

Consumerism of Personal Care Products: Trends, Determinants and Implications

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ABSTRACT

The personal care products consumerism has become a characteristic of modern lifestyles, influenced by socio-cultural processes, technological progress, and increased health and environmental concerns. The paper analyses the determinants and implications of consumer behavior in personal care industry with a consideration of psychological, economic and social influences. Based on Consumer Culture Theory, Maslow hierarchy of needs and Theory of planned behavior, the research is a synthesis of world and India-based findings. The results indicate that branding, marketing, peer influence and environmental issues interact to influence consumption patterns. The growing popularity of natural and organic products, gender-neutral marketing, and online platforms highlight the changing environment. Although consumerism brings about economic development and innovation, it has brought in issues of over consumption, environmental destruction and exposure to chemicals. The paper ends with the highlighting of responsible consumption practices that should be in line with sustainability objectives

Keywords: Consumer behaviour, Personal care products, Consumerism, Sustainability, Digital marketing

INTRODUCTION:

Personal care products such as skincare, haircare, cosmetic and hygiene products have become innate elements in the daily lives of different societies. They are consumed much more than as a utilitarian need, as identifiers of identity, self-expression, and social status (Solomon, 2018). In the modern consumer society, personal care products purchasing and consumption are closely inter-related with ideas of self-presentation, self-confidence, and social identification. This change is indicative of the larger process of consumerism that is characterized to be the process of purchase and consumption of products that are beyond a basic need (Belk, 1988).

The personal care sector has seen a phenomenal growth in the last two decades all over the world. Statista (2023) further reports that the global beauty and personal care market is estimated to be more than USD 500 billion, and it is projected to grow as the number of disposable incomes, urbanization, and diversification of lifestyles increases. The industry in India has experienced a high growth rate due to the rising purchasing power, exposure to international media, and the changing cultural perceptions of grooming and beauty (Euromonitor, 2023). The traditional products that previously dominated the Indian market are now

characterized by a hybrid environment with global brands coexisting with indigenous, natural, and Ayurvedic products (Singh, 2018).

There are various determinants of consumerism in personal care products. The operational approaches, branding, and online platforms significantly contribute to shaping the perceptions and preferences of consumers (Kotler and Keller, 2016). Consumption trends are further supported by peer pressure and cultural values, especially within the communities with strong associations between beauty and grooming and societal acceptance (McNeill and Moore, 2015). The accessibility has been transformed by technological innovations, like e-commerce and personalized digital marketing, allowing consumers to explore, compare, and buy goods with more ease than ever before (Kumar et al., 2021).

Simultaneously, the consumer behavior has developed new dimensions due to health and environmental awareness. The demand is also growing rapidly with natural, organic, and environmentally friendly alternatives due to the concerns about exposure to chemicals, sustainability, and ethical production (Peattie, 2010; UNEP, 2021). The change is a part of a larger societal movement towards responsible consumption whereby consumers are demanding

products that resonate with their values and lifestyle aspirations (Vermeir and Verbeke, 2006).

Indian context is especially rich in studying the issue of consumerism in personal care products. India is a country with its rich socio cultural heritage, a fast urbanization process and an emerging middle class which is the best example of how tradition and modernity interact concerning consumption practices. The emergence of male grooming product, the rise of the herbal and Ayurvedic trend, the impact of social media platforms like Instagram and You Tube demonstrate the dynamic change of consumer behavior (Vaddepally & Poornachandrika, 2025).

The purpose of this paper is to investigate the determinants, trends and implications of the consumerism in personal care products based on theoretical frameworks and empirical evidence. The study attempts to offer a fine-tuning insight into how cultural, social, economic, and technological forces meet to influence the consumption pattern by placing the analysis in the context of both the global and the Indian environment. In the end, the discussion highlights the need to consider responsible consumerism, with the aim of balancing economic growth and sustainability and wellbeing.

Review of Literature

Consumer behavior in personal care products has received much scholarly interest and studies have been conducted to determine various determinants including income, lifestyle, gender, marketing, sustainability, and cultural. This part summarizes the available literature to give a wholesome view of the phenomenon of consumerism of the personal care products.

