Relationship between Teenager's Income Sources and their Cosmetics Consumption Pattern

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Abstract: *Teenage cosmetic spending is influenced by various factors, with income playing a significant role in purchasing behavior. This study examines the relationship between teenagers' income sources and their cosmetic consumption patterns. Teenagers acquire income primarily from parental allowances, part - time jobs, and online earnings, which directly impact their ability to purchase beauty products. Higher - income teenagers tend to buy premium and branded cosmetics, experiment with a wide range of products, and follow beauty trends promoted by influencers. In contrast, lower - income teenagers often rely on budget - friendly or drugstore brands and prioritize essential beauty products over luxury items. Social factors such as peer influence, self - image, and marketing also contribute to teenage cosmetic spending. Many teenagers use cosmetics to enhance confidence and conform to beauty standards set by social media. The cosmetic industry strategically targets teenagers through influencer marketing and advertisements, creating aspirational beauty trends. As a result, even those with limited income find ways to participate in beauty culture, often through affordable alternatives or DIY solutions. Despite income disparities, the accessibility of budget - friendly yet high - quality beauty brands has minimized the gap in cosmetic consumption among teenagers. However, the pressure to spend on beauty products can sometimes lead to financial strain, particularly for those with lower disposable income. Understanding the relationship between income and cosmetic spending in teenagers can provide insights into consumer behavior, financial literacy, and the impact of social influence on young consumers. This study highlights the need for promoting responsible spending habits among teenagers while encouraging self - confidence beyond cosmetic use. Further research can explore how economic background shapes long - term beauty consumption habits and financial decision - making.*

Keywords: teenage cosmetic spending, income influence, beauty consumption patterns, social influence, financial literacy

1. Introduction

The increasing popularity of cosmetics among teenagers has led to a growing interest in understanding their consumption patterns and the factors influencing their purchasing behavior. One of the most significant determinants of teenage cosmetic spending is their income source. Teenagers acquire income through various means, including parental allowances, part - time jobs, freelance work, and social media earnings. These income sources directly affect the types and brands of beauty products they can afford, shaping their cosmetic consumption patterns.

Higher - income teenagers often have the financial freedom to purchase premium beauty brands, experiment with a wide range of skincare and makeup products, and follow beauty trends promoted by influencers and celebrities. In contrast, teenagers with limited income may prioritize essential beauty items, opt for budget - friendly brands, or rely on DIY beauty solutions. The influence of peer pressure, self - image concerns, and aggressive marketing further drives cosmetic consumption among adolescents, making beauty products an essential part of their daily routine.

With the rise of social media and influencer marketing, the cosmetic industry increasingly targets teenagers, creating aspirational beauty standards. As a result, teenagers across different income groups find ways to engage with beauty trends, even if it means adjusting their spending habits. Understanding the relationship between teenage income sources and cosmetic consumption patterns is crucial for analyzing consumer behavior, financial literacy, and the social influences that shape purchasing decisions.

This study aims to explore how different income sources impact teenage cosmetic spending, the role of peer and media influence in shaping beauty preferences, and the financial implications of cosmetic consumption at a young age. By examining these factors, this research provides insights into teenage consumer behavior and highlights the importance of promoting responsible spending habits and self - confidence beyond cosmetic use.

The cosmetic industry in Kerala has witnessed significant growth in recent years, with teenagers increasingly becoming a major consumer group. The influence of social media, peer pressure, and changing beauty standards has contributed to the rising demand for cosmetics among adolescents. However, their purchasing behavior is largely determined by their income sources, which vary across different socio - economic backgrounds. This study explores the relationship between teenagers' income sources and their cosmetic consumption patterns in Kerala, considering factors such as financial independence, brand preferences, and spending habits.

Teenagers' Income Sources in Kerala
Teenagers in Kerala acquire income through multiple channels, including:
1) Parental Allowance – A primary source for most teenagers, with spending often influenced by family financial status.
2) Part - Time Jobs – Some teens engage in tutoring, retail work, or online freelancing.
3) Social- Media & Influencer Earnings – A growing trend where teenagers earn through Instagram, YouTube, or TikTok by promoting brands.
4) Scholarships & Competitions – Some students receive financial rewards for academic or extracurricular achievements.

2. Literature Review

1) Rudd (1997), Women's Use and Consumption of Cosmetics: Ritualized Activities that Shape and Change the Self. The usage of cosmetics by women was the main topic of this paper. Group discussions and in - person interviews were used in the study. The brand and items that are regularly used are the basis for the interview questions. Frequency and theme analysis were used to examine the data. The female students, who were both full - time and part - time, ranged in age from 13 to 19. They are Middle Eastern, Asian, African American, and Caucasian, among other nationalities. The use of cosmetics begins in early to mid - adolescence. Individuals prefer different brands.

