

ISSN 2063-5346



A STUDY ON CUSTOMERS' INTEREST BETWEEN ONLINE SHOPPING VS DIRECT SHOPPING OF COSMETICS

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Article History: Received: 10.05.2023

Revised: 29.05.2023

Accepted: 09.06.2023

Abstract

The world of cosmetics and beauty has undergone a significant transformation in the past decade. With the advent of the internet and e-commerce platforms, the market has shifted from traditional brick-and-mortar stores to online shopping. Consumers now have the option of purchasing their favorite cosmetic products from the comfort of their homes or visiting a physical store. This study has made a detailed comparative analysis of consumer interest in online and offline shopping of cosmetics. The study is descriptive and analytical in nature. The target population of the study is customers of cosmetics in Chennai city. The sampling technique adopted is purposive sampling method as it chosen the customers who preferred both online and offline shopping for buying cosmetics. The sample size chosen for the study is 100. It consists of both primary and secondary data source. The primary data have been collected from the customers of cosmetics in Chennai. The secondary data have been collected from books, journals, and thesis and from concerned websites. In order to make a comparative analysis of online and offline shopping of cosmetics with respect to the consumer preferences, their buying behavior and satisfaction, the statistical tools namely descriptive analysis, MANOVA, paired sample t-test are used. The findings of the study revealed that the customer preferences, buying behavior and satisfaction towards online shopping of cosmetics are higher than the offline shopping of cosmetics. It also found that there is a significant difference between the customers' socio-economic status and their preferences, buying behavior and satisfaction on online and offline shopping of cosmetics. Based on the paired sample t-test that there is a large gap exists between the customer preferences, buying behavior and satisfaction on online and offline shopping of cosmetics. Discussions and conclusions were made.

Key Words: *Comparative Analysis, Consumer Interest, Online and Offline Shopping, Cosmetics.*

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DOI:10.48047/ecb/2023.12.9.17

I. Introduction

Consumer behavior refers to the procedures that individuals, groups, or organizations employ when selecting, securing, dispensing products, services, experiences, or ideas to satisfy their needs and the impacts that these processes have on consumers and society (Kuester, 2012). Technology has altered the consumer buying behavior, giving them additional alternatives with the introduction of internet shopping. It offers the seller beneficial options to reach the client in a much quicker, simpler, and more affordable method. In order to maximize the benefits, numerous retail behemoths progressively promoting the omnichannel approach to sell their products in various modes (Verhoef et al., 2015; Chen et al., 2018). Customers may buy and return things across several channels in this manner. For instance, individuals can purchase items from an online retailer, pick them up from, or return them to a physical retailer (Lee et al., 2019). BORS, or buy-online-and-return-in-store, is a common omnichannel situation that involves purchasing things online and returning them to an offline retailer (Nageswaran et al., 2020). This kind of approach is significantly offered by cosmetic industry. Given the extensive selection of products and services offered in the beauty business, omnichannel marketing is particularly crucial. They concentrate both on the online and offline selling of their products along with the provision of innovative services. Hence, India's online beauty and personal care sector was estimated to be worth three billion dollars in 2020. In 2025, the market for online beauty and personal care products is anticipated to be over six billion dollars (www.statista.com). The topmost cosmetic industry that are adopting

omnichannel are Nykaa, Purplle, Zara, Tira, Health and Glow, Sugar cosmetics, The body shop, etc. They serve customers with wide range of global products with attractive prices, promotional tools, logistics service, after sales service, solution for customer queries, return, refund and replacement services, etc. Customers also felt more convenient in purchasing the cosmetic products through omnichannel as few like to buy online and few through offline based on their attitude and the cosmetics they are purchasing. Hence, the main aim of the study is to identify the consumer preferences on online and offline buying of cosmetic products in Chennai.

II. Problem Definition

In the process of purchasing cosmetics, consumers consider product quality, brand, price, advertising, product availability, previous purchase experience, and product packaging as significant factors. Customers have more convenience with online businesses than they do with physical stores. This is because, e-commerce provides huge benefits to companies as well as customers by expanding the market area globally, providing valuable information about the business and their products and services, offering 24*7 customer service, building customer loyalty by getting direct feedback from customers and by providing prompt solution for their queries, reducing marketing and advertisement cost and by offering products and services at cheaper cost (electroniccommerce.wordpress.com). Although e-commerce provides numerous advantages, the customers' buying behavior towards online shopping decision is still confusing. They are somewhat reluctant to take goods online due to its delivery issues and payment mode (Dr. S.

