

## SHOPPING EXPERIENCE ON PRODUCT USAGE AND HEDONISM VALUE ON PURCHASE OF BEAUTY CARE PRODUCTS IN INDIA

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### ABSTRACT

This study examines the impact of Shopping experience on the purchase behavior of beauty care products in India. With the growth of the beauty and personal care industry, consumer expectations for an enhanced Shopping experience have increased. The shopping experience, which includes in-store ambiance, customer service, product variety, and online shopping convenience, plays a critical role in influencing consumer decisions. The study focuses on various personal care product categories, such as face care, skin care, hair care, and eye care, to understand the significance of shopping experience in purchase choices. Through quantitative and qualitative analysis, this research provides insights into the factors that Indian consumers prioritize in their shopping experience and the subsequent impact on their purchase behavior in the beauty care sector.

**Key words;** Utility, Practicality, Effectiveness, Excitement

### Introduction :

The Indian beauty and personal care market has grown significantly in recent years, driven by rising disposable incomes, increased consumer awareness, and a growing preference for grooming and self-care. Beauty care products, including skincare, face care, hair care, and eye care, have become essential parts of the daily routine for many Indian consumers. This growth has been supported by both traditional retail channels and a surge in online shopping platforms, which have expanded access to a diverse array of products. With more purchasing options than ever, Indian consumers are increasingly influenced by their shopping experiences, which extend beyond product quality and pricing to include factors such as customer service, in-store ambiance, availability of product information, and ease of access through digital platforms. This study investigates how these factors shape the purchasing decisions for beauty care products among Indian consumers. By understanding the connection between shopping experience and consumer choices, brands and retailers can develop more targeted marketing and retail strategies to cater to this dynamic and competitive market.

### **Hedonic Values:**

The role of hedonic values in the usage and consumption patterns of beauty products. Hedonic values, characterized by pleasure, enjoyment, and sensory gratification, significantly influence consumer behavior in the beauty sector. Consumers often seek more than functional benefits from beauty products; they desire emotional satisfaction, aesthetic pleasure, and a sense of indulgence. This study analyzes the impact of these hedonic motivations on beauty product usage, considering factors such as personal grooming, self-expression, and lifestyle enhancement. By understanding the hedonic motivations behind beauty product consumption, brands can tailor their products and marketing strategies to better align with consumer desires for pleasure and self-indulgence. By examining the factors that drive pleasure-oriented beauty purchases, we aim to provide insights for marketers and brand managers to create strategies that align with the hedonistic appeal in beauty care. This exploration will encompass various aspects of beauty product use, including the role of self-pampering rituals, brand experience, and aesthetic pleasure in consumer preferences.

### **Hedonism in Beauty Product Usage**

1. **Personal Enjoyment and Self-Care Rituals:** Beauty products are often integrated into self-care routines, providing consumers with a sense of relaxation and indulgence. Products such as luxurious face masks, aromatherapy-infused skincare, and spa-like treatments create an immersive experience that taps into the pleasure-seeking aspects of hedonism. Consumers purchase these products not only for their functional benefits but also for the enjoyment of the experience itself.
2. **Aesthetic Pleasure and Sensory Appeal:** Hedonic values encourage consumers to engage with products that enhance sensory appeal—such as texture, fragrance, and packaging aesthetics. The pleasure derived from using beautifully packaged products or products with unique textures and scents adds to the consumer experience, making beauty routines more enjoyable and fulfilling.
3. **Self-Expression and Identity:** Many consumers view beauty products as a means of self-expression and an extension of their personal identity. Cosmetics, in particular, allow for creative exploration and individuality, enabling consumers to experiment with colors, styles, and trends. This hedonistic aspect of beauty usage enhances the emotional connection to the product and encourages continued usage as a form of self-exploration and confidence building.
4. **Social and Lifestyle Status:** The consumption of beauty products often reflects lifestyle choices and social status, where luxury brands and high-end products convey a sense of sophistication, prestige, and taste. This status-driven consumption is rooted in hedonic value, as consumers derive pleasure from owning and displaying products that signal their aesthetic values and lifestyle to others.

### **Personal Care Products**

The personal care product market in India covers a range of categories, including:

1. **Face Care:** This segment includes facial cleansers, moisturizers, face masks, serums, and anti-aging products. With an increasing focus on skin health and aesthetic appeal, consumers are opting for products with natural ingredients and brands that emphasize dermatological benefits.