2) Vijayaragavan (2014) used both primary and secondary data to investigate the socioeconomic level of Rajapalayam consumers with regard to cosmetic products. Primary data was gathered in Rajapalayam through consumer interviews and questionnaires. Books, journals, magazines, and other publications have been used to frame secondary data. The sampling method was employed in this investigation. He gathered information from 150 members in various Rajapalayam localities. According to this survey, the primary factor influencing success in the contemporary business environment is branding. It is one of the key tools for generating and maintaining demand. The buying of cosmetics from the market is also influenced by socioeconomic factors.

3) Gupta and Jain (2017) was carried out in Ludhiana to assess the impact of advertisements on customer purchasing decisions. The study included both primary and secondary data. One hundred cosmetics users in Ludhiana participated in structured interviews to gather primary data. In this study, the convenience sampling method was used. In this study, an exploratory research design was used. Female students in the 18–25 age range were the subjects of this study. Attracting the other gender was the primary goal of cosmetics use. Peer recommendations, mall ads, and television commercials were the primary factors influencing the use of cosmetics.

3. Methodology

1) Research Design
This study adopts a descriptive research design to examine the relationship between teenagers' income sources and their cosmetic consumption patterns in Kerala. A mixed - method approach combining quantitative and qualitative data will be used to gain comprehensive insights into spending behavior and influencing factors.

2) Data Collection Methods

a) Primary Data Collection
- Survey Questionnaire: A structured questionnaire will be distributed among teenagers (aged 13–19) across various districts of Kerala to gather data on income sources, cosmetic spending habits, and influencing factors.
- Interviews & Focus Group Discussions: In - depth interviews and discussions will be conducted with selected participants to understand their motivations, brand preferences, and social influences on cosmetic consumption.

b) Secondary Data Collection
- Review of Literature: Existing research studies, reports, and articles on teenage consumer behavior and cosmetic trends in Kerala.
- Industry Reports & Social- Media Trends: Analysis of reports from cosmetic brands, influencers, and market research studies to understand marketing strategies targeting teenagers.

3) Sampling Method
- Sampling Technique: Random sampling will be used to select respondents from schools, colleges, and online communities across urban and rural Kerala.
- Sample Size: The study aims to survey 411 teenagers from diverse socio - economic backgrounds to ensure a representative dataset.

4) Data Analysis
- **Quantitative Analysis:** Survey data will be analyzed using statistical tools such as percentage analysis, frequency distribution, and correlation analysis to identify trends and relationships between income sources and cosmetic consumption.
- **Qualitative Analysis:** Responses from interviews and discussions will be thematically analyzed to identify patterns in consumer behavior, preferences, and social influences.

5) Ethical Considerations
- Informed Consent: Participants will be briefed on the study's purpose, and consent will be obtained from both teenagers and, where necessary, their guardians.
- Confidentiality & Anonymity: Personal information will be kept confidential, and responses will be used strictly for research purposes.

By employing this methodology, the study will provide valuable insights into how teenagers' income sources influence their cosmetic consumption patterns in Kerala.

Objectives
1) To analyze the impact of different income sources on teenager's cosmetic spending habits in Kerala.
2) To identify the key factors influencing teenagers' cosmetic consumption patterns in Kerala.
3) To assess the financial implications of cosmetic consumption among teenagers in Kerala.

4. Analysis

Table 1: Distribution of Respondents by District

District	Frequency
Thiruvananthapuram	138
Ernakulam	144
Kozhikode	129
Total	411

Table 1 provides samples broken down per district. Based on the coverage of three regions in Kerala, district - wise samples were chosen, and there are 411 people in the three districts

who are between the ages of 13 and 18. There are 139 people in the Thiruvananthapuram district, 143 in the Ernakulam district, and 129 in Kozhikode. In order to determine this sample size, I used Cochran's formula. Cochran, W. G. states that the Cochran formula can be used to get the optimal sample size. Cochran's formula is believed to be especially helpful in situations involving large populations. The Krejice Morgan table was used to establish the sample adequacy, and the entire sample was used for additional data analysis. The percentage of responses to this research was 100%.