Hariharan, S., & Dr. Selvakumar. N., 2018; Meenal Khandake & Naziya Maldar; Priyanka Sharma, 2017). Moreover, the main drawback considered by customers in online shopping is that they could not able to touch and feel the quality of the product (Muhammed Muntaqheem, Satish D Raiker, 2018; Rahman, M.A., et al., 2018). Theft of personal data also induces the consumers' non- preferences towards online shopping (Priyanka Sharma, 2017; Rahman, M.A., et al., 2018). Some customers are resisting in changing their buying behavior towards online mode because of technological complexity in using e-commerce websites (Upasana Kumar, N., & Gupta, A., 2015). Due to illiteracy, many customers found it difficult and risky to prefer online shopping (Dr. S. Karthik, S. Muthupandi, 2017). When customers opt to purchase in-store for cosmetics, they have the opportunity to interact directly with brands and items, frequently checking them out, asking for advice from salespeople, comparing the colours, feel its pattern, etc. In particular, consumers purchasing cosmetics get additional services such as makeup training, makeovers, hair services and more in order to find its suitability to their skin, color, face and body allergies. But, this is not possible in online shopping. On the other hand, offline line shopping restricts the time of shopping, limits the brands, sometimes non-availability of brands, shades, forces given by the sales person to buy the products, confusion in comparing the products, etc. thus, the study has been undertaken to highlight the gap between the consumer satisfaction towards online and offline shopping with respect to cosmetics.

III. Literature Review

Xie, C., et al. (2023) took into account both the moderating influence of offline shop

attributes and the mediating effect of customer satisfaction in order to better understand how BORS channel integration affects consumer behavioral intentions. Based on the stimulus-organism-response model, the study discovered that integrated return fulfillment and integrated customer service, two BORS channel integration factors, have a beneficial influence on customer satisfaction and, as a result, behavioral intents across channels. Furthermore, the association between integrated customer service and customer satisfaction was mitigated by the convenience of offline stores. Customer satisfaction and offline behavioral intentions were correlated, although their association was tempered by the offline store's product diversity. In addition, it was shown that there is no relationship between customer satisfaction and online behavioral goals. According to the study's findings, older consumers who are happy with BORS service are more likely to make offline purchases than younger consumers.

Jayashri Sadanand Lokhande (2022) examined the substantial variations between online and offline consumer groups in terms of customer demographics, technology usage, accessibility, and attitudes. It also identified the elements driving consumers to transition from offline to online and vice versa In Kolhapur City. The study's findings showed that customers are highly satisfied with internet buying than with traditional offline purchasing. The majority of customers utilise Amazon as their primary online shopping destination, followed by Flipcart, Snapdeal, Myntra, and Messho. Furthermore, research indicates those consumers' top considerations while making an offline purchase are quality, pricing, payment options, and salesperson recommendations.

On the other hand, the majority of consumers like internet purchasing because of its affordability, quality, and payment security.

Thorat, PL., et al. (2022) examined how customers' pleasure was affected by their ability to purchase both online and offline. It also highlighted the difficulties customers had while using traditional and online shopping methods. The survey found that customers are more satisfied when they purchase online. Additionally, it was shown that consumer satisfaction is greatly influenced by product cost and high-quality services. Furthermore, it emerges that both traditional and internet shopping have made a substantial impact on consumer satisfaction.

Vishnupriya R. and Dr. Bhuvanewari S. (2022) conducted a comparison of customer purchasing patterns and the advantages gained from online as well as offline shopping. The study respondents are limited to 100. The study's findings showed that the majority of respondents preferred online shopping primarily for the discounts, spending between Rs. 1000 and Rs. 2000 each week to buy electronics from Flipcart. Additionally, it was shown that the majority of respondents preferred to pay with cash when doing offline shopping that lasted less than an hour. Furthermore, it is discovered that there is no discernible connection between gender and the purchasing preference. Additionally, it has been shown that there is no relationship between a person's monthly income and the preferences they have for both online and offline shopping.

Muhammed Muntaqheem and Satish D. Raiker (2019) comprehend the contrast between online and in-person purchasing, as well as customer attitudes towards each of these kinds of shopping. The study's

findings showed that men prefer internet shopping over traditional stores for their purchases. Additionally, it noted that the two biggest participants in online purchasing are FlipKart and Jabong. Additionally, it has been shown that although people are gradually switching to online shopping, the majority still prefer to shop offline, particularly at malls where they can feel and touch products and use trusted payment methods.