2. **Skin Care:** Skin care products include body lotions, sunscreens, and specialized treatments for skin conditions. Rising awareness of skin protection, especially against environmental factors like pollution and UV exposure, has driven demand for a wider variety of skin care products, from organic to dermatologist-recommended options.
3. **Hair Care:** Hair care products encompass shampoos, conditioners, hair oils, and styling products. With a trend toward personalizing hair care routines, consumers are interested in products that address specific needs such as hair fall control, dandruff treatment, and damage repair.
4. **Eye Care:** Eye care products include items like eye creams, serums, and makeup specifically formulated for the sensitive skin around the eyes. Increasing screen time and urban lifestyles have led to higher demand for eye care products that address concerns such as dark circles, puffiness, and wrinkles.

### Research Objectives:

- To understand the Shopping experience on beauty care products such as Face care, Hair care, Skin Care & Eye care Products.
- To determine Career Aspiration of the respondents and their satisfaction of different beauty care products.
- To analyze brand fits with self-image on purchase of beauty care products such as Face care, Hair care, Skin Care & Eye care Products.

### Research Methodology:

|   |   |  |
|---|---|--|
| <b>RESEARCH DESIGN</b>  | : | Descriptive Research   |
| <b>SAMPLE UNIT</b>  | : | Girls who are studying in Management Institutes,<br>Engineering colleges and Arts and Science colleges.    |
| <b>SAMPLE REGION</b>  | : | Coimbatore   |
| <b>SAMPLE PROCEDURE</b>   | : | Clustered, Simple Random sampling  |
| <b>SAMPLE SIZE</b>  | : | 505 Girl students studying in Management Institutes,<br>Engineering colleges and Arts and Science colleges |
| <b>STATISTICAL TOOLS USED:</b> Chi square Test, Weighted Average Score-Mean Rank Test |   |  |

### Hypothesis to be tested:

- H<sub>1</sub>: There is a significant association between the knowledge about the product of the respondents and their different factors are influenced the hedonism value.
- H<sub>2</sub>: There is a significant association between the shopping experience of hair care product of the respondents and their different factors are influenced the hedonism value.
- H<sub>3</sub>: There is a significant association between the shopping experience of eye care product of the respondents and their different factors are influenced the hedonism value.
- H<sub>4</sub>: There is a significant association between the shopping experience of skin care product of the respondents and their different factors are influenced the hedonism value.
- H<sub>5</sub>: There is a significant association between influencing Career Aspiration of the respondents

and their satisfaction of different beauty care products such as face care, skin care, Hair care & eye care.

**SHOPPING EXPERIENCE OF FACE CARE PRODUCT**

H<sub>1</sub>: There is a significant association between the knowledge about the product of the respondents and their different factors are influenced the hedonism value.

Table shows the shopping experience of face care product usage of hedonism value included in the study. In Face care product, it has been observed that the majority of respondents considered high highest (58.3%), usage of utility of the respondents in also high highest (41.1%), practically the face care product usage in high highest (53.7%), the effectiveness of the usage is highest percentage (33.7%) and excitement of the face care product usage is high highest (36.6%).

| Factors       | High Highest |      | Highest   |      | Neutral   |      | Low Lowest |      | Lowest    |      | Chi-Square test | t-value |
|---------------|--------------|------|-----------|------|-----------|------|------------|------|-----------|------|-----------------|---------|
|               | No of Res    | %    | No of Res | %    | No of Res | %    | No of Res  | %    | No of Res | %    |                 |         |
| Importance    | 102          | 58.3 | 42        | 24   | 22        | 12.6 | 4          | 2.29 | 5         | 2.86 | 187.65          | 58.510  |
| Utility       | 72           | 41.1 | 65        | 37.1 | 30        | 17.1 | 5          | 2.86 | 3         | 1.71 | 120.514         | 59.669  |
| Practicality  | 94           | 53.7 | 43        | 24.6 | 25        | 14.3 | 9          | 5.14 | 4         | 2.29 | 150.914         | 54.575  |
| Effectiveness | 59           | 33.7 | 64        | 36.6 | 35        | 20   | 14         | 8    | 3         | 1.71 | 82.343          | 51.631  |
| Excitement    | 64           | 36.6 | 52        | 29.7 | 28        | 16   | 16         | 9.14 | 15        | 8.57 | 55.429          | 39.163  |

\*5% level of significance

Chi-square test was applied to test the null hypothesis that there exists no significant association between the shopping experience of face care product of the respondents and their different factors are influenced the hedonism value. Since the calculated value of Chi-square (187.65,120.514,150.914,82.343 and 55.429) was higher than its table value (9.488), so the alternate hypothesis was accepted. Thus, it could be concluded that there exists a significant association between the shopping experience of face care product of the respondents and their different factors are influenced the hedonism value.

