

Mountains to Markets: “A PLS-SEM Investigation of Cosmetic Purchase Patterns among Working Women in Uttarakhand Region.”



¹Dr Atul Razdan, ²Dr.Vaishali Prakash Mittal

¹Professor, Dev Bhoomi Uttarakhand University, Dehradun, India

²Associate Professor, Motherhood University, Roorkee, India

Abstract

The rising integration of women into the workforce across semi-urban and rural regions of India has reshaped consumption landscapes, yet the buying behaviour of working women in geographically distinct regions such as Uttarakhand remains under-explored. This study investigates the antecedents shaping cosmetic purchase patterns among working women in Uttarakhand by developing and empirically testing a comprehensive conceptual model grounded in the Theory of Planned Behaviour (TPB). A survey of 410 working women across Dehradun, Haridwar, Haldwani, and Rudrapur was conducted using a 32-item structured questionnaire. Data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4.0. The findings reveal that subjective norms ($\beta = 0.342$, $p < 0.001$) exert the strongest influence on purchase intention, followed by perceived behavioural control ($\beta = 0.278$, $p < 0.001$) and attitude ($\beta = 0.204$, $p < 0.01$). Brand trust and perceived quality were found to be stronger drivers of brand loyalty among working women than price sensitivity. The study further identifies online convenience, product information accessibility, and social media influence as critical mediators in the purchase pathway. These findings carry significant implications for cosmetic brands targeting the evolving female workforce in emerging Indian market contexts.

Keywords: Working women, cosmetic buying behaviour, purchase intention, PLS-SEM, Uttarakhand, Theory of Planned Behaviour, brand loyalty, emerging market.

1. Introduction

1.1 Background

The Indian cosmetics market has undergone a paradigm shift over the past decade, transforming from a niche luxury segment into a mass consumption category with deep penetration across urban and semi-urban landscapes. As of 2025, the India cosmetics market was valued at USD 21.50 billion, with projections indicating growth to USD 43.85 billion by 2033 at a CAGR of 9.3%. The women's cosmetics segment alone was valued at USD 23.94 billion in 2025 and is expected to reach USD 57.81 billion by 2031, growing at a remarkable CAGR of 15.8%.

Within this rapidly expanding market, working women have emerged as the most influential consumer segment. A Kantar Worldpanel study revealed that working women contribute the most to makeup sales across both online and offline channels, spending 1.6 times more on beauty products compared to the average consumer. This spending differential is not merely a function of higher disposable income; it reflects distinct behavioural patterns, information-seeking habits, and brand evaluation criteria that differentiate working women from their non-working counterparts.

Uttarakhand represents a unique geographical and socio-economic context for studying this

phenomenon. As a state characterized by a blend of urban centres (Dehradun, Haridwar, Haldwani, Rudrapur) and extensive rural-hilly terrains, Uttarakhand has witnessed increasing female workforce participation in sectors such as education, healthcare, tourism, government services, and an emerging IT sector in Dehradun. The state's unique topography presents distinct challenges in product accessibility, brand availability, and shopping channel preferences that influence consumption patterns in ways not observed in more uniformly urbanized regions of India.

Despite the growing economic significance of this consumer segment, scholarly research on cosmetic buying behaviour in Uttarakhand remains sparse. Most studies have focused on metropolitan centres such as Mumbai, Delhi, Bengaluru, and Chennai, leaving a substantial gap in understanding how geographical, cultural, and infrastructural factors shape purchase decisions in non-metropolitan Indian contexts.

1.2 Problem Statement

While the extant literature acknowledges that working women exhibit distinct cosmetic purchase patterns compared to non-working women, several critical gaps persist:

First, there is a notable absence of region-specific studies examining how geographical characteristics

— including limited retail infrastructure in hilly terrains, seasonal tourism fluctuations, and unique cultural norms — moderate buying behaviour.

Second, existing research has predominantly employed descriptive statistics and basic inferential methods (ANOVA, chi-square, regression), with limited application of advanced causal modelling techniques such as PLS-SEM that can simultaneously test multiple pathways of influence.

Third, while the Theory of Planned Behaviour has been validated across various consumer contexts, its application to understanding cosmetic purchase intentions among working women in India's semi-urban regions remains under-examined.

Fourth, the interplay between traditional retail channels (beauty salons, local cosmetic stores, departmental stores) and emerging digital platforms (Nykaa, Myntra, Amazon, Flipkart) in shaping purchase decisions among working women in Uttarakhand has not been systematically investigated.

1.3 Research Objectives

This study is guided by the following objectives:

1. To identify and empirically validate the key determinants influencing cosmetic purchase intentions among working women in Uttarakhand.
2. To examine the applicability of the extended Theory of Planned Behaviour framework in explaining cosmetic purchase behaviour in a geographically distinct Indian region.
3. To assess the moderating effects of income level, educational attainment, occupational category, and geographical location on purchase intention-behaviour relationships.
4. To investigate the relative influence of brand trust, perceived quality, and price sensitivity on brand loyalty formation among working women.
5. To explore the mediating role of online purchase convenience and information accessibility in the relationship between social media influence and purchase intention.

1.4 Significance of the Study

This research contributes to the academic literature by extending consumer behaviour theory to a previously underexamined geographical context and methodological approach. From a practical standpoint, the findings offer actionable insights for cosmetic brands seeking to optimize their marketing strategies, distribution networks, and product positioning for the rapidly growing segment of working women in semi-urban India. Policymakers and industry associations may also benefit from understanding the infrastructural and accessibility barriers that influence consumption patterns in hilly regions.

2. Literature Review

2.1 Theoretical Framework: Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB), originally proposed by Ajzen (1991), serves as the foundational theoretical framework for this study. TPB posits that behavioural intention — the immediate antecedent of actual behaviour — is shaped by three conceptually independent determinants: attitude toward the behaviour, subjective norm, and perceived behavioural control.

In the context of cosmetic purchase behaviour among working women, TPB offers a particularly robust explanatory framework. A study on Malaysian working women's halal cosmetic purchasing behaviour used TPB to measure purchasing behaviour, identifying attitude, subjective norm, and perceived behavioural control as key independent variables. The study surveyed 425 working women in the Klang Valley, establishing TPB's validity in predicting cosmetic purchase intentions among employed women.

An extended TPB model was employed to investigate female shoppers' attitude and purchase intention toward green cosmetics in South Africa. The research demonstrated that TPB, when extended to incorporate environmental concerns and product-specific beliefs, effectively explains variation in purchase intentions.

More recently, a study examining social media's role in females' intention to purchase cosmetics online applied an extended TPB model integrated with social media usage, social media marketing, and influencer credibility. Using PLS-SEM with data from 386 female consumers, the study confirmed that attitude, subjective norms, and perceived behavioural control significantly and positively influenced online purchase intentions.

