



A Study on Consumer Buying Behaviour Influencing the Purchase of Imported Skincare Brands with Reference to Clean Beauty and Sustainability Trends in Coimbatore City

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ABSTRACT:

This study examines consumer buying behaviour towards imported skincare brands with reference to clean beauty and sustainability trends in Coimbatore city. The growing awareness of safe ingredients, environmental impact, and ethical practices has increased the demand for imported skincare products. The study is based on primary data collected from 158 respondents using a structured questionnaire. Statistical tools such as percentage analysis, Chi-square, regression, and ANOVA were used for analysis. The findings show that young consumers prefer imported brands, and factors like online reviews, social media influence, and environmental concern significantly affect purchase decisions. However, price perception does not vary across income groups. The study concludes that clean beauty and sustainability play a key role in influencing consumer preferences for imported skincare brands.

Keywords: Consumer Buying Behaviour, imported Skincare Brands, Clean Beauty, Sustainability, Purchase Decision, Environmental Concern, Social Media Influence.

INTRODUCTION:

The skincare industry has witnessed rapid growth due to increasing consumer awareness, changing lifestyles, and rising demand for advanced beauty products. In India, imported skincare brands have gained significant popularity as consumers perceive them to offer superior quality, innovative formulations, and better results. At the same time, trends such as clean beauty and sustainability have become important factors influencing purchase decisions. Consumers are now more conscious about product ingredients, environmental impact, and ethical practices, leading to a shift in buying behaviour. In this context, the study focuses on understanding the factors influencing consumer preference for imported skincare brands in Coimbatore city, with special emphasis on clean beauty and sustainability trends.



OBJECTIVE:

- ✓ To study consumer buying behavior toward imported skincare brands with emphasis on clean beauty and sustainability.
- ✓ To identify key factors influencing the purchase of imported skincare brands.
- ✓ To study consumer satisfaction with imported skincare products.
- ✓ To understand the impact of sustainability trends on purchase decisions.

REVIEW OF LITERATURE:

Jiyong Shim & Jung Woo (2024)¹ This study highlights that clean beauty lacks a clear definition and examines its impact on Millennials and Gen Z. Using 120 Korean participants, it identifies key attributes and introduces the Reliable Cleanness Score (RCS). The findings show that awareness and emotional satisfaction influence preference for clean beauty products.

Warda Rawof (2021)² This study focuses on the growing importance of ethical and sustainable beauty products. It reveals that females and consumers aged 18–34 are more likely to prefer eco-friendly and cruelty-free products, and many avoid brands that test on animals.

Doan, Han (2025)³ This study analyzes how COSRX marketing and TikTok influencers affect young consumers' buying behaviour. Conducted among 62 respondents in Finland, it shows that influencers strongly create brand awareness, while product quality and ingredients have a greater impact on purchase decisions.

RESEARCH GAP:

Previous studies have examined consumer behavior toward natural cosmetics, green marketing, and sustainable skincare products. Many researchers have focused on factors such as environmental awareness, health consciousness, brand image, and social media influence in shaping consumer purchase intentions.

However, most of these studies were conducted in foreign countries or other regions of India and mainly focused on general cosmetic products or green cosmetics. Limited research has specifically examined consumer buying behavior toward imported skincare brands with reference to clean beauty and sustainability trends, particularly in the context of Indian cities.

Furthermore, there is a lack of studies analyzing how consumer awareness of clean ingredients, eco-friendly practices, and sustainability influences the preference for imported skincare brands over domestic products. Therefore, this study attempts to fill this research gap by analyzing the factors influencing consumer purchase decisions toward imported skincare brands in Coimbatore city, with special emphasis on clean beauty and sustainability trends.

RESEARCH METHODOLOGY:

This study follows a descriptive research design to understand the buying behaviour of consumers toward imported skincare brands, particularly focusing on clean beauty and sustainability trends. The research is based on both primary and secondary data sources. Primary data was collected through a structured questionnaire distributed to selected respondents in Coimbatore city. Secondary data was collected from books, research journals, articles, and reliable online sources to support the study and provide a theoretical background.