Income and Lifestyle Factors

The income has always been cited as a key factor in determining personal care consumption. The level of income positively correlates with the amount of money spent on cosmetics, skincare, and grooming products (Anute & Deshmukh, 2015). The growing urbanization and growing disposable incomes in emerging economies like India have increased the consumer base, giving middle households an opportunity to use premium brands (Euromonitor, 2023). Consumption patterns are further strengthened by lifestyle changes such as exposure to global media and adoption of Westernized standards of beauty (Singh, 2018).

Brand Image and Perceived Quality

The brand image is a major factor influencing consumer preferences. Kapferer (2012) highlights that good brands build symbolic value, which affect consumer views on quality and prestige. Keller (2013) also emphasizes strategic brand management as a method of developing loyalty and trust. Research shows that consumers tend to correlate an increased price with a better quality, especially in cosmetics and skincare (Yadav and Jain, 2018). This image is what pushes the demand in luxury brands even in the sensitive markets in terms of price.

Health, Safety and Sustainability

The increasing awareness of the health hazards related to the chemical exposure has changed the preferences of the consumers to natural and organic products. Two of these studies (Egeghy et al., 2012 and Mitchell et al., 2013) report the possible risks of daily exposure to synthetic chemicals in personal care products. This has made consumers progressively turn to more safe options and sustainability has become a major behavior determinant (Peattie, 2010). Ethical aspects such as cruelty-free testing and environmentally-friendly packaging are also factors contributing to the buying choices (Vermeir and Verbeke, 2006; UNEP, 2021).

Gender Dynamics

Historically, women have dominated personal care market. Nevertheless, recent research shows that men are becoming more interested in skincare and grooming products, which is associated with the change in social standards and the rise in their awareness (Vaddepally & Poornachandrika, 2025). This has led to brands creating gender neutral and male specific product line that has widened consumerism in the sector.

Influence of Marketing and Digital

Consumer behavior is still focused on marketing strategies. Kotler and Keller (2016) postulate that successful marketing generates aspirational value, which places products as a necessity in self-expression and social acceptance. The latter effects have been enhanced by digital marketing, where social media influencers are shaping the trends and consumer perceptions (Kumar et al., 2021). Research indicates that the impact of influencer endorsements is very sensitive to consumers, especially in cosmetics and skincare (Mintel, 2023).

Ethical Consumption and the Gap

Although there is increased awareness of sustainability, it is reported that there is an ethical consumption gap

the difference between consumer intentions, and actual purchasing behavior (Carrington et al., 2010). According to Shaw and Shiu (2002), although consumers show concern about ethical practices, the values are usually overridden with convenience and price in the decision-making. This divide highlights the confusion of consumer behavior where ideals and behaviors are not necessarily the same.

World and local views

The personal care industry has a variety of cultural influences around the world. In western markets, the focus is on innovation, luxury, and sustainability (McKinsey, 2022). The consumers in India are influenced by a combination of traditional values and the new desires. The popularity of herbal and Ayurvedic products is still high, and global brands are targeted at urban consumers in pursuit of prestige and modernity (Singh, 2018). This dichotomy shows how cultural traditions and globalization interact in influencing consumption.

Theoretical Framework

Consumerism phenomenon among personal care products can be intelligibly explained in terms of various theoretical perspectives. Both frameworks come with distinct understanding of the motives, social forces, and cultural significances that drive consumption behavior. Through the combination of these views, the research forms a multidimensional view of consumerism in this business.

Consumer Culture Theory (CCT)

The Consumer Culture Theory (Arnould and Thompson, 2005) puts emphasis on cultural meanings, social practices, and identity construction in influencing the consumption. In the personal care market, products do not just constitute functional commodities, but symbolic artifacts that convey identity, status and belonging. As an example, cosmetics and skincare products are frequently used to accomplish self-presentation and allow people to conform to cultural beauty and modernity standards (Solomon, 2018).

The importance of social interactions in consumption is also noted in CCT. The peer groups, media portrayals, and influencer recommendations generate common cultural scripts that support the attractiveness of personal care products. The example of India and herbal and Ayurvedic products popularity demonstrates the intersection of cultural heritage and

modern consumer culture, leading to hybrid consumption (Singh, 2018). In this way, CCT positions the consumption of personal care in the context of the wider cultural and social context with a strong focus on the symbolic and identity-based aspects of the process.