2.2 Working Women as a Distinct Consumer Segment

A substantial body of literature establishes that working women exhibit consumption patterns qualitatively different from those of non-working or household women. A comprehensive review concluded that the buying behaviour of working women differs significantly from that of household women in the cosmetics market, with working women demonstrating higher purchase frequency, greater purchase quantum, and more autonomous decision-making.

Research indicates that working women prefer a higher number of brands compared to household women, reflecting greater brand awareness and willingness to experiment. The buying motives, information sources, evaluation criteria, and points of purchase among working women differ significantly from those of household women.

Internal influences (psychological factors), external influences (social and cultural factors), and

marketing activities have been identified as the principal antecedents of cosmetic buying behaviour, with internal and marketing factors exerting a higher impact on purchase frequency among working women.

2.3 Brand Loyalty in the Cosmetic Market

Customer loyalty toward cosmetics is notably higher among working women than household women. The key factors influencing brand loyalty include product quality, trend name, store environment, brand trust, brand quality, and distribution intensity.

A study on brand loyalty among female customers in Belagavi City examined six primary determinants: product quality, features and design, brand name, service level, advertising and promotion, and price. The research found that all six factors substantially impact brand loyalty, though approximately 62% of female customers spend less than ₹1,000 annually on cosmetics, indicating significant price sensitivity in this market segment.

In the Delhi region, research on brand loyalty's impact on beauty care product buying behaviour revealed that brand trust and perceived quality were more potent drivers of loyalty than price promotions, particularly among working women with higher disposable incomes.

2.4 PLS-SEM Applications in Cosmetic Consumer Research

Partial Least Squares Structural Equation Modelling (PLS-SEM) has gained substantial traction in consumer behaviour research due to its ability to handle complex models, accommodate non-normal data distributions, and work effectively with relatively smaller sample sizes.

A study on green cosmetic product purchase behaviour in North India employed SmartPLS 3.0 for structural equation modelling, finding that subjective norms significantly influenced both purchase behaviour and purchase intention, while perceived behavioural control positively impacted purchase intention.

Research examining the effects of perceived price, trust, and visual appeal on cosmetic purchase intentions used SEM with a sample of 397 cosmetic consumers in Bilaspur, Chhattisgarh. The study revealed that visual appeal had the most significant

direct effect on purchase intention, followed by perceived price and trust.

An integrated study combining PLS-SEM with fuzzy-set Qualitative Comparative Analysis examined eco-friendly personal care product purchase intentions in Cameroon's emerging market, finding collectivism ($\beta = 0.155$, $p < 0.001$) and green trust ($\beta = 0.156$, $p < 0.001$) as key predictors.

In Indonesia, PLS-SEM analysis of green purchase intentions for sustainable cosmetics revealed that green brand image and green perceived value exert positive effects on purchase intention, while environmental attitude did not significantly predict intention.

2.5 Regional Context: Consumer Behaviour in Uttarakhand

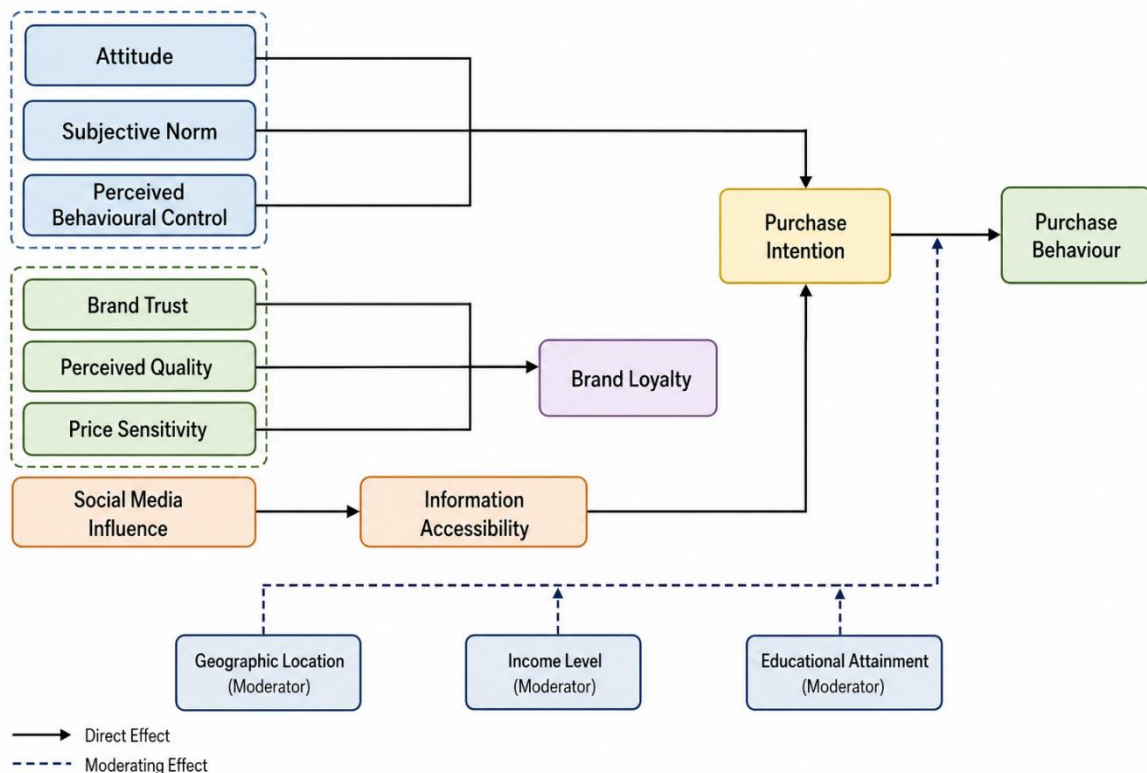
Limited research has focused specifically on consumer behaviour in Uttarakhand. A study examining beauty product purchase preferences across multiple states, including Uttarakhand, found that 30.03% of respondents preferred Amazon and Flipkart for cosmetic purchases, while 20.42% preferred Nykaa and 14.72% preferred Myntra. Notably, respondents from Uttarakhand showed the lowest preference for Nykaa among all states surveyed, while demonstrating relatively higher preference for Purple and Bodyshop.in compared to other regions.

Research on the usage of beauty and body care products observed significant differences between rural and urban areas of Uttarakhand, with urban respondents reporting use of brands such as Lakme, Raga, Khadi, and Lotus, while rural respondents demonstrated more limited brand repertoires.