**SHOPPING EXPERIENCE OF HAIR CARE PRODUCT**

H<sub>2</sub>: There is a significant association between the shopping experience of hair care product of the respondents and their different factors are influenced the hedonism value.

Table shows the shopping experience of hair care product usage of hedonism value included in the study. In hair care product, it has been observed that the majority of respondents considered high highest (64.9%), usage of utility of the respondents in also high highest (47.4%), practically the hair care product usage in high highest (46.4%), the effectiveness of the usage is highest percentage (40.8%) and excitement of the hair care product usage is high highest (36.5%).

| Factors    | High Highest |      | Highest   |      | Neutral   |      | Low Lowest |      | Lowest    |      | Chi-Square test | t-value |
|------------|--------------|------|-----------|------|-----------|------|------------|------|-----------|------|-----------------|---------|
|            | No of Res    | %    | No of Res | %    | No of Res | %    | No of Res  | %    | No of Res | %    |                 |         |
| Importance | 137          | 64.9 | 44        | 20.9 | 18        | 8.53 | 5          | 2.37 | 7         | 3.32 | 289.071         | 65.534  |
| Utility    | 100          | 47.4 | 72        | 34.1 | 26        | 12.3 | 11         | 5.21 | 2         | 0.95 | 167.791         | 66.555  |
| Practical  | 98           | 46.4 | 57        | 27   | 34        | 16.1 | 11         | 5.21 | 11        | 5.21 | 126.701         | 51.352  |

|               |    |      |    |      |    |      |    |      |    |      |         |        |
|---------------|----|------|----|------|----|------|----|------|----|------|---------|--------|
| ity           |    |      |    |      |    |      |    |      |    |      |         |        |
| Effectiveness | 86 | 40.8 | 67 | 31.8 | 47 | 22.3 | 4  | 1.9  | 7  | 3.32 | 124.521 | 58.579 |
| Excitement    | 77 | 36.5 | 56 | 26.5 | 56 | 26.5 | 10 | 4.74 | 12 | 5.69 | 83.905  | 48.652 |

\*5% level of significance

Chi-square test was applied to test the null hypothesis that there exists no significant association between the shopping experience of hair care product of the respondents and their different factors are influenced the hedonism value. Since the calculated value of Chi-square (289.071,167.791,126.701,124.521 and 83.905) was higher than its table value (9.488), the alternate hypothesis was accepted. Thus, it could be concluded that there exists a significant association between the shopping experience of hair care product of the respondents and their different factors are influenced the hedonism value.

**SHOPPING EXPERIENCE OF EYE CARE PRODUCT**

H3: There is a significant association between the shopping experience of eye care product of the respondents and their different factors are influenced the hedonism value.

Table shows the shopping experience of eye care product usage of hedonism value included in the study. In eye care product, it has been observed that the majority of respondents considered high highest (50.7%), usage of utility of the respondents in also high highest (39.1%), practically the hair care product usage in high highest (58%), the effectiveness of the usage is highest percentage (47.8%) and excitement of the hair care product usage is high highest (40.6%).

| Factors       | High Highest |      | Highest   |      | Neutral   |      | Low Lowest |      | Lowest    |      | Chi-Square test | t-value |
|---------------|--------------|------|-----------|------|-----------|------|------------|------|-----------|------|-----------------|---------|
|               | No of Res    | %    | No of Res | %    | No of Res | %    | No of Res  | %    | No of Res | %    |                 |         |
| Importance    | 35           | 50.7 | 17        | 24.6 | 11        | 15.9 | 3          | 4.35 | 3         | 4.35 | 50.753          | 30.902  |
| Utility       | 27           | 39.1 | 28        | 40.6 | 8         | 11.6 | 6          | 8.7  | -         | -    | 24.507          | 36.798  |
| Practicality  | 40           | 58   | 12        | 17.4 | 9         | 13   | 4          | 5.8  | 4         | 5.8  | 65.656          | 28.599  |
| Effectiveness | 33           | 47.8 | 20        | 29   | 13        | 18.8 | 2          | 2.9  | 1         | 1.45 | 51.507          | 36.87   |
| Excitement    | 28           | 40.6 | 15        | 21.7 | 13        | 18.8 | 5          | 7.25 | 8         | 11.6 | 22.812          | 22.571  |

\*5% level of significance

Chi-square test was applied to test the null hypothesis that there exists no significant association between the shopping experience of eye care product of the respondents and their different factors are influenced the hedonism value. Since the calculated value of Chi-square (50.753,24.507,65.656,51.507 and 22.812) was higher than its table value (9.488), so the alternate hypothesis was accepted. Thus, it could be concluded that there exists a significant association between the shopping experience of eye care product of the respondents and their different factors are influenced the hedonism value.

