



## **Preferences & Influencing Factors for Purchasing Cosmetic Products Through Online Platform by Female Customers.**

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### **Abstract**

The cosmetic industry in India is increasing at a rapid growth over the last couple of years. The increased demand for cosmetic and beauty items on the market is a result of consumer awareness of their appearance and beauty. The practise of buying is widespread in the realm of modern marketing. The present paper aims to focus on the consumer preference and influencing factors for purchasing cosmetic products online. A sample of 150 female customers were selected on basis of stratified random sampling methods as respondents. Data analysis has been done by ranking & percentage method. The result of the analysis showed that there are differences in preferences & influencing factors as per the change in Demographic factors. Consumers choose things based on their preferences, needs, and ability to pay for the same.

**Keywords:** consumer preference, influencing factors, Female customers, online platform, Cosmetics

### **INTRODUCTION:**

The Indian beauty & cosmetic industry has observed a speedy growth since last few decades in the world. With the technological advancement, globalization and increased purchasing power, consumers became more aware of beauty and hygiene, which is the foremost reason behind the rapid development of cosmetic industry. In the year 2021, India is ranked fourth worldwide for highest revenue generation from the beauty and personal care industry. The cosmetics market is controlled globally by the empires like L'Oréal, Unilever, Procter & Gamble etc. The cosmetics industry in India is expected to show powerful expansion signs during next five years period & the market size is expected to reach \$1 billion by 2024. Currently, cosmetic market in India is controlled by international brands but due to its huge population base, it also has attracted domestic brands at the same time .

The Indian beauty market is observing an acceleration in the self-care sector. Majority of the consumers are now taking proactive steps to achieve a more sustainable and holistic approach towards their beauty plan which functions in the long term. In the current scenario, factors such as changing life style, higher disposable income, increasing advertisement, rising status etc. resulted in the purchase and use of cosmetics. There is a general perception that cosmetics are generally purchased by female college students believing that these products may improve their appearance and personality essential for their career & future endeavors. The growth in the women joining the work force over the decade increased the purchasing power of women community.

Makeup is used as a beauty care product to help develop the self-worth and self-confidence of an individual. The value of cosmetics has increased as many people wish to stay young and attractive. Cosmetic products are available in ready form as compacts, foundations, body spray, perfumes, creams, lipsticks, eye liners, nail polishes, hair sprays etc. Not only the physical health, but cosmetics can also help to change one's mood, enhance an appearance and boost self-esteem. They can also help to expose personal style and becomes an important substance of social reflection.

Digital industry is changing the way businesses work and function. With the introduction and interpretation of the World Wide Web, online shopping has become popular and the accepted trend & became important tool to cope with the increasing competition. Online shopping has become a way of life for most of the Indians especially college students & working women. Few of the main reasons of growing preference for online shopping are internet incursion, growing number of online retailers, ease of purchasing, flexibility in delivery, increasing buying power etc.

Until a few years ago certain industries like Beauty and personal care, prosper on the in-store experience of touch, feel and smell, however recent trends have proven that this industry is no exception to the digital atmosphere. Some of the major factors which affect online cosmetic purchasing are product advertising, price factor, ease of use, effect of website design, Economic factor, promotional activities, and ease of purchase.

## **Literature Review**

Edakkotte Shaji(2020) studied the behaviour of females who purchase and use cosmetics in Kerala. This study is descriptive and analytical in nature in the sense that it describes and analyse the behaviour of the female consumers in the purchase and use of cosmetics. Finding pointed that High literacy rate and rapid urbanization of Kerala led to a rapid growth in employment among the women which directed to an increase in the demand for cosmetic products. She concluded that the female behavior is complex and dynamic as the aspirations of every female community are to look beautiful and attractive. (Shaji, 2020)

Anute n. (2015) In his research, he examines the spending habits and purchase behaviours of individuals from various groups of cosmetic consumers in the city of Pune. Data is gathered using a structured questionnaire. The greatest method for gathering trustworthy data is thought to be the use of questionnaires. To accomplish the research's goal, the questionnaire has multiple-choice questions. MS has been used to analysed the data.