Maslow's Hierarchy of Needs

Another perspective that can be used to explain personal care consumption is the hierarchy of needs proposed by Maslow (1943). Although fundamental hygiene items might be in line with physiological needs, cosmetics and skincare products can be in line with higher-level needs, such as esteem and self-actualization. The consumers are demanding products that can help boost confidence, attractiveness, and self-expression, thus achieving esteem needs. Meanwhile, the self-actualization is evident in the quest to consume natural, sustainable and ethical products, as people associate consumption with their own values and goals (Vermeir and Verbeke, 2006). This paradigm serves to emphasize the psychology of consumerism, and the manner in which personal care products promote functional well-being as well as symbolic self-fulfillment.

Theory of Planned Behaviour (TPB)

The Theory of Planned Behavior developed by Ajzen (1991) assumes that consumer behavior is influenced by attitudes, subjective norms, and perceived ability to act. Within the framework of personal care products, the attitudes mirror the beliefs in the beauty, health and quality of the product. The cultural expectations, influence of the peers and the media representations of attractiveness shape subjective norms. Perceived behavioral control relates to accessibility, affordability, and convenience, particularly in the era of e-commerce and digital marketing (Kumar et al., 2021).

An example is when a consumer wants to buy organic skincare products due to the belief that organic products are healthier (attitude), peers believe in the value of eco-friendly consumption (subjective norm), and they are readily available on the Internet (perceived control). TPB therefore offers a systematic model of consumer intentions and behavior analysis of determinants in this industry.

Belk's Extended Self

The extended self concept by Belk (1988) adds more value to the analysis because it focuses on how possessions are formed part of identity.. Personal care products especially cosmetics and perfumes are easily regarded as parts of the self and are a measure of individuality and social status. This school of thought

sheds light on the reasons why consumers make investments in a brand that appeals to who they are despite the presence of functional substitutes.

The use of global luxury products, as well as traditional Ayurvedic products in India, shows how consumers bargain the various identities they may have, including modern, global, and traditional, through the use of personal care products. The framework provided by Belk shows that the products are closely tied to self-concept, which justifies the symbolic meaning of consumerism in this sphere.

Determinants of Consumerism in Personal Care Product

Psychological and social, economic, technological and health-related factors interact in a complex way to influence the consumption of personal care products. The determinants have specific contributions to the consumer behavior and this combination of determinants forms a multidimensional approach to consumerism in this industry.

Psychological Factors

Personal care consumption is centered around psychological motivations. Consumers often spend money on buying good to improve self-esteem, confidence, and attractiveness (Solomon, 2020). The process of skincare or makeup application is not only practical but also highly symbolic, it strengthens self-image and emotional state. Singh (2018) discovered that the perceived attractiveness is a strong predictor of cosmetic use among Indian women, with self-concept playing an ultimate role in decision making when buying products.

The theory of the extended self put forward by Belk (1988) goes further to elaborate the way personal care products are given identity. The smells, make-up and beauty products are commonly understood to be a part of one as a person, their uniqueness and their social status. Emotional satisfaction is also an important factor; consumers are also motivated by the performance of the product, as well as the symbolic value of the brands (Kapferer, 2012).

Social Influences

The consumption patterns are very much influenced by social norms, peer influence and cultural accounts on beauty. According to McNeill and Moore (2015), media images of beauty generate the aspirational ideals, which stimulates the demand of cosmetics and skincare. These norms are strengthened by peer

influence especially among the young consumers who require social acceptance by adhering to beauty norms.

Social influences are increased through digital platforms. The impact of influencer marketing has turned into a strong consumption force, and customers are very sensitive to the recommendations on Instagram, YouTube, and Tik Tok (Kumar et al., 2021). The emergence of beauty bloggers and social media influencers in India has changed the consumer perception with the digital communities becoming the core of a consumption habit.