**SHOPPING EXPERIENCE OF SKIN CARE PRODUCT**

H4: There is a significant association between the shopping experience of skin care product of the respondents and their different factors are influenced the hedonism value.

Table shows the shopping experience of skin care product usage of hedonism value included in the study. In skin care product, it has been observed that the majority of respondents considered high highest (52%), usage of utility of the respondents in also high highest (40%), practically the skin care product usage in high highest (52%), the effectiveness of the usage is highest percentage (52%) and excitement of the skin care product usage is high highest (30%).

| Factors       | High Highest |    | Highest   |    | Neutral   |    | Low Lowest |   | Lowest    |    | Chi-Square test | t-value |
|---------------|--------------|----|-----------|----|-----------|----|------------|---|-----------|----|-----------------|---------|
|               | No of Res    | %  | No of Res | %  | No of Res | %  | No of Res  | % | No of Res | %  |                 |         |
| Importance    | 26           | 52 | 15        | 30 | 5         | 10 | 3          | 6 | 1         | 2  | 43.600          | 29.94   |
| Utility       | 20           | 40 | 18        | 36 | 9         | 18 | 1          | 2 | 2         | 4  | 31.000          | 28.19   |
| Practicality  | 26           | 52 | 11        | 22 | 8         | 16 | 3          | 6 | 2         | 4  | 37.400          | 25.64   |
| Effectiveness | 27           | 52 | 17        | 34 | 9         | 18 | 2          | 4 | 1         | 2  | 31.600          | 29.76   |
| Excitement    | 15           | 30 | 15        | 30 | 11        | 22 | 2          | 4 | 7         | 14 | 12.400          | 18.87   |

\*5% level of significance

Chi-square test was applied to test the null hypothesis that there exists no significant association between the shopping experience of skin care product of the respondents and their different factors are influenced the hedonism value. Since the calculated value of Chi-square (43.6,31,37.4,31.6 and 12.4) was higher than its table value (9.488), so the alternate hypothesis was accepted. Thus, it could be concluded that there exists a significant association between the shopping experience of skin care product of the respondents and their different factors are influenced the hedonism value.

**CAREER ASPIRATION**

H5: There is a significant association between influencing Career Aspiration of the respondents and their satisfaction of different beauty care products such as face care, skin care, Hair care & eye care.

| Product   |              | Career Aspiration |                    |             |                   |            | Level of Significance                |
|-----------|--------------|-------------------|--------------------|-------------|-------------------|------------|--------------------------------------|
|           |              | Home Maker        | Corporate Employee | Govt        | Self - Employment | Total      |                                      |
| Face Care | High         | 5                 | 6                  | 5           | -                 | 16         | X <sup>2</sup> =<br>12.597<br>Df = 6 |
|           | Medium       | 11                | 20                 | 39          | 22                | 92         |                                      |
|           | Low          | 7                 | 12                 | 32          | 16                | 67         |                                      |
|           | <b>Total</b> | <b>23</b>         | <b>38</b>          | <b>76</b>   | <b>38</b>         | <b>175</b> |                                      |
|           | <b>%</b>     | <b>13.1</b>       | <b>21.7</b>        | <b>43.4</b> | <b>21.7</b>       | <b>100</b> |                                      |
| Hair Care | High         | 9                 | 14                 | 19          | 5                 | 47         | X <sup>2</sup> =<br>25.76<br>Df = 4  |
|           | Medium       | 12                | 41                 | 49          | 8                 | 110        |                                      |
|           | Low          | 10                | 9                  | 17          | 18                | 54         |                                      |
|           | <b>Total</b> | <b>31</b>         | <b>64</b>          | <b>85</b>   | <b>31</b>         | <b>211</b> |                                      |
|           | <b>%</b>     | <b>14.7</b>       | <b>30.3</b>        | <b>40.3</b> | <b>14.7</b>       | <b>100</b> |                                      |
| Eye Care  | High         | 3                 | 2                  | 2           | 9                 | 16         | X <sup>2</sup> =<br>18.57<br>Df = 4  |
|           | Medium       | 6                 | 5                  | 3           | 21                | 35         |                                      |
|           | Low          | 1                 | 7                  | 2           | 8                 | 18         |                                      |
|           | <b>Total</b> | <b>10</b>         | <b>14</b>          | <b>7</b>    | <b>38</b>         | <b>69</b>  |                                      |
|           | <b>%</b>     | <b>14.5</b>       | <b>20.3</b>        | <b>10.1</b> | <b>55.1</b>       | <b>100</b> |                                      |
| Skin Care | High         | 1                 | 2                  | 1           | 5                 | 9          | X <sup>2</sup> =<br>1.87<br>Df = 4   |
|           | Medium       | 2                 | 6                  | 7           | 14                | 29         |                                      |
|           | Low          | 2                 | 2                  | 2           | 6                 | 12         |                                      |
|           | <b>Total</b> | <b>5</b>          | <b>10</b>          | <b>10</b>   | <b>25</b>         | <b>50</b>  |                                      |
|           | <b>%</b>     | <b>10</b>         | <b>20</b>          | <b>20</b>   | <b>50</b>         | <b>100</b> |                                      |