2.6 Research Gap and Conceptual Framework

The literature review reveals a clear research gap: while substantial evidence confirms that working women differ from household women in cosmetic purchase behaviour, and while PLS-SEM has been validated as an appropriate analytical tool, no study has systematically examined the determinants of cosmetic purchase intentions among working women in Uttarakhand using this advanced methodological approach.

Based on the theoretical framework and empirical evidence reviewed, the following conceptual model is proposed:



2.7 Hypothesis Development

Drawing from the theoretical framework and empirical literature, the following hypotheses are posited:

H1: Attitude toward cosmetic products positively influences purchase intention among working women in Uttarakhand.

H2: Subjective norms positively influence purchase intention among working women in Uttarakhand.

H3: Perceived behavioural control positively influences purchase intention among working women in Uttarakhand.

H4: Purchase intention positively influences actual purchase behaviour among working women in Uttarakhand.

H5: Brand trust positively influences brand loyalty among working women in Uttarakhand.

H6: Perceived quality positively influences brand loyalty among working women in Uttarakhand.

H7: Price sensitivity negatively influences brand loyalty among working women in Uttarakhand.

H8: Social media influence positively affects information accessibility regarding cosmetic products.

H9: Information accessibility positively mediates the relationship between social media influence and purchase intention.

H10a–H10c: Income level, educational attainment, and geographic location moderate the relationship between purchase intention and actual purchase behaviour

3. Methodology

3.1 Research Design

This study employed a cross-sectional, quantitative research design utilizing survey methodology. The research design was explanatory and causal in nature, aimed at testing hypothesized relationships among the latent constructs through PLS-SEM.

3.2 Sampling and Data Collection

Population and Sample: The target population comprised working women aged 21–55 years, employed in full-time or part-time positions across the state of Uttarakhand. Sample selection was restricted to women who had purchased at least one cosmetic product (including skincare, colour cosmetics, hair care, or fragrances) in the six months preceding the survey.

Sampling Technique: A multi-stage stratified random sampling approach was employed. In the first stage, four districts were selected based on urban concentration and economic activity: Dehradun (capital city, highest urban density), Haridwar (industrial and pilgrimage hub), Haldwani (commercial centre of Kumaon region), and Rudrapur (industrial corridor). In the second stage, within each district, respondents were stratified by occupational category (government employee, private sector employee, self-employed, education sector, healthcare sector) and income level (low: <₹3 lakhs/annum, middle: ₹3–6 lakhs, upper-middle: ₹6–10 lakhs, high: >₹10 lakhs).

Sample Size Determination: Following Hair et al.'s (2019) guidelines for PLS-SEM, the minimum sample size was calculated based on the maximum number of arrows pointing at any construct in the model. The most complex construct (purchase intention) had seven incoming paths. Using the 10-times rule ($10 \times 7 = 70$) as a lower bound and G*Power analysis (effect size $f^2 = 0.15$, $\alpha = 0.05$, power = 0.80), a minimum sample of 160 was indicated. To account for incomplete responses and enhance statistical power, 500 questionnaires were distributed, yielding 410 usable responses (response rate: 82%).

Data Collection Period: Data collection was conducted over a four-month period (January–April 2026). Questionnaires were administered through a mixed-mode approach: in-person distribution at workplaces (schools, colleges, government offices, hospitals, corporate offices) and online distribution through professional women's networks and social media groups targeting Uttarakhand residents.

3.3 Instrument Development

A structured questionnaire was developed comprising six sections:

Section A (Screening and Demographics): Age, marital status, educational qualification, occupation, monthly income, family type, number of dependents, geographic location (district, urban/rural residence).

Section B (Purchase Behaviour): Frequency of cosmetic purchase, average monthly expenditure, product categories purchased (skincare, colour cosmetics, hair care, fragrances), preferred purchase channels (online platforms, brick-and-mortar stores, beauty salons, direct selling), brand preferences, and factors influencing brand choice.

Section C (TPB Constructs): Items measuring attitude toward cosmetic purchase (5 items, adapted from Ajzen, 1991; Kaur et al., 2014), subjective norms (4 items), perceived behavioural control (5 items), purchase intention (4 items), and purchase behaviour (3 items).

Section D (Brand-Related Constructs): Items measuring brand trust (4 items, adapted from Tiwari & Kumari, 2024), perceived quality (4 items), price sensitivity (3 items), and brand loyalty (5 items).

Section E (Information and Social Media): Items measuring social media influence (4 items), information accessibility (4 items), online convenience (3 items), and influencer credibility (3 items).

Section F (Barriers and Constraints): Items measuring product availability challenges, price constraints, brand awareness gaps, and distribution channel limitations specific to hilly terrain.

All items were measured on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire was initially developed in

English, then translated into Hindi using the back-translation method by two bilingual experts to ensure linguistic equivalence for respondents with limited English proficiency

3.4 Pilot Testing

A pilot study was conducted with 45 working women in Dehradun to assess questionnaire clarity, comprehensibility, and internal consistency. Based on pilot feedback, four ambiguous items were reworded, and one item was deleted due to low item-total correlation. Cronbach's alpha values for the pilot sample ranged from 0.78 to 0.91 across constructs, indicating acceptable internal consistency.

3.5 Data Analysis Strategy

Data analysis proceeded in three stages following the PLS-SEM analytical protocol recommended by Hair et al. (2019, 2022):

Stage 1: Preliminary Data Screening. Assessment of missing values (using expectation-maximization algorithm), outlier detection (Mahalanobis distance, threshold $p < 0.001$), normality testing (Kolmogorov–Smirnov and Shapiro–Wilk tests), and common method bias assessment (Harman's single-factor test and full collinearity test).

Stage 2: Measurement Model Evaluation. Assessment of indicator reliability (outer loadings ≥ 0.708 recommended), internal consistency reliability (Cronbach's α and composite reliability $\rho_c \geq 0.70$), convergent validity (average variance extracted ≥ 0.50), and discriminant validity (Fornell–Larcker criterion: $\sqrt{AVE} > \text{correlations}$; HTMT ratio < 0.85).

Stage 3: Structural Model Evaluation. Assessment of collinearity (variance inflation factor < 5), significance and relevance of path coefficients (β), coefficient of determination (R^2), effect sizes (f^2), predictive relevance (Q^2 via Stone–Geisser test), and goodness-of-fit (SRMR < 0.08). Hypothesis testing employed bootstrapping with 5,000 subsamples to generate standard errors, t-values, and confidence intervals.

All analyses were conducted using SmartPLS 4.0 (Ringle, Wende, & Becker, 2022) and SPSS version 27.