The Case Study of Female Consumers in Hsinchu Area Taiwan” by Chang-Tzu Chiang and WanChen Yu shows that the speedily changing social position in the second part of the 20th century, such as revolutionary motility for women's equal rights, importantly affects the women consumer behaviors as well as social status upgradation.

According to Debiprasd Mukherjee (2012), brand loyalty and celebrity endorsements are related. Customers are often loyal to brands that include celebrities they desire to be like.

According to Cadogan and Foster (2000), pricing is a significant consideration for the ordinary client. Customers that are loyal to a brand are always willing to pay more.

Briney (2004) describes an interesting tr (Dr. B. Suresh Lal, January-March 2008)end among Indian cosmetic consumers, while other global countries are taking to the

traditional Indian herbal and ayurvedic applications for beauty solutions,(Dr. B. Suresh Lal, January-March 2008)

Russell and Taylor (2006) stated that Indian consumers are interested in high quality product. Even if the price is high they are willing to buy if it has the stated quality.

### Objectives of the study

- 1) To study demographic profile of consumers buying cosmetic products.
- 2) To study factors affecting buyer's decision for purchasing cosmetic products.
- 4) To study brand preference and category for cosmetic products.

### Research Methodology:

**Sources of Data:** The study is carried out by using both primary data & secondary data. Collection of primary data has been done by using a structured questionnaire and books, magazines and the internet sources are used for gathering secondary data

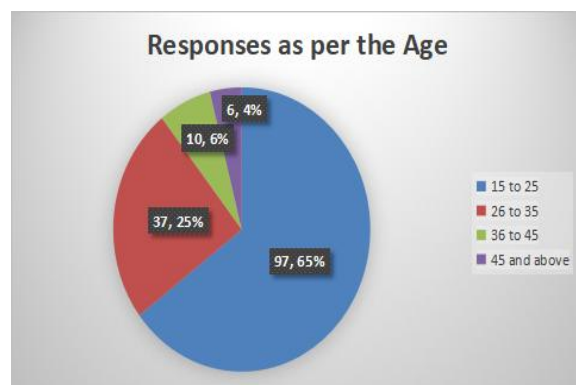
**Sample selected for the study:** A total of 150 respondents from Pune city were selected for the study. For collection of the responses from the respondents, Convenient sampling method has been used.

**Area of the study:** Pune city area is selected for the study. Pune is one of the fast-developing city in India with high per capita income.

**Tools for analysis:** - The study is carried out by using statistical tool for the purpose of analyzing the data by simple percentage technique and ranking techniques. Tables and graphs were prepared based on the responses of the samples.

**Analysis and Interpretation:** Respondents were asked to assign the rank to the factors. The preferences are taken as total score assigned to a factor.

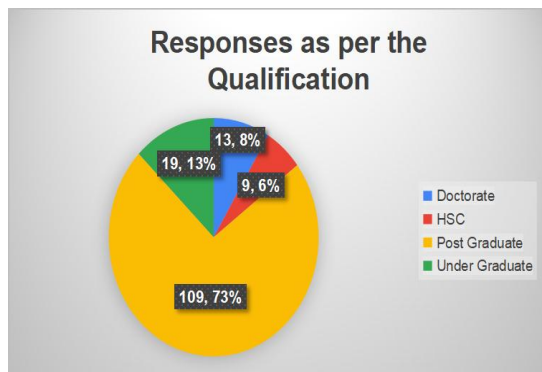
### Data Analysis:



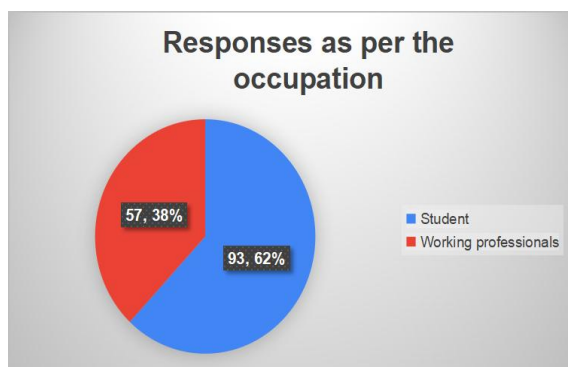
Age	Responses
15 to 25	97
26 to 35	37
36 to 45	10
45 and above	6
Total	150