Source: Survey Data

| Beauty care products | Degrees of freedom | Calculated value              | Table value | Conclusion  |
|----------------------|--------------------|-------------------------------|-------------|-------------|
| <i>Face care</i>     | <b>Df = 6</b>      | <b>X<sup>2</sup> = 12.597</b> | 12.592      | Ho accepted |
| <i>Hair care</i>     | <b>Df = 4</b>      | <b>X<sup>2</sup> = 25.76</b>  | 9.488       | Ho rejected |
| <i>Eye care</i>      | <b>Df = 4</b>      | <b>X<sup>2</sup> = 18.57</b>  | 9.488       | Ho rejected |
| <i>Skin care</i>     | <b>Df = 4</b>      | <b>X<sup>2</sup> = 1.87</b>   | 9.488       | Ho accepted |

Table indicates that the percentage of face care products respondents with high level of satisfaction in the highest 6 respondents wants to be a corporate employee. In usage of hair care product of the respondents with low level of satisfaction in the lowest 9 respondents wants to be a corporate employee and the respondents with high level of satisfaction in the highest 19 respondents wants to be a Government employee ,the respondents with high level of satisfaction in highest 9 respondents wants to be a self employed in eye care. In skin care product, the respondents with high level of satisfaction in highest 5 respondents wants to be self employed.

**BRAND FITS WITH SELF IMAGE:**

| Brand fits with your self-image | Face Care Product      |            | Hair care Product      |            |
|---------------------------------|------------------------|------------|------------------------|------------|
|                                 | Weighted Average Score | Rank       | Weighted Average Score | Rank       |
| <b>Exposes</b>                  | <b>16.735</b>          | <b>III</b> | <b>16.667</b>          | <b>III</b> |
| <b>Symbolizes</b>               | <b>15.81</b>           | <b>IV</b>  | <b>14.028</b>          | <b>V</b>   |
| <b>Expectations</b>             | <b>11.129</b>          | <b>VI</b>  | <b>11.976</b>          | <b>VI</b>  |
| <b>Social Acceptance</b>        | <b>19.293</b>          | <b>II</b>  | <b>19.847</b>          | <b>II</b>  |
| <b>Profession</b>               | <b>15.537</b>          | <b>V</b>   | <b>15.02</b>           | <b>IV</b>  |
| <b>Social networking</b>        | <b>21.497</b>          | <b>I</b>   | <b>22.463</b>          | <b>I</b>   |

| Brand fits with your self-image | Eye Care Product       |            | Skin Care Product      |            |
|---------------------------------|------------------------|------------|------------------------|------------|
|                                 | Weighted Average Score | Rank       | Weighted Average Score | Rank       |
| <b>Exposes</b>                  | <b>20.411</b>          | <b>I</b>   | <b>14.962</b>          | <b>IV</b>  |
| <b>Symbolizes</b>               | <b>17.673</b>          | <b>II</b>  | <b>15.53</b>           | <b>III</b> |
| <b>Expectations</b>             | <b>13.929</b>          | <b>VI</b>  | <b>9.375</b>           | <b>VI</b>  |
| <b>Social Acceptance</b>        | <b>14.573</b>          | <b>IV</b>  | <b>21.591</b>          | <b>II</b>  |
| <b>Profession</b>               | <b>14.291</b>          | <b>V</b>   | <b>14.583</b>          | <b>V</b>   |
| <b>Social networking</b>        | <b>19.122</b>          | <b>III</b> | <b>23.958</b>          | <b>I</b>   |

Table shows the brand fits with self image, social networking stands first rank followed by social acceptance, exposes, symbolizes and profession in beauty care products such as face, &, hair care while shopping. expectations stands sixth rank in face, skin, hair & skin care. Exposes and social networking stands first rank in brand fits with self image in eye & skin

care products. Expectations & exposes stands sixth rank in brand fits with self image in eye & skin care products.