Amanjyoti Kaur (2018) examined the most popular purchasing method in recent years and identified the characteristics that influence consumers to purchase online. It also looked at how young individuals and middle-aged adults shop. The exploratory nature of the study facilitates a comparison of offline and online purchasing. 100 respondents were included in the sample size; 50 of them were in the 35–44 age range and the remaining 50 were below that age.

Due to the availability of several worldwide brands on a single platform, discounts and offers, and door-to-door delivery of goods, it has been shown that most consumers are more likely to make purchases online these days. Additionally, it has been found that customers over 40 prefer to purchase offline than online. The study led to the conclusion that each medium such as online and offline has advantages and disadvantages that customers may favour depending on their decision.

Dr. Sushmita & Vishnu Prajapat (2018) identified the factors that influence online shopping and the factors that influence offline shopping of customers. The study analysis gives a thorough grasp of the effects of the elements that affect purchasing, whether it be done offline or online. According to the study's results, women frequently shop online every month

for clothing and cosmetics rather than other items. They prefer to purchase things exclusively in supermarkets and offline. Additionally, it has been shown that discounts are the most popular and alluring kind of advertising that persuades female consumers to favour online shopping. Additionally, it was shown that male clients preferred to purchase gaming equipment. Based on correlation research, it is evident that there is a negative association between the amount purchased and the cost per unit. **Rajdeep Singh and Ramandeep Kaur (2017)** analyzed consumer preferences for online and offline purchasing and looked at the factors that influence consumers to favor one over the other. The study adopted simple random sampling to collect data from 100 respondents. The study's findings showed that younger generations are more likely to shop online because of the technological revolution among young people, who are also more competent than older generations to use technology for their well-being. The shopping website that young people favour the most is Flipkart. Furthermore, people are significantly more interested in buying garments online than they are in purchasing electrical goods. According to the study's findings, people are increasingly choosing to purchase online since there are more alternatives available at affordable prices, and occasionally even lower prices than the offline shopping.

Puja Gupta (2015) analyzed the online and offline decision-making processes and outlined the factors that motivate customers to decide whether to do online or offline shopping. The study's conclusions showed that women purchase online more frequently than men. . It has also been shown that those aged 35 and older are less inclined to purchase online since they are

less tech-savvy. In addition, the respondent responded that if the product's price were to be lower than the market, they would love to shop online.

IV. Objectives of the Study

- 1) To study the socio-economic status of the consumers of cosmetics in Chennai.
- 2) To examine the level of consumer preferences, buying behavior and satisfaction towards online and offline shopping of cosmetics.
- 3) To find out the significant difference between the consumer' socio-economic status and their preferences, buying behavior and satisfaction towards online and offline shopping of cosmetics.
- 4) To identify the gap between the consumer preferences, buying behavior and satisfaction on online and offline shopping of cosmetics.

V. Significance of the Study

Cosmetics industry in India is significantly developing and it has provided predominant contribution for the growth of GDP. The study is highly significant for the marketers who intended to sell the cosmetic products through online and offline. It aids the online and offline retailers of cosmetics to ascertain the major factors that influences the consumers buy online and offline. The study measures the consumer preferences, their buying behavior and satisfaction towards online and offline shopping that assists the cosmetic sellers to modify their selling strategy in order to enhance the preferences, buying behavior and satisfaction of customers on cosmetic products.

VI. Scope of the Study

The study is restricted to comparative analysis of consumer interest on online and offline shopping of cosmetics in Chennai. It revolves around the consumer preferences, their buying behavior and satisfaction

towards online and offline shopping of cosmetics. It finds out the gap between the online and offline shopping with respect to consumer preferences, their buying behavior and satisfaction. The findings, suggestions and conclusions are confined to consumers at Chennai city.

VII. Research Methodology

Research Design: The study is descriptive and analytical in nature. It describes the consumer preferences, their buying behavior and satisfaction towards online and offline shopping of cosmetics.

Sampling Technique and Sampling Procedure:

The target population of the study is customers of cosmetics in Chennai city. The sampling technique adopted is purposive sampling method as it chosen the customers who preferred both online and offline shopping for buying cosmetics. The sample size chosen for the study is 100.