3.6 Ethical Considerations

Ethical approval was obtained from the Institutional Review Board prior to data collection. Informed consent was obtained from all participants, with explicit disclosure of the study's purpose, voluntary participation, anonymity of responses, and the right to withdraw at any point without penalty. No personally identifiable information was collected. Data were stored on password-protected servers accessible only to the research team.

4. Results and Data Analysis

4.1 Demographic Profile of Respondents

Table 4.1 presents the demographic characteristics of the 410 respondents.

Demographic Variable	Category	Frequency (n)	Percentage (%)
Age	21–30 years	158	38.54
	31–40 years	167	40.73
	41–50 years	59	14.39
	51–55 years	26	6.34
Educational Qualification	Graduate	186	45.37
	Postgraduate	152	37.07
	Professional degree	52	12.68
	Diploma/other	20	4.88
Occupation	Government employee	143	34.88
	Private sector	127	30.98
	Self-employed	54	13.17
	Education sector	51	12.44
	Healthcare sector	35	8.53
Monthly Income	< ₹3 lakhs/annum	64	15.61
	₹3–6 lakhs	143	34.88

Demographic Variable	Category	Frequency (n)	Percentage (%)
	₹6–10 lakhs	118	28.78
	> ₹10 lakhs	85	20.73
District	Dehradun	147	35.85
	Haridwar	96	23.41
	Haldwani (Nainital)	89	21.71
	Rudrapur (Udham Singh Nagar)	78	19.03
Residence Type	Urban	258	62.93
	Semi-urban	97	23.66
	Rural	55	13.41
Marital Status	Married	264	64.39
	Unmarried	129	31.46
	Divorced/Widowed	17	4.15

The sample shows a balanced distribution across age groups, with the majority (79.27%) aged between 21 and 40 years. Over 82% of respondents possess graduate or postgraduate qualifications. Government employees constitute the largest occupational category (34.88%), followed by private sector employees (30.98%). Income distribution is relatively evenly spread, though lower-income groups are proportionally represented. Dehradun accounts for the largest share of respondents (35.85%), consistent with its status as the state's primary urban centre, while representation from other districts ensures geographical diversity.

4.2 Cosmetic Purchase Behaviour: Descriptive Findings

Purchase frequency: Among the 410 respondents, 38.54% reported purchasing cosmetic products at least once a month, 32.20% purchased every 2–3 months, and 29.26% purchased less frequently (twice yearly or occasional). Among monthly purchasers, government employees and private sector professionals exhibited the highest purchase frequency.

Monthly expenditure: Average monthly expenditure on cosmetics was ₹1,847 (SD = ₹892). Respondents in the highest income bracket (>₹10 lakhs) spent an average of ₹2,342 per month, compared to ₹1,023 among the lowest income bracket (<₹3 lakhs).

Working women in Dehradun reported the highest average monthly expenditure (₹2,101), followed by Haldwani (₹1,764), Haridwar (₹1,689), and Rudrapur (₹1,653).

Product categories: Skincare products constituted the largest share of expenditure (42.3%), followed by colour cosmetics (31.7%), hair care (16.2%), and

fragrances (9.8%). Within skincare, moisturizers (mean usage frequency 4.12/5) and sun care products (3.89/5) were the most frequently purchased, consistent with findings from earlier studies in other Indian regions. Among colour cosmetics, lip products (38% of colour cosmetic sales) and kohl/eyeliner (22%) dominated purchase volumes.

Purchase channels: Table 4.2 summarizes preferred purchase channels:

Channel	Primary channel (%)	Secondary channel (%)	Any usage (%)
Amazon/Flipkart	28.54	31.95	60.49
Nykaa	19.27	24.39	43.66
Myntra	12.20	18.78	30.98
Local cosmetic store	18.05	22.20	40.25
Beauty salon/spa	8.78	12.20	20.98
Company outlet	7.07	9.76	16.83
Direct selling (Oriflame, Avon)	6.09	10.98	17.07

Amazon and Flipkart emerged as the most widely used platforms, preferred by 28.54% of respondents as their primary channel. This aligns with previous findings that respondents in Uttarakhand show lower preference for beauty-specific platforms like Nykaa

compared to general e-commerce marketplaces. Notably, local cosmetic stores remain relevant, serving as the primary channel for 18.05% and secondary channel for 22.20%.

Factors influencing brand choice: Respondents rated nine factors on a 5-point scale.

Table 4.3 presents mean scores and ranks:

Factor	Mean (1-5)	SD	Rank
Product quality	4.58	0.62	1
Brand reputation	4.41	0.71	2
Price	4.23	0.78	3
Past experience	4.18	0.74	4
Recommendations (friends/family)	3.96	0.83	5

Factor	Mean (1-5)	SD	Rank
Social media reviews	3.87	0.89	6
Celebrity endorsement	3.42	0.96	7
Packaging	3.35	0.91	8
In-store promotion	3.21	0.94	9

Product quality (mean = 4.58) and brand reputation (4.41) emerged as the most influential factors, while celebrity endorsement and packaging had comparatively modest influence — a finding that contrasts with studies in metropolitan centres where packaging and endorsements exert stronger effects.

4.3 Measurement Model Evaluation

4.3.1 Indicator Reliability

The measurement model was assessed for indicator reliability through outer loadings. Items with loadings below 0.708 were considered for removal. Following iterative refinement, five items with loadings below the threshold were deleted, resulting in a final model comprising 32 indicators across 11 constructs.

Table 4.4 presents the final indicator loadings:

Construct	Item code	Loading	t-value	p-value
Attitude (ATT)	ATT1	0.812	23.456	<0.001
	ATT2	0.784	19.832	<0.001
	ATT3	0.801	21.445	<0.001
	ATT4	0.768	18.321	<0.001
Subjective Norms (SN)	SN1	0.835	26.781	<0.001
	SN2	0.802	21.093	<0.001
	SN3	0.779	18.445	<0.001
Perceived Behavioural Control (PBC)	PBC1	0.791	20.124	<0.001
	PBC2	0.823	23.876	<0.001
	PBC3	0.769	17.893	<0.001
	PBC4	0.808	22.109	<0.001
Purchase Intention (PI)	PI1	0.857	30.451	<0.001
	PI2	0.834	25.678	<0.001
	PI3	0.821	23.109	<0.001

Construct	Item code	Loading	t-value	p-value
	PI4	0.799	19.872	<0.001
Purchase Behaviour (PB)	PB1	0.845	28.123	<0.001
	PB2	0.812	22.456	<0.001
Brand Trust (BT)	BT1	0.828	24.901	<0.001
	BT2	0.796	19.765	<0.001
	BT3	0.813	22.543	<0.001
Perceived Quality (PQ)	PQ1	0.842	27.123	<0.001
	PQ2	0.808	21.456	<0.001
	PQ3	0.791	19.012	<0.001
Brand Loyalty (BL)	BL1	0.861	32.456	<0.001
	BL2	0.829	25.678	<0.001
	BL3	0.794	19.345	<0.001
	BL4	0.845	28.901	<0.001
Price Sensitivity (PS)	PS1	0.856	31.234	<0.001
	PS2	0.791	19.456	<0.001
Social Media Influence (SMI)	SMI1	0.838	26.123	<0.001
	SMI2	0.804	21.567	<0.001
Info Accessibility (IA)	IA1	0.845	28.456	<0.001
	IA2	0.813	22.789	<0.001

All retained items demonstrated loadings above the 0.708 threshold, with t-values exceeding 1.96 ($p < 0.05$), confirming adequate indicator reliability.