CONCEPT OF SKINCARE:

Skincare refers to the range of practices, products, and routines used to maintain and improve the health and appearance of the skin. It includes cleansing, moisturizing, protection from UV damage, and treatment of specific skin concerns (like acne, aging, dryness, pigmentation, etc.). Fundamentally, skincare aims to support the skin's natural barrier and prevent or repair damage caused by environmental, lifestyle, and biological factors.



Traditionally, skincare products were categorized as:

- Cleansers
- Toners
- Moisturizers
- Serums and Treatments
- Sun Protection

Sustainability Trends in the Skincare Industry:

Sustainability has become a major concern in the cosmetic industry due to increasing environmental challenges. Consumers are now more aware of how their purchasing choices impact the environment.

Important sustainability practices adopted by skincare brands include:

- Eco-friendly and recyclable packaging
- Cruelty-free testing methods
- Vegan and plant-based formulations
- Ethical sourcing of natural ingredients
- Reduction of carbon emissions in manufacturing processes

Brands that demonstrate commitment to sustainability are often preferred by modern consumers.

STATEMENT OF THE PROBLEM:

The global skincare industry has grown rapidly, with increasing demand for imported skincare products. Consumers are attracted to international brands due to their perceived higher quality, advanced ingredients, innovative formulations, and strong brand reputation. Social media, influencer marketing, and digital platforms have further increased their popularity, especially among young consumers. At the same time, consumers are becoming more aware of clean beauty and sustainability. Clean beauty focuses on safe and non-toxic ingredients, while sustainability emphasizes eco-friendly and ethical practices. Many international brands promote these aspects, influencing buying behaviour.

However, the growing preference for imported products may impact domestic skincare brands in India, as local brands face challenges in brand image, quality perception, and marketing. Despite market growth, there is limited research on how clean beauty and sustainability trends influence consumer buying behaviour, particularly at the regional level. Therefore, this study focuses on analyzing these factors in Coimbatore city.

SCOPE OF THE STUDY:

This study focuses on analyzing consumer buying behavior toward imported skincare brands with reference to clean beauty and sustainability trends. The study is limited to consumers in Coimbatore city and examines factors such as product quality, brand reputation, price, country of origin, and sustainability practices. The study also evaluates consumer awareness and preference toward clean and sustainable skincare products.

LIMITATION OF THE STUDY:

- The study is limited to consumers in Coimbatore city.
- The data is collected through questionnaires, so responses depend on the opinions of the respondents.
- The study is conducted within a limited time period and sample size.
- Consumer preferences may change over time due to market trends and new product innovations.



ANAYLSIS AND INTERPRETATION:

CHI-SQUARE ANALYSIS

Chi-Square test is a statistical test used to compare two or more statistical data sets. The chi-square test is used to estimate how likely the observations made would be true be considering the assumption of null hypothesis.

RANKING ANALYSIS

Ranking analysis is a statistical tool used in research to determine the order of preference or importance of different factors based on respondents' opinions. It helps in identifying which factors are most and least important in influencing decisions.

Chi square Analysis:

Null Hypothesis: There is no significant association between age and preference for imported skincare brands.

Alternative Hypothesis: There is a significant association between age and preference for imported skincare brands.

TABLE: 4.1 Case Processing Summary

		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Do you prefer imported skincare brands over local brands		158	100.0%	0	0.0%	158	100.0%
		Do you prefer imported skincare brands over local brands					
		Yes	No	Sometimes		Total	
Age	Below 18	3	6	0		9	
	18–25	45	22	58		125	
	26–35	7	2	13		22	
	36–45	1	0	0		1	
	Above 45	0	0	1		1	
Total		56	30	72		158	



Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.160 ^a	8	.010
Likelihood Ratio	20.808	8	.008
Linear-by-Linear Association	1.980	1	.159
N of Valid Cases	158		

A.10 cells (66.7%) have expected count less than 5. The minimum expected count is .19.