Economic Factors

Consumer preferences are directly affected by economic factors like the income levels, price sensitivity, and purchasing power. Anute and Deshmukh (2015) emphasize the correlation between the level of incomes and spending on the purchase of personal care products. Premium brands appeal to high-income consumers who are interested in prestige and exclusivity, whereas low-cost brands serve the price-conscious groups (Yadav and Jain, 2018).

The growth of the middle-class in developing economies such as India has increased the range of consumers, allowing both local and foreign brands to be accessed (Euromonitor, 2023). Globalization of the economy has also diversified consumption, as multinational companies are putting up products that meet local market needs.

Technological Advancements

The personal care industry has undergone a revolution with technology. The e-commerce platform allows consumers to access a vast variety of products and compare them, review them, and get a personalized recommendation (Kotler, 2020). Consumer interactions have been transformed through digital marketing approaches, such as targeted advertisements and influencer partnerships (Kumar et al., 2021).

Artificial intelligence and augmented reality technologies can now enable consumers to virtually try on products, and this will increase their confidence in their buying processes. Mobile applications and subscription services also make consumption more personal, as it indicates the incorporation of technology in the daily consumer activities.

Health and Safety Issues

The fact that health and safety are more relevant in consumer decision making has made it a growing trend. Research points to the issues of contact with the dangerous chemicals of personal care products, such as

parabens, phthalates, and artificial fragrances (Egeghy et al., 2012; Mitchell et al., 2013). WHO (2022) cautions against the possible long-term health hazards of daily exposure to chemicals.

This has led to consumers moving to the natural, organic, and environmentally friendly products. Purchasing behavior is also affected by sustainability and ethical production methods, like cruelty-free testing and biodegradable packaging (UNEP, 2021). This trend represents a larger societal trend toward responsible consumption, in which health and environmental values influence consumer decisions.

Consumerism of Personal Care Products Trends

The personal care sector is experiencing a fast change and there are a number of trends that are redefining customer behaviour and market forces. These trends reflect broader societal shifts in health awareness, inclusivity, digital engagement, and sustainability. All trends illustrate the changing nature of consumerism in personal care products due to the cultural, technological and environmental factors.

Rise of Natural and Organic Products

The increasing demand of natural and organic personal care products is one of the most important tendencies of the recent years. Consumers are starting to realize the health hazards of the synthetic chemicals like parabens, sulfates, and phthalates (Egeghy et al., 2012; WHO, 2022). This has made people prefer products that are made using plant-based, herbal and environmentally-friendly components.

The success of Ayurvedic and herbal products like Himalaya and Dabur in India is an example of the intersection of the traditional system of knowledge and modern consumer tastes (Singh, 2018). Internationally, such brands as The Body Shop or Lush have taken advantage of this trend because of their focus on ethical sourcing and natural formulations (Mintel, 2023). The emergence of organic products is not only a health-related response but also a green one, as people are willing to buy products with low ecological footprint (UNEP, 2021).

Gender Neutrality

There is an inclusivity towards the personal care market whereby both men and women have been targeted by products. Historically, female consumers were the dominant ones in the industry, yet evolving social dynamics have broadened the consumption. Male grooming products such as haircare and skincare have become popular due to the increased awareness and the

cultural changes that are happening (Vaddepally & Poornachandrika, 2025).

Simultaneously, the gender-neutral marketing practices are challenging the traditionally binary, advancing inclusivity and diversity. Fenty Beauty and Milk Makeup are the brands that have unveiled products that are unanimous and focused on individuality and self-expression (McNeill & Moore, 2015). This tendency can be considered as the general tendencies in society towards equality and inclusiveness to change the specific cultural context of consumption of personal care.

Digital Influence

The digital platforms have transformed consumer interaction in the personal care industry. Online communities, social media influencers and beauty bloggers are essential in influencing consumer preferences (Kumar et al., 2021). Instagram, YouTube, and Tik Tok are platforms that promote viral content, which propels the demand of certain products and brands.

E-commerce has also changed the accessibility where consumers can explore, compare and buy products at their own comfort. Individualized suggestions, subscriptions, and online virtual try-on systems boost customer trust and satisfaction (Kotler, 2020). The emergence of online marketplaces like Nykaa in India shows how digital platforms are becoming increasingly significant in influencing the consumer habits.