Table 2

Location	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Semi urban	85	107	57	249
Urban	54	37	71	162
Total	139	144	128	411

There are 411 people in total from the three districts. There are 249 people living in the semi - urban area and 162 in the urban area. Every home is close by and simple to go to in a rural location. However, in cities, dwellings are far away, and there are several stores visible in between. Ernakulam district has the largest sample size, followed by Thiruvananthapuram with 139 respondents and Kozhikode with 128 respondents.

Table 3: Gender

Gender	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Female	78	74	69	221
Male	61	69	60	190
Total	139	143	129	411

The consumption of cosmetics by gender is displayed in the above table. Thiruvananthapuram's population comprises 139 samples. Ninety - eight of the 139 samples are male, and sixty - one are female. The district of Kozhikode has the smallest population.60 members of the female group and 69 members of the male category make up the 129 - sample population. The use of cosmetics by respondents and their sexual orientation are unrelated. The results directly contradict the commonly accepted myth that cosmetics are only sold to women. Because beauty and personality are linked in today's society, men are equally obsessed with their appearance. A

total of 190 (44%) females from three districts participated in this field study, while 221 (56%) males did the same.

Table 4: Age group

Age Group	Gender		Total
	Male	Female	
13 - 15	68	34	102
16 - 18	85	95	180
>19	68	61	129
Total	221	190	411

I selected the 13–19 age range for the sample population in order to obtain useful study data. The majority of those who use cosmetics are between the ages of 16 and 18. The results support the hypothesis that individuals in this age group are more self - conscious about their appearance. They focus importance on their appearance since it is linked to their sense of self - worth and contentment. Next to it are those who are 19 years of age or older. Age and the usage of cosmetics are unrelated, despite the fact that there is a correlation between the two.

Table 5: Monthly Individual income

Monthly Individual Income	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
<500	30	28	27	85
500 - 1000	23	30	24	77
1000 - 1500	32	36	34	102
1500 - 2000	28	23	25	76
>2000	26	26	19	71
Total	139	143	129	411

We can easily comprehend the values and information presented in this table. Individual income ranges from under 500 rupees per month to over one lakh rupees per month. We are aware of the strong correlation between income and consumption. The consumption of all products rises in tandem with income. Thus, there is a positive correlation between income and consumption. According to my research, folks in the 1000–1500 income bracket make more. And there are 71 people in the income category who make more than one lakh. According to my research, there aren't many differences in salary categories.

Table 6: Purchase Decision

Employment Status	District			Total	%
	Thiruvananthapuram	Ernakulam	Kozhikode		
Self	91	103	77	271	65.9
Friends	36	35	42	113	27.5
Parents	12	5	10	27	6.6
Total	139	143	129	411	100

Nowadays, people are self - sufficient and independent, so they make their own decisions about what to buy. As we can see from the above table, 65.9 percent of people made their own decisions about cosmetic purchases, while my research shows that only 6.6 percent of people were influenced by parents. The Ernakulam district had the largest sample collection.

Table 7: Income Sources

Employment Status	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Full - time	11	5	7	23
Part - time	57	71	67	195
Unemployed	69	69	55	193
Total	137	145	129	411

The respondent's employment status is displayed in this table. Thiruvananthapuram district accounted for the majority of

responders (137), with Thiruvananthapuram constituting the sample population. The district of Kozhikode had the lowest level of working involvement. Only 193 persons were unemployed out of the 23 full - time employers in these three districts.

5. Conclusion

This study examines how Keralan teenagers' income sources and cosmetic consumption habits relate to one another, emphasizing the importance of marketing tactics, social influences, and financial independence. The results show that while teens with limited funds choose more affordable options or basic grooming supplies, those with more disposable income—whether from parental allowances, part - time jobs, or social media earnings—tend to spend more on high - end beauty products.

Teenagers' tastes for cosmetics are largely shaped by social media, peer pressure, and brand marketing, which frequently establish aspirational beauty standards that encourage consumption. The availability of reasonably priced beauty brands has made it possible for teens from a variety of socioeconomic backgrounds to follow beauty trends, despite inequalities in income levels. However, especially for young people in cities, the temptation to keep up appearances can occasionally result in financial distress.

The survey emphasizes how crucial it is for teens to have sound financial practices and sensible spending habits. Promoting self - confidence beyond cosmetic use and fostering informed purchasing decisions are important tasks for parents, educators, and legislators. The long - term effects of teenage cosmetic spending on financial behavior and self - perception may be the subject of future studies.

All things considered, this study offers insightful information about Keralan adolescent consumer behavior, advancing our knowledge of how adolescent lifestyle and beauty choices are influenced by income sources.

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