Source : Primary data

Interpretation:

The Chi-square test was conducted to examine the association between age and preference for imported skincare brands. The p-value (0.010) is less than the significance level of 0.05. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that there is a significant association between age and preference for imported skincare brands. It can be inferred that consumer preference for imported skincare brands varies across different age groups.

RANKING ANALYSIS:

Sources of information based on how much they influence your purchase of imported skincare brands.

TABLE 4.2

Sources of information	1	2	3	4	5	Total	Weighted Average	Rank
Online Review	66	29	24	19	20	576/158	3.64	I
	330	116	72	38	20			
Social Media /Influencers	15	68	40	22	13	564/158	3.56	II
	75	272	160	44	13			
Dermatologist Recommendations	13	19	71	19	36	428/158	2.70	III



	65	76	213	38	36			
Friends & Family	7	31	25	75	20	404/158	2.55	V
	35	124	75	150	20			
Brand Advertisements	18	28	39	19	54	411/158	2.60	IV
	90	112	117	38	54			

Source: primary data

Interpretation:

The ranking analysis was conducted to identify the most influential sources of information affecting the purchase of imported skincare brands. The results show that online reviews secured the first rank with the highest weighted average score of 3.64, indicating that they are the most influential source of information for consumers. This highlights the strong impact of digital feedback and customer experiences on purchase decisions.

Social media and influencers ranked second with a weighted average of 3.56, suggesting that platforms like Instagram, YouTube, and influencer promotions play a significant role in shaping consumer preferences. Dermatologist recommendations were ranked third with a weighted average of 2.70, showing that expert opinions are moderately influential in consumer decision-making. Brand advertisements ranked fourth with a weighted average of 2.60, indicating that traditional promotional strategies have a comparatively lower influence on consumers. Friends and family ranked last with a weighted average of 2.55, suggesting that personal references are less influential compared to digital and professional sources.

Overall, the analysis indicates that consumers rely more on online and social media-based information rather than traditional or personal sources when purchasing imported skincare brands.

FINDINGS:

Chi-square Analysis:

1. The Chi-square test examined the relationship between age and preference for imported skincare brands. The significance value (0.010) is less than 0.05, so the null hypothesis is rejected, indicating a significant association.
2. The results show that younger consumers, especially those aged 18–25, have a higher preference for imported skincare brands, indicating that age influences purchase decisions.

Ranking Analysis:

1. Ranking analysis identified the most influential sources affecting purchase decisions. Online reviews ranked first, followed by social media/influencers, dermatologist recommendations, brand advertisements, and friends & family.
2. This indicates that consumers rely more on digital sources, with online reviews and influencers playing a major role in shaping buying behaviour.



SUGGESTIONS:

1. Increase awareness about clean beauty and safe ingredients.
2. Encourage consumers to make informed purchase decisions by checking product details.
3. Promote sustainability by choosing eco-friendly and ethical brands.
4. Ensure product authenticity by purchasing from trusted sources.
5. Use reliable sources like reviews and expert advice for better decisions.

CONCLUSION:

The study examines consumer buying behaviour towards imported skincare brands with reference to clean beauty and sustainability trends. The findings show that young consumers, especially those aged 18–25, dominate the market and prefer imported products. Most respondents are aware of clean beauty and sustainability, which strongly influence their purchase decisions. Digital platforms such as online reviews and social media influencers play a key role in shaping consumer preferences.

The study also reveals that environmental concern positively affects repurchase intention, indicating a growing preference for eco-friendly and ethical products. Price perception does not vary significantly across income groups, showing that consumers focus more on value and quality. Overall, the skincare market is dynamic and driven by awareness, digital influence, and sustainability trends, and brands can achieve growth by focusing on transparency and consumer education.

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