Instrumental Design: A self-constructed questionnaire has been administered to collect primary data from the respondents. The questionnaire was composed of four dimensions namely – Socio-economic status (Dimension -I), Customer preferences on online and offline shopping

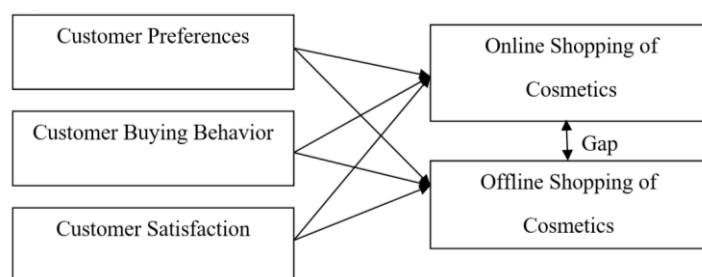
of cosmetics (Dimension -II), Customer buying behavior on online and offline shopping of cosmetics (Dimension -III) and Customer satisfaction on online and offline shopping of cosmetics (Dimension -IV). The questionnaire has been framed by using dichotomous scale, categorical scale, ratio scale and Likert's five-point scale.

Data Collection Method: It consists of both primary and secondary data source. The primary data have been collected from the customers of cosmetics in Chennai. The secondary data have been collected from books, journals, and thesis and from concerned websites.

Tools for Analysis: In order to make a comparative analysis of online and offline shopping of cosmetics with respect to the consumer preferences, their buying behavior and satisfaction, the statistical tools namely descriptive analysis, MANOVA, paired sample t-test are used.

VIII. Conceptual Framework of the Study

Based on the objectives, the study consists of one independent and dependent variable which are depicted below: -



IX. Hypothesis Setting

H₁₁: There is a significant difference between customers' socio-economic status and their preferences, buying behavior and

satisfaction on online and offline shopping of cosmetics.

H₁₂: There exists a significant gap between the customer preferences, buying behavior

and satisfaction on online and offline shopping of cosmetics.

X. Data Analysis and Interpretation

This study applied statistical tools namely descriptive analysis MANOVA and paired sample t-test to find out the customer preferences, buying behavior and satisfaction on online and offline shopping of cosmetics

a) Reliability test

Cronbach's Alpha Reliability is applied to examine the internal consistency of variables in the construct. It states that reliability less than 0.60 are considered to be poor, while those in the 0.70 range are acceptable and those over 0.80 are considered good (George & Mallery, 2003; Kline, 2000).

Table 10.1: Reliability Test

Sl. No.	Scale	No. of Items	Cronbach's Alpha (α)
1.	Customer preferences on online shopping of cosmetics	5	0.921
2.	Customer preferences on offline shopping of cosmetics	5	0.930
3.	Customer buying behavior of online shopping of cosmetics	5	0.957
4.	Customer buying behavior of offline shopping of cosmetics	5	0.966
5.	Customer satisfaction on online shopping of cosmetics	5	0.934
6.	Customer satisfaction on offline shopping of cosmetics	5	0.925

[Source: Primary data]

From the above table, it is learnt that Cronbach's Alpha reliability for all the factors was above 90% which means that the variables produce consistent results if measurements are made repeatedly.

In order to measure the level of consumer preferences, buying behavior and satisfaction towards online and offline shopping of cosmetics, descriptive statistics is applied.

b) Descriptive Statistics

Table 10.2: Descriptive Statistics

Sl. No.	Scale	Mean	Standard Deviation
1.	Customer preferences on online shopping of cosmetics	3.61	0.910
2.	Customer preferences on offline shopping of cosmetics	3.32	0.977
3.	Customer buying behavior of online shopping of cosmetics	3.57	0.918
4.	Customer buying behavior of offline shopping of cosmetics	3.26	0.990

5.	Customer satisfaction on online shopping of cosmetics	3.73	0.868
6.	Customer satisfaction on offline shopping of cosmetics	3.43	0.964

[Source: Primary data]

It is inferred from the above table that the mean value of consumer preferences, buying behavior and satisfaction towards online shopping of cosmetics are above 3.50, which means the customers have high level of preferences; positive buying behavior and high level of satisfaction on online shopping of cosmetics. It is also inferred that the mean value of consumer preferences, buying behavior and satisfaction towards offline shopping of cosmetics are above 3.00 but below 3.50, which means the customers have moderate level of preferences; positive buying behavior and above the average level of satisfaction on offline shopping of cosmetics. Hence, it is proven that the customer preferences, buying behavior and satisfaction towards online shopping of

cosmetics are higher than the offline shopping of cosmetics.

c) Multivariate Analysis Of Variance (MANOVA)

In order to identify the significant difference between consumers' socio-economic factors, their perception and buying behaviour of goods and services, MANOVA is applied.