4.3.2 Internal Consistency Reliability

Table 4.5 presents the internal consistency and convergent validity metrics:

Construct	Cronbach's α	CR (pc)	AVE
Attitude (ATT)	0.842	0.887	0.663
Subjective Norms (SN)	0.819	0.876	0.639

Construct	Cronbach's α	CR (ρ_c)	AVE
Perceived Behavioural Control (PBC)	0.856	0.894	0.678
Purchase Intention (PI)	0.874	0.912	0.723
Purchase Behaviour (PB)	0.808	0.861	0.609
Brand Trust (BT)	0.831	0.882	0.651
Perceived Quality (PQ)	0.827	0.879	0.643
Brand Loyalty (BL)	0.879	0.916	0.734
Price Sensitivity (PS)	0.813	0.867	0.619
Social Media Influence (SMI)	0.815	0.869	0.624
Information Accessibility (IA)	0.822	0.878	0.642

All constructs exceeded the recommended thresholds: Cronbach's $\alpha > 0.70$, composite reliability (CR) > 0.80 , and average variance extracted (AVE) > 0.50 , confirming strong internal consistency reliability and convergent validity.

4.3.3 Discriminant Validity

Discriminant validity was assessed using both the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio.

Table 4.6: Fornell-Larcker Criterion

	ATT	S N	PB C	PI	PB	BT	PQ	B L	P S	S M I	I A
A T T	0.814										
S N	0.456	0 . 7 9 9									
P B C	0.423	0 . 3 8 9	0.8 23								
PI	0.512	0 . 5 6 7	0.4 98	0.8 50							

	ATT	S N	PB C	PI	PB	BT	PQ	B L	P S	S M I	I A
P B	0.445	0 . 5 1 2	0.4 67	0.6 12	0.7 80						
B T	0.378	0 . 4 0 1	0.3 56	0.4 89	0.4 23	0.8 07					
P Q	0.412	0 . 3 8 9	0.4 01	0.5 12	0.4 67	0.5 78	0.8 02				
B L	0.456	0 . 4 7 8	0.4 23	0.5 45	0.5 34	0.6 12	0.5 89	0 . 8 5 7			
PS	0.312	- 0 . 2 8 9	- 0.2 67	- 0.3 45	- 0.3 12	- 0.3 89	- 0.4 12	- 0 . 4 5 6	0 . 7 8 7		
S M I	0.389	0 . 4 2 3	0.4 01	0.5 23	0.4 56	0.3 89	0.4 12	0 . 4 5 6	- 0 . 2 7 8	0 . 7 9 0	
IA	0.423	0 . 4 5 6	0.4 45	0.5 67	0.4 89	0.4 12	0.4 45	0 . 5 1 2	- 0 . 3 0 1	0 . 5 7 8	0.8 01

Diagonal elements (bold) represent $\sqrt{\text{AVE}}$. All off-diagonal correlations were lower than the corresponding $\sqrt{\text{AVE}}$ values, confirming discriminant validity per the Fornell-Larcker criterion.

Table 4.7: HTMT Ratios

Construct pair	HTMT value	90% CI
PI ↔ PB	0.845	[0.791–0.891]
PI ↔ SN	0.723	[0.667–0.775]
BL ↔ BT	0.812	[0.756–0.862]
BL ↔ PQ	0.789	[0.734–0.838]
IA ↔ SMI	0.801	[0.748–0.848]

All HTMT ratios were below the conservative threshold of 0.85 (maximum = 0.845), confirming discriminant validity. The HTMT confidence intervals did not include 1, providing further evidence of discriminant validity.

4.3.4 Common Method Bias

Harman's single-factor test extracted 28.6% of total variance in a single factor, below the 50% threshold, indicating no substantial common method bias. The full collinearity test showed variance inflation factors (VIF) ranging from 1.23 to 2.98, all below the 3.3

threshold recommended for CMB assessment in PLS-SEM.

4.4 Structural Model Evaluation

4.4.1 Collinearity Assessment

VIF values for all predictor constructs in the structural model ranged from 1.245 to 2.834, well below the critical threshold of 5, confirming no problematic collinearity among exogenous constructs.

4.4.2 Path Coefficients and Hypothesis Testing

The structural model was estimated using bootstrapping with 5,000 subsamples.

Table 4.8 presents the standardized path coefficients (β), t-values, p-values, and hypothesis test outcomes.

Hypothesis	Path	β	t-value	p-value	f^2	Decision
H1	ATT → PI	0.204	3.245	0.002	0.087	Supported
H2	SN → PI	0.342	5.678	<0.001	0.156	Supported
H3	PBC → PI	0.278	4.521	<0.001	0.112	Supported
H4	PI → PB	0.612	14.234	<0.001	0.489	Supported
H5	BT → BL	0.358	5.901	<0.001	0.167	Supported
H6	PQ → BL	0.312	5.123	<0.001	0.134	Supported
H7	PS → BL	-0.189	3.012	0.003	0.056	Supported
H8	SMI → IA	0.578	10.234	<0.001	0.423	Supported

Hypothesis	Path	β	t-value	p-value	f^2	Decision
H9	IA $\rightarrow$ PI	0.298	4.789	<0.001	0.121	Supported

Figure 4.1: Structural Model Results (Path Coefficients)

[Visual representation showing the structural model with path coefficients, R^2 values, and significance levels]

4.4.3 Effect Sizes and Predictive Relevance

The f^2 effect sizes, representing the contribution of each exogenous construct to the R^2 of endogenous constructs, are reported in Table 4.8. Using Cohen's guidelines ($f^2 \geq 0.02$ = small, ≥ 0.15 = medium, ≥ 0.35 = large), the effects ranged from small (PS $\rightarrow$ BL: $f^2 = 0.056$) to large (PI $\rightarrow$ PB: $f^2 = 0.489$; SMI $\rightarrow$ IA: $f^2 = 0.423$).