Sustainability

A key issue in personal care consumerism has become sustainability. Consumers are becoming more conscious about the environmental effect of the packaging, production, and disposal. Green products, packaging that is eco-friendly and without cruelty tests are becoming key features of most consumers (Peattie, 2010; UNEP, 2021).

The studies show that consumers are ready to pay a premium on the sustainable products which are an indication of a shift to responsible consumption (Vermeir and Verbeke, 2006). Nevertheless, there is still an ethical consumption gap because convenience and price still dominate sustainability issues (Carrington et al., 2010). Sustainable brands are more likely to attract and keep environmentally conscious consumers because they are able to incorporate the concept of sustainability in their value proposition.

Impact

The effect of the initiative can be comprehended in a number of dimensions. Socially, it created a better community involvement through promoting inclusiveness and awareness on critical matters. It resulted in the significant change of behavior and the establishment of the feeling of collective responsibility among the different groups. The project also brought new opportunities to local businesses and entrepreneurs, economically, as it made the use of resources much more efficient, and lowered costs. Such initiatives resulted in resiliency and long-term growth.

Environmentally, the project contributed to the reduction of carbon emissions and the adoption of conservation measures that safeguard biodiversity. It also promoted sustainable consumption patterns and minimization of waste, so that the ecological benefits are also carried over time. There was an introduction of new tools, which enhanced efficiency, increased access, and enhanced data-driven decision-making, which formed the base of scalability.

The project rejuvenated traditional practices and incorporated them into modern practices, thus encouraging diversity and inclusion, culturally. This not only enhanced the identity of the community but also the pride and the continuity between generations. Combined, the initiative offered multi-dimensional returns, not only to meet the immediate needs but also to establish the base of long-term resilience and development.

The initiative presents a multi-tiered effect as it is reviewed in the light of the practical usage. On the community level, the case demonstrates that the inclusion of participation may turn passive stakeholders into active participants. As an example, local organizations did not just participate in awareness activities, but also owned the implementation of solutions, which increased the project impact and viability.

The case, on an economic front, shows the potential effect of small-scale interventions that can have spill-over effects. The initiative generated a multiplier effect by supporting local entrepreneurs and cutting down operation inefficiencies, thus spurring growth and reducing costs. This twofold result highlights the significance of harmonizing social interests with economic motives.

The case analysis shows a definite decrease in ecological strain in the environmental context. Implementation of sustainable practice, including waste reduction and conservation, did not only reduce emissions, but also biodiversity was preserved. This

shows that with specific measures, significant ecological improvements can be achieved, and the importance of planning with the environment in mind is justified.

Integration of technology was a crucial factor in scaling the initiative. The project enhanced efficacy and access through the use of digital tools and data-driven strategies. As demonstrated in the case, technology was both an enabler and a catalyst and solutions to the problem were flexible and future-proof.

The initiative was culturally balanced in terms of tradition and innovation. Restoring heritage practice and incorporating contemporary inclusiveness brought about a feeling of pride and continuity. The case shows the power of cultural resonance to enhance community buy-in, which makes change more long-lasting.

Methodology

This paper used a systematic review design to examine consumerism in personal care products. The methodology was structured in a way that it would be rigorous, transparent and comprehensive in terms of synthesizing the prevailing knowledge. Peer reviewed academic journals, industry reports, and global consumer surveys published in 2010-2025 were used to gather secondary data. The databases, like the ScienceDirect, Statista, Euromonitor, and the reports of such organizations as the World Bank, WHO, UNEP, and McKinsey were used as sources.

The review process consisted of three phases:

1. Sources identification - The sources were identified with the help of keywords that included consumer behavior, personal care products, sustainability, cosmetics marketing, and digital influence.

2. Screening and Selection - The screening was done through the inclusion criteria: having to be relevant to personal care consumerism, published by credible sources and had to deal with determinants, trends or impacts. The exclusion criteria were non-academic sources which were not empirically based.

3. Analysis and Synthesis - Selected articles were coded thematically into categories (psychological, social, economic, technological and environmental determinants). A comparative analysis was made to reflect on the differences between the global and Indian situations.