Qualification

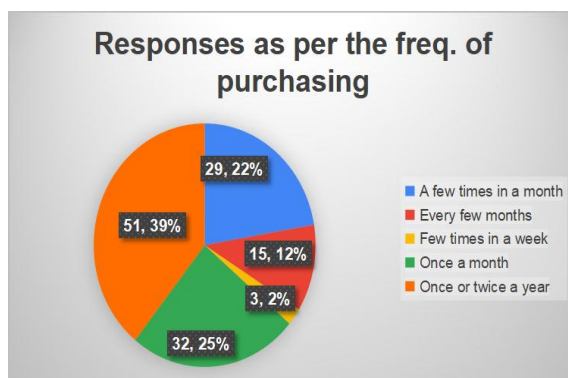
Responses



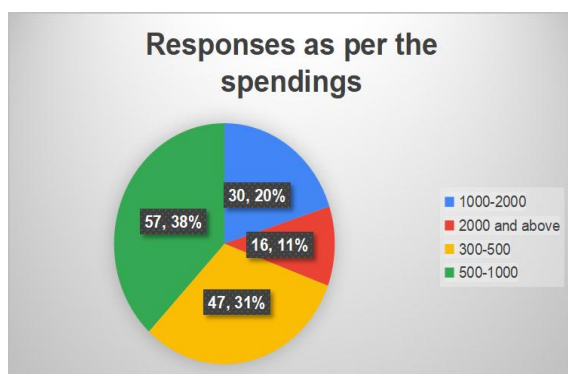
Doctorate	13
HSC	9
Post Graduate	109
Under Graduate	19



Occupation	Responses
Student	93
Working professionals	57
Total	150

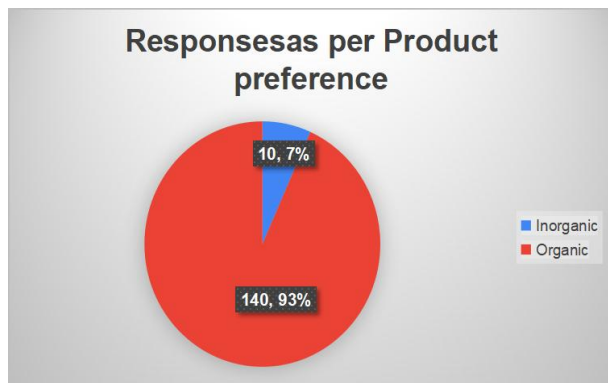


Frequency	No. of Respondents
A few times in a month	29
Every few months	15
Few times in a week	3
Once a month	32
Once or twice a year	51