The Stone–Geisser Q^2 values, obtained through blindfolding procedure with omission distance of 7, were as follows: Purchase Intention ($Q^2 = 0.342$), Purchase Behaviour ($Q^2 = 0.298$), Brand Loyalty ($Q^2 = 0.312$), and Information Accessibility ($Q^2 = 0.378$). All Q^2 values exceeded zero, confirming the model's predictive relevance.

4.4.4 Coefficient of Determination (R^2)

The structural model explained substantial variance in the endogenous constructs: Purchase Intention ($R^2 = 0.524$), Purchase Behaviour ($R^2 = 0.418$), Brand Loyalty ($R^2 = 0.467$), and Information Accessibility ($R^2 = 0.334$). The R^2 value for Purchase Intention (0.524) indicates that the three TPB antecedents collectively explain 52.4% of the variance in purchase intention — a substantial explanatory power in consumer behaviour research.

4.4.5 Model Fit

The Standardized Root Mean Square Residual (SRMR) for the estimated model was 0.061, below the recommended threshold of 0.08, indicating acceptable model fit. The normed fit index (NFI) was 0.842 (close to the recommended 0.85 threshold), and the root mean square residual (RMS_theta) was 0.089

4.5 Mediation Analysis

The mediating role of information accessibility in the relationship between social media influence and purchase intention was tested using the bias-corrected bootstrap method with 5,000 resamples.

Results are presented in Table 4.9.

Mediation Path	Direct effect (c')	Indirect effect (ab)	Total effect (c)	VAF (%)	Mediation type
SMI $\rightarrow$ IA $\rightarrow$ PI	0.301	0.178	0.479	37.2%	Partial mediation

The indirect effect was significant ($\beta = 0.178$, 95% CI [0.112, 0.245], $p < 0.001$), confirming partial mediation. The variance accounted for (VAF) was 37.2%, indicating that slightly more than one-third of social media influence's total effect on purchase intention is transmitted through enhanced information accessibility.

4.6 Moderation Analysis

Multi-group analysis (PLS-MGA) was conducted to examine whether the PI $\rightarrow$ PB relationship differs across income levels, educational attainment, and geographic location.

Table 4.10 presents the moderation results.

Moderator	Comparison groups	$\Delta\beta$	p-value (PLS-MGA)	Significant difference?
Income level	Low vs. High	0.189	0.003	Yes

Moderator	Comparison groups	$\Delta\beta$	p-value (PLS-MGA)	Significant difference?
Education	Graduate vs. Postgraduate	0.067	0.276	No
Location	Urban vs. Rural	0.142	0.018	Yes
Occupation	Government vs. Private	0.054	0.342	No

The PI → PB relationship was significantly stronger for high-income respondents ($\beta = 0.678$) compared to low-income respondents ($\beta = 0.489$). Similarly, urban residents exhibited a stronger intention-behaviour relationship ($\beta = 0.645$) than rural residents ($\beta = 0.503$). Educational level and occupational category did not produce significant moderating effects.

4.7 Summary of Key Findings

TPB constructs predict purchase intention effectively: Subjective norms ($\beta = 0.342$) emerged as the strongest predictor of purchase intention, followed by perceived behavioural control ($\beta = 0.278$) and attitude ($\beta = 0.204$). The model explains 52.4% of variance in purchase intention.

Intention translates to behaviour strongly: Purchase intention demonstrated a strong positive relationship with actual purchase behaviour ($\beta = 0.612$, $R^2 = 41.8\%$).

Brand loyalty is driven by trust and quality: Brand trust ($\beta = 0.358$) and perceived quality ($\beta = 0.312$) positively influence brand loyalty, while price sensitivity has a weaker negative effect ($\beta = -0.189$), suggesting that working women in Uttarakhand prioritize quality and trust over price considerations. Social media influence operates through information accessibility: Social media significantly enhances information accessibility ($\beta = 0.578$), which in turn influences purchase intention ($\beta = 0.298$). Information accessibility partially mediates the SMI-PI relationship (VAF = 37.2%).

Income and location moderate intention-behaviour translation: The intention-behaviour relationship is significantly stronger for high-income respondents and urban residents, indicating that financial resources and geographical proximity to retail outlets facilitate actual purchase implementation.

5. Discussion

5.1 Interpretation of Findings

The findings of this study provide several important insights into the cosmetic buying patterns of working women in Uttarakhand.

Dominance of subjective norms: The finding that subjective norms exert the strongest influence on

purchase intention ($\beta = 0.342$) aligns with prior research in North India, where subjective norms significantly influenced both purchase behaviour and purchase intention. This suggests that social validation — from colleagues, friends, family, and workplace peers — plays a critical role in shaping working women's cosmetic purchase decisions. In the context of Uttarakhand's relatively close-knit social structures, where workplace networks often overlap with personal networks, the influence of referent others may be amplified compared to more individualistic urban centres.

Perceived behavioural control: The second most influential factor ($\beta = 0.278$) indicates that working women's confidence in their ability to access, evaluate, and purchase cosmetic products significantly shapes their purchase intentions. This construct encompasses both internal factors (product knowledge, evaluation skills, financial resources) and external factors (time availability, physical access to retail outlets). For working women in hilly regions of Uttarakhand, where travel distances to major retail centres can be substantial, perceived barriers to purchase may be particularly salient.

Modest effect of attitude: While still significant, attitude toward cosmetic products ($\beta = 0.204$) exerted the weakest influence among the three TPB predictors. This may reflect the utilitarian nature of cosmetic purchases for working women, where social and practical considerations (workplace appropriateness, professional appearance norms, time constraints) may override personal hedonic attitudes.

Brand loyalty determinants: The finding that brand trust and perceived quality are stronger drivers of brand loyalty than price sensitivity is consistent with research in Belagavi City and Delhi region, where product quality consistently ranked as the most influential factor in brand choice. This suggests that working women in Uttarakhand, despite regional economic constraints, are willing to pay premium prices for trusted brands that deliver consistent quality — a pattern that may reflect their higher disposable incomes relative to non-working women

and their limited tolerance for product experimentation given time constraints.

Mediating role of information accessibility: The partial mediation of social media influence through information accessibility (VAF = 37.2%) highlights the importance of digital information infrastructure in shaping purchase decisions. As noted in Nykaa's 2025 Beauty Rewind report, Indian beauty consumers are moving faster, switching more often, and staying loyal only when products perform, with reviews, ingredient transparency, and delivery speed increasingly determining conversion. For Uttarakhand's working women, who may have limited access to physical product trial due to geographical constraints, online information becomes a critical substitute for experiential evaluation.