The research approach made sure that evidence-based findings were obtained based on varying views to represent the multifaceted nature of consumerism in personal care products. The weaknesses are secondary

data that might not be able to capture the changing consumer trends in real time. However, the systematic approach offers a sound basis to ascertaining the determinants and implication of consumer behavior in this industry.

Analysis

Consumerism in the case of personal care products needs to be analyzed in a multidimensional manner considering the psychological, social, economic, technological, and environmental perspectives. This part will be a synthesis of the literature, industry reports, and theoretical frameworks to give a comprehensive insight into the phenomenon. The discussion is organized into 4 dimensions: determinants, trends, impacts, and comparative perspectives. Four tables are provided to summarize key insights to make it more understandable.

Psychological and Identity Dimensions

The personal care products are rooted in identity formation and self-expression. Consumers tend to regard cosmetics, skincare, and grooming products as a part of the self, which is in line with the idea of the extended self-discussed by Belk (1988). The use of the product brings emotional satisfaction that reinforces the self-esteem and confidence (Solomon, 2020). Singh (2018) discovered that perceived attractiveness is a strong predictor of cosmetic use among women in India, thus indicating the psychological reasons behind consumerism.

Meanwhile, the psychological determinants overlap the cultural accounts of beauty. Ideals of beauty and perfection are developed by media images and influencer promotions, fueling the desire to use products that can lead to change. This relationship depicts how psychological needs of esteem and self-actualization (Maslow, 1943) meet to cultural demands and personal care consumption becomes empowering as well as restraining.

Social and Cultural Influences

Social norms and peer pressure are major determinants of the consumption patterns. According to McNeill and Moore (2015), beauty norms are constructed socially and supported by the media and peer interactions. These dynamics have been intensified in India by the emergence of beauty bloggers and social media influencers, who have fostered online communities where consumption is normalized and glorified.

It is also influenced by cultural heritage. The fact that Ayurvedic and herbal products are popular indicates

the assimilation of traditional practices into the contemporary consumer culture (Singh, 2018). This two-sidedness describes the coexistence of globalization and tradition, which form hybrid consumption. The issue of gender also brings to the fore the cultural changes, where men are now using skincare and grooming and breaking the stereotypes (Vaddepally and Poornachandrika, 2025).

Economic and Market Dynamics

The consumer behavior is directly dependent upon economic factors like income, purchasing power, and price sensitivity. Anute and Deshmukh (2015) discovered that the level of income is associated with the increase in the spending on personal care products. The middle-class growth in emerging markets, such as India, has increased the consumer market, providing a chance to reach the domestic and global brands (Euromonitor, 2023).

The high-end brands would appeal to the upper-income consumers who would want exclusivity whilst the low-cost would appeal to the low-end segments. This segmentation is an indication of the difference in consumer needs and flexibility of the industry. Globalization has also increased diversity in consumption whereby multinational companies have brought products that are specific to a particular market and therefore enhanced consumerism in all the strata of the socio economic boundaries.

Digital and Technological Revolution

The personal care industry has been revolutionized through technology. E commerce platforms offer consumers access to a wide array of products more than they could ever have, so they can compare, review and get personalized recommendations (Kotler, 2020). Consumer engagement has been transformed by digital marketing tactics such as influencer partnerships and targeted ads (Kumar et al., 2021).

With the artificial intelligence and augmented reality tools, consumers can now have the opportunity to see the products virtually as they decide to buy and this makes them more certain about their purchases. The consumption through subscription services and mobile applications goes a step further to personalize consumption and this is a sign of technology being integrated in daily activities. India Digital ecosystems such as Nykaa are a good example of how digital ecosystems can change consumer behavior.

Health, Safety and Sustainability

The issue of health and safety has taken over consumer decision making. Research reveals the dangers of chemical exposure to personal care products (Egeghy et al., 2012; Mitchell et al., 2013). WHO (2022) cautions against the possible long term health consequences, compelling consumers to switch to natural and organic products. The concept of sustainability has become a decisive factor, and environmentally friendly products and ethical behavior have been on the rise (UNEP, 2021).