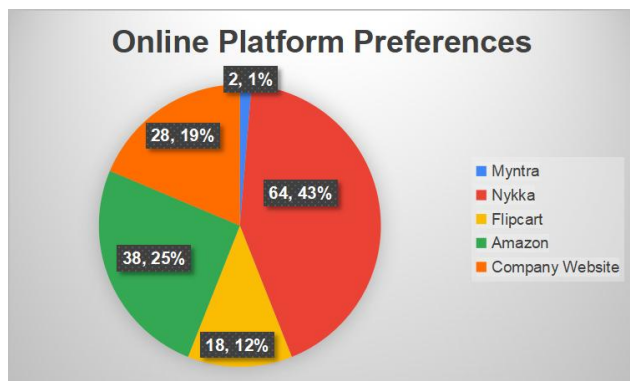


Amt. in Rs.	Responses
1000-2000	30
2000 and above	16
300-500	47
500-1000	57

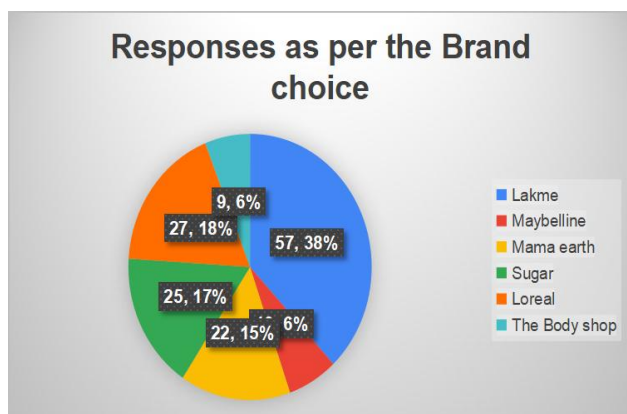
Product Preference	Responses
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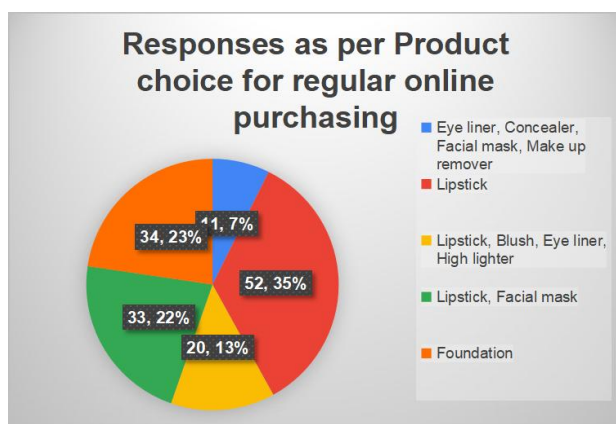
Inorganic	10
Organic	140



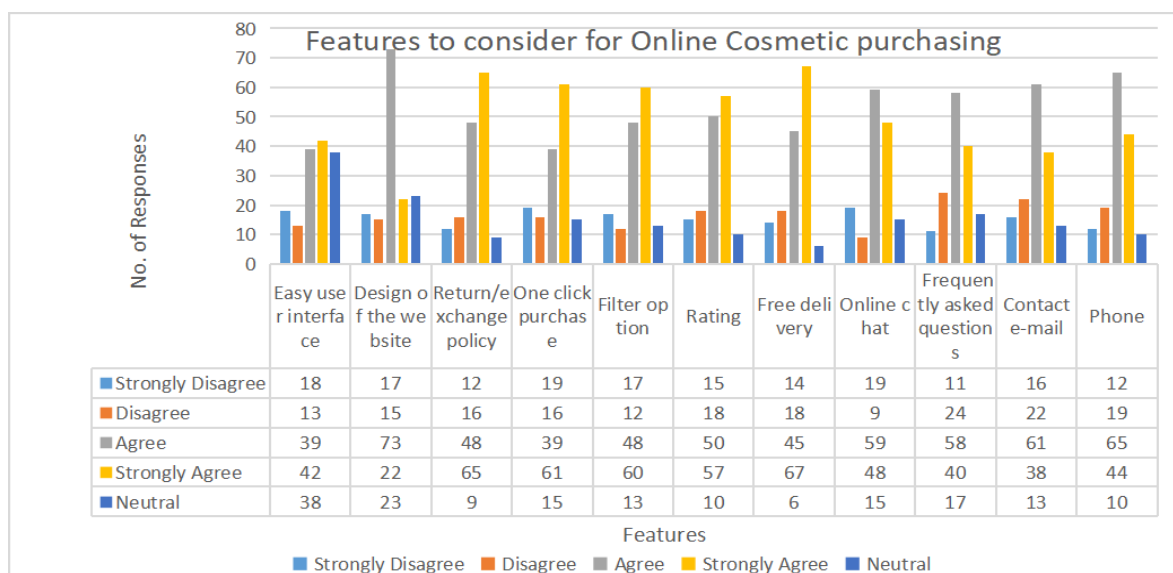
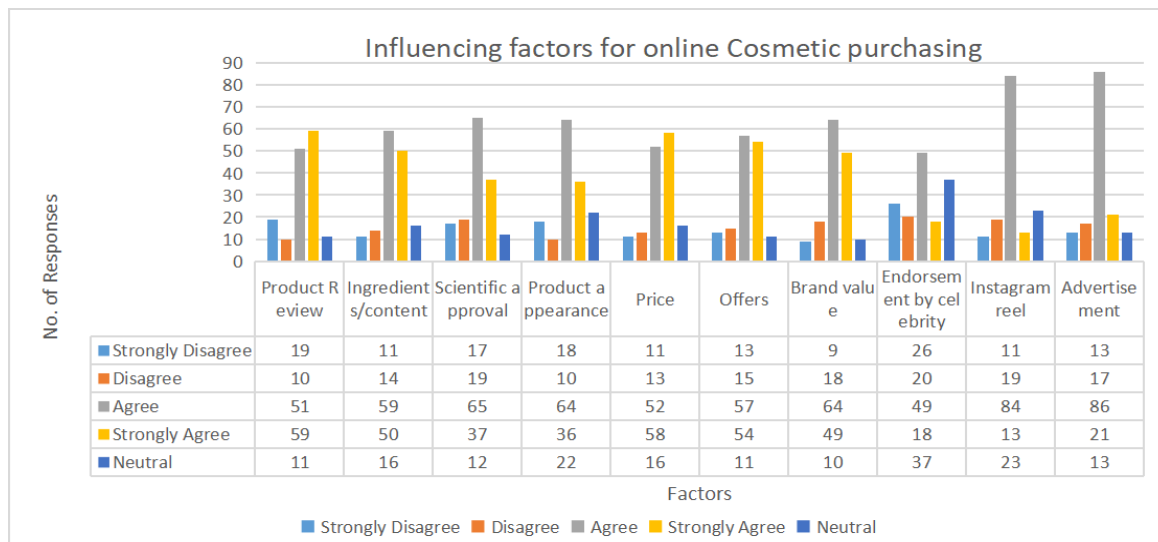
Platform Pref.	Respondents
Myntra	2
Nykka	64
Flipcart	18
Amazon	38
Company Website	28