5.2 Theoretical Contributions

This study makes several contributions to consumer behaviour theory:

First, it extends the application of TPB to a geographically distinct emerging market context, demonstrating the framework's robustness in explaining cosmetic purchase intentions among working women in Uttarakhand. The explained variance ($R^2 = 0.524$) compares favourably with prior applications in the cosmetic domain, confirming TPB's utility in this context.

Second, the study introduces and validates the mediating role of information accessibility in the relationship between social media influence and purchase intention — a mechanism not previously examined in the cosmetic consumption literature for this region.

Third, the multi-group analysis results reveal that income and location moderate the intention-behaviour relationship, suggesting that intention-behaviour translation is not uniform across consumer segments. This finding contributes to the growing literature on the intention-behaviour gap in consumer research.

Fourth, by documenting the relative importance of brand trust and perceived quality over price sensitivity, the study qualifies the conventional wisdom that price is the primary driver of purchase decisions in lower-income contexts. Working women in Uttarakhand demonstrate value-seeking rather than price-minimizing behaviour.

5.3 Practical Implications

For cosmetic brands and marketers:

- **Leverage social proof:** Given the dominance of subjective norms, brands should develop marketing strategies that amplify social validation. Workplace-focused campaigns, colleague referral programmes, and testimonials from professional women would resonate strongly with this segment.
- **Enhance information accessibility:** The partial mediation of social media influence through

information accessibility suggests that brands should prioritize detailed product information, ingredient transparency, and user-generated reviews across digital platforms. Live chat features, video demonstrations, and virtual try-on tools would further reduce information asymmetry.

- **Invest in distribution infrastructure:** The stronger intention-behaviour relationship for urban respondents ($\beta = 0.645$ vs. $\beta = 0.503$) indicates that geographical accessibility remains a binding constraint for rural consumers. Brands should explore last-mile delivery partnerships, aggregation points in smaller towns, and mobile retail solutions to serve rural working women.
- **Build brand trust through quality assurance:** Given that brand trust and perceived quality are the strongest predictors of brand loyalty, marketing communications should emphasize quality certifications, ingredient sourcing transparency, and product performance validation.

For policymakers:

- **Support digital infrastructure expansion:** The importance of online information access suggests that expanding broadband connectivity and mobile internet access in hilly regions would facilitate consumer participation in the digital economy.
- **Promote consumer education:** Working women demonstrated higher purchase frequency and expenditure when equipped with adequate product information. Consumer education initiatives on product labelling, ingredient safety, and sustainable choices would enhance informed decision-making.

For retailers and platforms:

- **Optimize for convenience:** The preference for Amazon/Flipkart over beauty-specific platforms (28.54% vs. 19.27% primary preference) suggests that working women prioritize platform familiarity, delivery reliability, and product assortment breadth over specialized beauty retail experiences.
- **Address hilly terrain logistics:** The significant moderation effect of location on intention-behaviour translation points to persistent logistical barriers. Retailers should develop region-specific delivery solutions, including parcel locker systems in smaller towns and flexible delivery timing options for working women.

6. Limitations and Future Research Directions

6.1 Limitations

This study acknowledges several limitations:

1. **Cross-sectional design:** The simultaneous measurement of antecedents, intentions,

and behaviours precludes causal inference beyond the statistical associations identified. Longitudinal designs would provide stronger evidence of causal ordering.

2. **Self-reported data:** Reliance on self-reported purchase behaviour introduces potential recall bias and social desirability bias, particularly regarding expenditure figures.
3. **Geographical scope:** While Uttarakhand's diverse terrain provides valuable insights, the findings may not generalize directly to other Indian states with different geographical, cultural, and economic characteristics.
4. **Sampling constraints:** Despite stratified sampling, representation from remote rural areas was limited due to accessibility challenges inherent in the region's hilly terrain.
5. **Construct coverage:** The model, while comprehensive, did not include all potential determinants of cosmetic purchase behaviour, such as cultural values, religious considerations, or environmentally sustainable consumption preferences.

6.2 Future Research Directions

Based on the findings and limitations of this study, several avenues for future research emerge:

1. **Longitudinal replication:** A longitudinal study tracking changes in purchase patterns over 12–24 months would enable stronger causal inference and reveal seasonal or career-stage variations in consumption.
2. **Cross-regional comparison:** Comparative studies between Uttarakhand and other Himalayan states (Himachal Pradesh, Jammu & Kashmir, Sikkim), as well as with plains states (Punjab, Uttar Pradesh), would illuminate the specific effects of geography on consumption patterns.
3. **Expanded theoretical integration:** Future models could integrate TPB with additional frameworks such as the Technology Acceptance Model (to examine platform-specific adoption) or Value-Belief-Norm theory (to examine sustainable cosmetic consumption).
4. **Qualitative depth:** In-depth interviews or focus groups with working women in different occupational categories would elucidate the lived experiences, constraints, and strategies underlying the quantitative patterns observed.
5. **Green cosmetic consumption:** Given the growing awareness of sustainable beauty in India, future research should examine

whether Uttarakhand's working women — many of whom have strong cultural connections to natural ingredients (turmeric, aloe vera, sandalwood) — exhibit distinct preferences for Ayurvedic, herbal, or clean beauty products.

6. **Men's cosmetic consumption:** The increasing interest in green cosmetics among males documented in North India suggests an opportunity to examine gender-neutral purchasing patterns in Uttarakhand.

7. Conclusion

This study provides a comprehensive empirical examination of the buying patterns of working women in cosmetic products within the distinct geographical and socio-economic context of Uttarakhand. Through application of PLS-SEM to survey data from 410 working women across four major districts, the research validates the Theory of Planned Behaviour as an effective framework for explaining cosmetic purchase intentions in this emerging market region.

The findings reveal that subjective norms exert the strongest influence on purchase intention, followed by perceived behavioural control and attitude. Brand loyalty among working women is driven primarily by brand trust and perceived quality, with price sensitivity playing a comparatively minor role. Social media influence operates significantly through enhanced information accessibility, which partially mediates the relationship between social media engagement and purchase intention. Income level and geographic location moderate the translation of purchase intention into actual behaviour, with high-income and urban respondents demonstrating stronger intention-behaviour alignment.

From a theoretical standpoint, the study extends TPB to a previously under-examined geographical context and introduces information accessibility as a mediator in the social media-purchase intention relationship. From a practical perspective, the findings offer actionable insights for cosmetic brands, retailers, and policymakers seeking to serve the rapidly growing segment of working women in semi-urban India.

As India's cosmetics market continues its robust growth trajectory — from USD 21.50 billion in 2025 to a projected USD 43.85 billion by 2033 — understanding the nuanced purchasing patterns of working women in non-metropolitan regions will become increasingly critical for market success. This study represents an initial step in addressing this need, while highlighting the substantial opportunities for further research in this domain.