H_{01} : There is no significant difference between customers' socio-economic status and their preferences, buying behavior and satisfaction on online and offline shopping of cosmetics.

H_{11} : There is a significant difference between customers' socio-economic status and their preferences, buying behavior and satisfaction on online and offline shopping of cosmetics.

Table 10.3: Socio-Economic Status with customers' socio-economic status and their preferences, buying behavior and satisfaction on online and offline shopping of cosmetics

Socio-economic Factors	Variables	Online		Offline	
		F	P value	F	P value
Gender	Customer preferences on cosmetic products	9.134	0.001**	9.560	0.001**
	Customer buying behavior of cosmetic products	9.167	0.001**	9.876	0.001**
	Customer satisfaction on cosmetic products	9.475	0.001**	9.575	0.001**
Age	Customer preferences on cosmetic products	12.313	0.002**	11.775	0.001**
	Customer buying behavior of cosmetic products	11.684	0.003**	10.675	0.002**
	Customer satisfaction on cosmetic products	10.490	0.005**	12.796	0.003**
Educational Qualification	Customer preferences on cosmetic products	13.114	0.003**	12.338	0.001**
	Customer buying behavior of cosmetic products	12.984	0.002**	12.981	0.003**
	Customer satisfaction on cosmetic products	12.476	0.006**	12.758	0.004**
Occupation	Customer preferences on cosmetic products	11.284	0.001**	12.667	0.002**
	Customer buying behavior of cosmetic products	13.945	0.002**	12.577	0.004**
	Customer satisfaction on cosmetic products	13.647	0.002**	12.780	0.003**
Monthly Income	Customer preferences on cosmetic products	14.030	0.002**	11.406	0.001**
	Customer buying behavior of cosmetic products	13.476	0.004**	12.741	0.003**
	Customer satisfaction on cosmetic products	12.671	0.001**	11.654	0.001**
Marital Status	Customer preferences on cosmetic products	6.842	0.001**	7.762	0.001**
	Customer buying behavior of cosmetic products	7.694	0.001**	8.549	0.001**
	Customer satisfaction on cosmetic products	7.925	0.001**	7.200	0.001**

[Source: Primary Data] Note: ** Significant at 1% level

Since P value is less than 0.001, the alternate hypothesis is accepted at 1 per cent level of significance. Hence, it is concluded that there is a significant difference between the customers' socio-economic status and their preferences, buying behavior and satisfaction on online and offline shopping of cosmetics.

d) Paired Sample T Test

Null Hypothesis: There exists a significant gap between the customer preferences, buying behavior and satisfaction on online and offline shopping of cosmetics.

Alternative Hypothesis: There does not exist a significant gap between the customer preferences, buying behavior and satisfaction on online and offline shopping of cosmetics.

Table 10.4.a: Mean, SD and Correlation of Customer Preferences, Buying Behavior and Satisfaction on Online and Offline Shopping of Cosmetics

Factors	Mean	SD	Correlation
Customer preferences on online shopping of cosmetics	2.28	0.683	0.634**
Customer preferences on offline shopping of cosmetics	1.77	0.566	
Customer buying behavior of online shopping of cosmetics	2.77	0.584	0.623**
Customer buying behavior of offline shopping of cosmetics	1.92	0.813	
Customer satisfaction on online shopping of cosmetics	2.58	0.713	0.690**
Customer satisfaction on offline shopping of cosmetics	2.00	0.752	

[Source: Primary Data] ** Denotes significant at 1% level.

It is inferred from the above table that there is a statistically significant difference between the customer preferences on online shopping (M = 2.28, SD = 0.683) and offline shopping (M = 1.77, SD = 0.566); buying behavior on online shopping (M = 2.77, SD = 0.584) and offline shopping (M = 1.92, SD = 0.813); their satisfaction on online shopping (M = 2.58, SD = 0.713)

and offline shopping (M = 2.00, SD = 0.752) of cosmetics. Since, the P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence, it is concluded that there is a positive relationship between the customer preferences (0.634**), buying behavior (0.623**) and satisfaction (0.690**) on online and offline shopping of cosmetics.