Brand	Responses
Lakme	57
Maybelline	10
Mama earth	22
Sugar	25
Loreal	27
The Body shop	9



Product	Responses
Eye liner, Concealer, Facial mask, Make up remover	11
Lipstick	52
Lipstick, Blush, Eye liner, High lighter	20
Lipstick, Facial mask	33
Foundation	34



### Findings of the Study

- 1) It has been observed that the online cosmetic market is dominated by female consumers, in age group of 15 to 25 which are college going students.
- 2) Also The student respondents are very high in number who are purchasing products online as compare to working women.
- 3) Majority of the respondent purchase cosmetic product online once in a month. Majority of respondent spending about 500-1000 on cosmetic product online
- 4) Majority of the respondents preferred to purchase Organic cosmetic products.
- 5) The Most preferred platforms to purchase cosmetics are Nyka followed by Amazon. The Most preferred brands are Lakme and Lo’real. Most of the respondents purchase Lipstic and Facemask online.

7) Majority of the respondents strongly agree that factors like Product review, Price, Offer and Ingredients has influence while purchasing cosmetics online.

8) It has been observed that in purchase decision, the features like website design, user interface filters, free delivery, exchange/return policy plays a major role as compare to FAQ, contacts which are not so important.

### **Conclusion:**

This study aims to identify the preferences and elements affecting consumers' online cosmetic product purchase decisions. This study showed that elements such as product quality, price, brand name, customer reviews, and promotion have a stronger influence on consumers' purchasing decisions. Moreover, product reviews and Instagram reel promotions have a significant impact on cosmetics purchases. As there are alternatives to the items that compete in the same markets and provide competitively lower prices, higher quality, etc., consumers go through a rigorous cognitive process while making their purchasing selections. One of the key competing elements in the decision-making process is brand, quality, and price.

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