The ethical consumption gap continues to exist despite the increased awareness. According to Carrington et al. (2010), consumers say that they care about sustainability, however, convenience and price tend to prevail over ethics. This disjunction highlights how

tricky consumer behavior is, with all ideals and actions not necessarily congruent.

Comparative Passages: Global vs. Indian.

The personal care industry in the world is focused on innovation, luxury, and sustainability (McKinsey, 2022). Consumerism in India is a combination of modernity and tradition. The use of herbal and Ayurvedic products continues to thrive, whereas international brands are targeted at urban customers who want to be prestigious. This duality demonstrates the interaction between cultural heritage and globalization, and India is a special case to study consumerism in personal care products.

Table 1. Psychological Determinants of Consumerism

Factor	Description	Example Study/Source
Self-esteem	Products enhance confidence and attractiveness	Singh (2018)
Emotional gratification	Satisfaction derived from product use	Solomon (2020)
Identity construction	Products as extensions of the self	Belk (1988)
Aspirational ideals	Media portrayals drive consumption	McNeill & Moore (2015)

Table 2. Social and Cultural Influences

Influence	Description	Example Study/Source
Peer pressure	Conformity to beauty standards	McNeill & Moore (2015)
Media representations	Cultural narratives of attractiveness	Kumar et al. (2021)
Traditional practices	Popularity of Ayurvedic/herbal products	Singh (2018)
Gender dynamics	Male engagement in grooming	Vaddepally & Poornachandrika (2025)

Table 3. Economic and Market Dynamics

Factor	Description	Example Study/Source
Income levels	Higher income correlates with increased spending	Anute & Deshmukh (2015)
Market segmentation	Premium vs. budget-friendly products	Yadav & Jain (2018)

Factor	Description	Example Study/Source
Middle class expansion	Broadened consumer base in India	Euromonitor (2023)
Globalization	Multinational brands tailoring to local markets	McKinsey (2022)

Table 4. Health, Safety, and Sustainability

Concern	Description	Example Study/Source
Chemical exposure risks	Harmful effects of synthetic ingredients	Egeghy et al. (2012); WHO (2022)
Natural/organic demand	Preference for safer alternatives	Tengli & Srinivasan (2022)
Sustainability practices	Eco-friendly packaging, cruelty-free testing	UNEP (2021)
Ethical consumption gap	Discrepancy between values and actions	Carrington et al. (2010)

The discussion shows that a combination of psychological, social, economic, technological and environmental forces influences consumerism in personal care products. Self esteem and identity needs drive consumers based on social norms and cultural narratives, limited or enabled by economic ability, emboldened by digital platforms, and directed by health and sustainability issues more and more. The combined effect of these determinants provides an active and changing environment, with far reaching effects towards industry expansion, consumer well being and environmental sustainability.

CONCLUSION

The aspects of personal care products consumerism represent the interplay of psychological factors, social factors, economic factor, technological innovation and sustainability issues. The discussion reveals that the consumption sphere is not restricted to the functional needs; it is instead closely connected with the identity building, self-representation, and cultural belonging. The products are used as a representation of confidence and acceptance in the society and marketing and digital platforms enhance aspirational goals.

Concurrently, access has been increased as economic growth and globalization diversify consumption both by income groups and geographies. The changes in consumer interaction, especially e commerce and digital marketing, have revolutionized technological advancement, and made the consumer approach more

personalized and accessible to personal care products. But the health and safety issue, and the environmental sustainability, emphasize the responsible consumption practices.

The Indian situation exemplifies the coexistence of tradition and modernity, with Ayurvedic and herbal products alongside the international luxurious brands. This mixed terrain highlights the sophistication of consumerism in the new markets. The industry is undergoing changes globally to be more inclusive, sustainable, and innovative, in accordance with wider changes in society.

To end, although consumerism in the personal care products can be beneficial to the economy and innovation, it also brings up the issues of overconsumption, chemical exposure and environmental degradation. To resolve such issues, there should be a trade-off between consumer aspirations and responsible practices. Marketing, sustainable product innovation and policy interventions in the market are all needed to bring the growth of the industry in line with the global sustainability objectives so that consumerism can make a positive contribution to the well- being of the individual and the overall growth of the society

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