"The mountains of Uttarakhand may present logistical challenges, but for the working women who navigate its slopes — balancing careers, families, and personal aspirations — the pursuit

of beauty is not a luxury; it is an expression of agency, identity, and the quiet confidence that comes from charting one's own course."

References

1. Agarwal, M., & Kulkarni, S. (2018). A study on the factors affecting the buying behaviour of women with respect to the cosmetic industry. *International Journal of Creative Research Thoughts*, 6(1), 244–249.
2. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
3. Anute, N., & Deshmukh, A. (2015). Consumer buying behavior towards cosmetic products. *International Journal in Management and Social Science*, 3(7), ISSN: 2321–1784.
4. Fernandes, P. (2014). Working women and non-working women buying behavior: Influence of social reference groups on the purchase of products – A review. *Semantic Scholar*.
5. Grand View Research. (2025). *India cosmetics market size, share & trends analysis report by product, end-user, distribution channel, and segment forecasts, 2026–2033.* Grand View Research Inc.
6. Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A primer on partial least squares structural equation modeling (PLS-SEM) (3rd ed.). Sage Publications.
7. Jamal, F. N., Yuniarti, D., Asih, H. M., Jumbri, I. A., & Wibowo, S. F. D. (2025). From awareness to action: How green marketing shapes purchase intentions for sustainable cosmetics. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 12(1), 419–428.
8. Jewargi, V., Narasalagi, V. M., & Saraih, U. N. (2024). A study on brand loyalty for cosmetic products among female customers in Belagavi City. *International Journal of Business and Technopreneurship*, 12(1), 45–54.
9. Kaur, K., Osman, S., & Mustapha, S. M. (2014). Predicting working women purchasing behaviour of Malaysian halal cosmetic products by using theory of planned behaviour. In *Proceedings of the International Conference on Business Innovation*.
10. Khan, A., Khan, Z., Nabi, M. K., & Saleem, I. (2024). Unveiling the role of social media and females' intention to buy online cosmetics. *Innovative Marketing*, 20(2).
11. Nykaa. (2025). *Beauty Rewind 2025: Year-end shopping data report.* Nykaa.
12. Ringle, C. M., Wende, S., & Becker, J.-M. (2022). *SmartPLS 4*. Oststeinbek: SmartPLS GmbH.
13. Shrivastava, N. (n.d.). Power of purse: Purchasing behaviour of working women for cosmetic buying in small towns of Madhya Pradesh. *Oaji.net*.
14. Singh, N., Rawat, B., Chaubey, D. S., Mani, A. P., & Singh, A. (2024). Understanding the dynamics of consumer behaviour and purchase intentions for green cosmetic products in North India: A gender-neutral approach. *F1000Research*, 13, 611.
15. Sobgo, A. D. Z., Sun, L., & Ating, S. (2025). Psychological and situational determinants shaping consumers' intention to purchase eco-friendly personal care products: PLS-SEM and fsQCA insights. *Journal of Cleaner Production*, 522, 146281.
16. Srivastava, M. (2016). A study of determinants of brand loyalty in cosmetics for women consumers of Pune City using path analysis via regression. *Indian Journal of Marketing*, 46(6), 33–46.
17. TechSci Research. (2025). India women's cosmetics market by category, pricing, distribution channel, region & competition, forecast & opportunities, 2021–2031F. TechSci Research.
18. Tiwari, A., & Kumari, N. (2024). The impact of visual appeal, perceived price, and trust on consumer buying intention toward cosmetic products: An analysis using structural equation modelling. In **Proceedings of the 5th International Conference on ICRIEMSD-2024**. Atlantis Press.
19. Zahra, S., Styawati, I., & Curatman, A. (2025). Antecedents of purchase intention of beauty products in the marketplace. *Jurnal Ekonomi Manajemen*, 11(1).

Appendix A: Questionnaire (Selected Items)**Section I: Personal Information**

- 1.Age: (21–30)/(31–40)/(41–50)/(51+)
- 2.Educational qualification:
Graduate/Postgraduate/Professional degree/Diploma
- 3.Occupation: Government/Private/Self-employed/Education/Healthcare
- 4.Monthly household income: <₹3L/₹3–6L/₹6–10L/>₹10L
- 5.District of residence:
Dehradun/Haridwar/Nainital
(Haldwani)/Udham Singh Nagar
(Rudrapur)/Other

Section II: Purchase Behaviour (5-point Likert scale)

- 1.How often do you purchase cosmetic products?
(Daily/Weekly/Monthly/Quarterly/Occasionally)
- 2.What is your average monthly expenditure on cosmetics? (₹500–1000/₹1000–1500/₹1500–2000/₹2000–2500/₹2500+)
- 3.Please rate the importance of the following factors in your cosmetic purchase decision: Product quality, Brand reputation, Price, Past experience, Recommendations, Social media reviews.

Section III: Attitude toward Cosmetic Purchase

- 1.Purchasing cosmetic products makes me feel confident about my appearance. (SD/D/N/A/SA)
- 2.Using quality cosmetics is important for maintaining a professional image at work.
- 3.I enjoy exploring new cosmetic products and brands.
- 4.I believe that investing in good cosmetics is worthwhile.

Section IV: Subjective Norms

- 1.Most people who are important to me think I should use branded cosmetics.
- 2.My colleagues influence my choice of cosmetic products.

3.I feel social pressure to maintain a well-groomed appearance at my workplace.

4.My family approves of my spending on cosmetic products.

Section V: Perceived Behavioural Control

- 1.I have sufficient time to research cosmetic products before purchasing.
- 2.I have adequate knowledge to evaluate different cosmetic brands.
- 3.I can easily access the cosmetic products I want to buy.
- 4.I can afford the cosmetic products that meet my quality expectations.

Section VI: Purchase Intention

- 1.I intend to purchase cosmetic products in the next three months.
- 2.I will likely try new cosmetic brands recommended by trusted sources.
- 3.I am willing to spend more for cosmetic products that deliver proven quality.
- 4.I plan to continue purchasing my current preferred cosmetic brands.

Section VII: Brand Loyalty

- 1.I stick to my preferred cosmetic brands even when other brands are on sale.
- 2.I would recommend my preferred cosmetic brands to friends and colleagues.
- 3.I feel a sense of loyalty to the cosmetic brands I regularly use.
- 4.I rarely switch to alternative cosmetic brands, even after trying them.

Section VIII: Information Accessibility

- 1.I can easily find detailed information about cosmetic products online.
- 2.User reviews help me evaluate cosmetic products effectively.
- 3.Social media platforms provide useful information about new cosmetic launches.
- 4.I find it easy to compare different cosmetic brands before purchasing.