**Findings:**

- The shopping experience of face care product usage of hedonism value included in the study. In Face care product, it has been observed that the majority of respondents considered high highest (58.3%), usage of utility of the respondents in also high highest (41.1%), practically the face care product usage in high highest (53.7%), the effectiveness of the usage is highest percentage (33.7%) and excitement of the face care product usage is high highest (36.6%). There exists a significant association between the shopping experience of face care product of the respondents and their different factors are influenced the hedonism value.
- The shopping experience of hair care product usage of hedonism value included in the study. In hair care product, it has been observed that the majority of respondents considered high highest (64.9%), usage of utility of the respondents in also high highest (47.4%), practically the hair care product usage in high highest (46.4%), the effectiveness of the usage is highest percentage (40.8%) and excitement of the hair care product usage is high highest (36.5%). there exists a significant association between the shopping experience of hair care product of the respondents and their different factors are influenced the hedonism value.
- The shopping experience of eye care product usage of hedonism value included in the study. In eye care product, it has been observed that the majority of respondents considered high highest (50.7%), usage of utility of the respondents in also high highest (39.1%), practically the hair care product usage in high highest (58%), the effectiveness of the usage is highest percentage (47.8%) and excitement of the hair care product usage is high highest (40.6%). there exists a significant association between the shopping experience of eye care product of the respondents and their different factors are influenced the hedonism value.
- The shopping experience of skin care product usage of hedonism value included in the study. In skin care product, it has been observed that the majority of respondents considered high highest (52%), usage of utility of the respondents in also high highest (40%), practically the skin care product usage in high highest (52%), the effectiveness of the usage is highest percentage (52%) and excitement of the skin care product usage is high highest (30%). there exists a significant association between the shopping experience of skin care product of the respondents and their different factors are influenced the hedonism value.
- The brand fits with self image, social networking stands first rank followed by social acceptance, exposes, symbolizes and profession in beauty care products such as face, &, hair care while shopping. expectations stands sixth rank in face, skin, hair & skin care. Exposes and social networking stands first rank in brand fits with self-image in eye & skin care products. Expectations & exposes stands sixth rank in brand fits with self-image in eye & skin care products.

**Conclusion:**

The findings from this study highlight the substantial influence of shopping experience on the

purchase of beauty care products among Indian consumers. As the beauty and personal care industry in India expands, factors such as store ambiance, customer service quality, product availability, and digital convenience are becoming key determinants of consumer loyalty and purchasing decisions. Consumers increasingly prioritize a seamless shopping experience, especially in the face care, skin care, hair care, and eye care categories, as they seek products that align with their personal care needs and lifestyle preferences. While traditional retail offers the tactile experience that builds trust and confidence, the rise of online platforms provides convenience, variety, and accessibility, attracting a tech-savvy consumer base. A hybrid shopping experience—combining the personal touch of in-store shopping with the ease and variety of online options—appears to be the ideal approach for retailers.

This study underscores the importance for beauty brands and retailers to continually refine their customer engagement strategies by enhancing both physical and digital shopping experiences. By investing in a customer-centric approach that values quality interaction, product transparency, and personalized service, companies can better meet the evolving expectations of Indian consumers, ultimately driving greater brand loyalty and purchase frequency in the beauty care sector. The influence of hedonic values on beauty product usage is evident in the way consumers approach, select, and use beauty products. The pursuit of pleasure, sensory enjoyment, and self-expression plays a significant role in shaping consumer behavior within the beauty industry. For many, beauty routines are not merely functional but are emotionally fulfilling experiences that enhance their quality of life, confidence, and identity.

This study demonstrates that beauty brands can leverage the power of hedonism by focusing on creating experiences that appeal to consumers' senses, emotions, and self-concept. By aligning product design, marketing, and branding strategies with the hedonistic desires of consumers, companies can enhance customer satisfaction, increase brand loyalty, and ultimately drive growth in the competitive beauty care market.

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