Table 10.4.b: Gap between Customer Preferences, Buying Behavior and Satisfaction on Online and Offline Shopping of Cosmetics (Paired Sample T Test)

Factors	Paired Differences				t-test	P value
	Mean	SD	95% Confidence Interval of the Difference			
			Lower	Upper		

Customer preferences on online shopping of cosmetics	0.510	0.611	0.389	0.631	8.343	0.001**
Customer preferences on offline shopping of cosmetics						
Customer buying behavior of online shopping of cosmetics	0.580	0.741	0.433	0.727	7.827	0.001**
Customer buying behavior of offline shopping of cosmetics						
Customer satisfaction on online shopping of cosmetics	0.850	0.833	0.685	1.015	10.200	0.001**
Customer satisfaction on offline shopping of cosmetics						

[Source: Primary Data]

Note: ** Denotes significant at 1% level.

Since the P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence, it is concluded that there is a significant difference between the customer preferences, buying behavior and satisfaction on online and offline shopping of cosmetics. The mean difference score of customer preferences on online and offline shopping of cosmetics is 51% with a 95%

confidence interval ranging from 38.9% to 63.1%; customer buying behavior on online and offline shopping of cosmetics is 58% with a 95% confidence interval ranging from 43.3% to 72.7%; customer satisfaction on online and offline shopping of cosmetics is 85% with a 95% confidence interval ranging from 68.5% to 101.5%

Table 10.4.c: Eta Squared Statistics value

Factors	Eta value
Customer preferences on online shopping of cosmetics	0.32
Customer preferences on offline shopping of cosmetics	
Customer buying behavior of online shopping of cosmetics	0.47
Customer buying behavior of offline shopping of cosmetics	
Customer satisfaction on online shopping of cosmetics	0.51
Customer satisfaction on offline shopping of cosmetics	

[Source: Primary Data]

The Eta squared statistics value for customer preferences on online and offline shopping of cosmetics is 0.32 (>0.14); customer buying behavior on online and offline shopping of cosmetics is 0.47 (>0.14) and the customer satisfaction on online and offline shopping of cosmetics is 0.51 (>0.14) which indicates the difference between customer preferences, buying behavior and satisfaction on online and offline shopping of cosmetics has a large effect size

XI. Findings and Discussion

It is estimated that online sales in India will continue to grow rapidly in the coming years, but most consumers still prefer the experience of brick-and-mortar stores to the so-called 'real' world of online shopping. It is undeniable that the advent of the online medium of shopping has had a significant impact on offline stores. Online retailers have indeed been under tremendous pressure due to their large discounts, global products, door step delivery, after sales service, return and replacement policy, etc. From the descriptive analysis, it is evident that the customer preferences, buying behavior and satisfaction towards online shopping of cosmetics are higher than the offline shopping of cosmetics. Hence, it is recommended for the offline store to provide doorstep services, efficient sales person to provide detailed information of products, availability of all brands with wide range of products and return and replacement offers. It is found from the MANOVA test that there is a significant difference between the customers' socio-economic status and their preferences, buying behavior and satisfaction on online and offline shopping of cosmetics. Thus, it is suggested for both online and offline sellers of cosmetics to offer products according to the demographic factors of the

customers. Apart from the products, the services such as promotional tools, price ranges, quality ranges and other services as per the economic status of the customers. Based on the paired sample t-test that there is a large gap exists between the customer preferences, buying behavior and satisfaction on online and offline shopping of cosmetics. Consumer interest in online and offline shopping for cosmetics is influenced by convenience, variety, price, experience, trust, and security. While online shopping has grown in popularity due to its convenience, affordability, and vast variety of products, some consumers still prefer offline shopping due to the personal experience and trustworthiness of physical stores. Hence, it is cosmetics sellers must consider critical factors to cater to both sets of consumers to achieve success in the market.

XII. Conclusion

Over the past two decades, the Indian cosmetics business has experienced remarkable expansion. Majority of the top brands have started producing and selling the cosmetics all over the world. According to recent data, India's cosmetics business is expanding at a pace of about 20% yearly, on average. Due to the rise in demand for low-cost Indian items, high purchasing power, percentage increase of women in employment, provision of wide range of global brands at one junction either online or offline. Consumers buy cosmetics offline through malls, super market, branded cosmetic shops, etc and they buy the same through online in e-commerce sites. Hence, most of the e-commerce sites are adopting omnichannel to sell both in online and offline mode. But, it is to be noted that customer satisfaction is the most challenging aspect of both in-store and e-commerce websites. Hence, in order to

ensure loyalty of customers, it is crucial for the cosmetics company to provide superior service experiences such as quality product, fair and detailed information about the cosmetics and its ingredients, promotional tools, trial make-ups, virtual service, availability of global brands, customer reviews, fair ratings and comparability services. The study concluded that consumers are driven by their individual needs and preferences, which determine their preferred shopping channel for cosmetic products.

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