty care Products.

Influence of Reference group on branded beauty care products:

From the Multiple Regression analysis, it was found that dress code of the respondent is dependent factor on reference group such as neighbors, friends and classmates which influence use of branded beauty care products.

5. CONCLUSION

Thise study reveals significant insights into the cultural and familial influences on the purchase behavior of beauty care products among Indian consumers. A key finding is that face care, eye care, and skin care products are used daily by most respondents, whereas hair care products are used less frequently, typically twice a week. Family values play a crucial role in shaping product preferences, with respondents who prioritize face care products often feeling a deep sense of responsibility towards their parents and attributing their life success to them. Those who prioritize hair care and eye care tend to place a higher value on family unity, emphasizing the importance of collective over individual desires. Additionally, the influence of parental teachings is particularly strong among those who favor skin care products, linking their success or failure in life to their upbringing.

The study also finds that while the majority of respondents are indifferent to societal opinions, family views towards society still impact the purchase of branded beauty care products. Family preferences also shape the acceptance of dress codes, with the traditional salwar being the most accepted, followed by the sari and jeans. Religious celebrations are primarily seen as opportunities for socializing rather than upholding traditional values, further underscoring a shift in cultural motivations.

Another notable observation is that most respondents' parents continue to use traditional beauty care products, particularly for face care, followed by eye care, hair care, and skin care. This generational preference highlights the ongoing influence of traditional beauty practices in modern households. The family culture of respondents has a significant impact on the purchase of branded beauty care products, indicating that cultural heritage and values are strong determinants of brand choice.

Finally, the role of reference groups, including neighbors, friends, and classmates, is found to influence the use of branded beauty care products. Multiple regression analysis reveals that a respondent's choice of dress code is strongly influenced by these groups, further demonstrating the social and cultural factors that shape consumer behavior in the beauty care market.

In conclusion, cultural values, family influence, and social dynamics play a pivotal role in the purchase and use of beauty care products in India, with traditional and modern factors blending to shape consumer choices. Brands that understand and cater to these cultural nuances will be better positioned to connect with Indian consumers.

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