



A study on customer buying intention towards online shopping of cosmetic products

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Abstract

In India, beauty and personal care market is expanding rapidly. Simultaneously, the number of online shoppers is also increasing due to various reasons like internet access, convenience, lower price, discount/ offer, variety, easy returns, and door delivery and so on. There are numerous E-Commerce platforms that offer a large number of cosmetic brands both national and international. That's why people are exploring online shopping websites rather than traditional shops. The thought process to do this study is to simply examine the customer buying intention towards online shopping of cosmetic products in Meerut. Since, Meerut is the second biggest city in National Capital Region after Delhi (*About district*). Therefore, it is important to know the demographic characteristic, buying pattern of online cosmetic buyers and the factors that influence the customer's attitude towards online shopping of cosmetic products. Some selected online shopping websites like Flipkart, Amazon, Myntra, Nykka, Purpille and Meesho have included in this study. With the help of convenience sampling technique, 150 online cosmetic shoppers were selected and the data were collected using structured online questionnaire. Descriptive statistics is used to interpret the results. The results interpreted that advertising through social media or internet influences the most to make purchase. The key motivating factor to buy cosmetic products online is special discount and offers. The outcome of the analysis suggest that the companies should focus on social media advertising more, as people are more attractive towards social media nowadays.

Keywords: Cosmetic products, buying intention, online shopping, social media advertising and meerut

Introduction

The proportion of individuals taking advantage of the internet for shopping is growing gradually. Consequently, spotting a reaction for what reason shoppers buy products through internet in contrary to traditional shopping has proved to be a serious matter of concern for sellers. According to (Ye, 2012) internet marketing has great considerable impact on customer buying behavior. Automations have alternated the method by which users gather details about the product. The majority of the business concerns get adapted him from conventional tangible structure to internet setting (Cockayne, 2016) ^[7]. Electronic Commerce trading may boost the web purchase intents through ascertained to enhance buyer's faith. Moreover, Electronic Commerce trades would lay down endeavors via minimize the identified risk, on account of presumed relevance of risk deduction in internet buying intent (Xu-Priour, 2014) ^[20].

Buying Intention

Buying intention is determined as every customer's tendency to acquire a commodity or service. This is the aggregate of perceptive, intuitive and physiological attitude in relation to acquisition, buy, or make use of the product, services, objects and certain manners. The conception is straightforward, yet in reality, it is not as absolute as it determines. Intent may not be attributed to agree or not agree response to the question if someone plans to purchase a product.

Cosmetic Products

The cosmetic products are applied to intensify the look of human beings. In the present state of affairs the Indian cosmetic industry has an outstanding capability on account of expanding consumer's appeal in their appearances. Cosmetic products are categorized as Skincare products, Hair care products, Makeup products, Perfumes and deodorants, Personal and Hygiene.

Statement of the Problem

The rapid advancement of the online network has enabled customers to purchase various categories of product and services from online-sellers and search details on internet. Internet platforms provide benefits for customers as well as sellers hence provide a productive system for sellers to persuade its desired public. While buying products through online platform, customers usually look forward to exceptional quality of service since it is more convenient to compare the prices of the products on internet. In order to improve the potency of web stores, extensive knowledge of internet buying pattern and components that influence customers to purchase cosmetics via internet will be conferred preference. The primary cause why internet purchases intents is of extensive importance for a company because it is strong forecaster of true purchase behaviors (Dhanapal, 2015) ^[8].

Questions of research

The subsequent research questions are looked into by the study:

1. Who are the online cosmetic products customers with reference to demography?
2. What are the purchase patterns of the customers?
3. What are the factors that influence customer's online shopping attitude?

Research gap

This study continue to an improved understanding of how shopper's approach internet platforms for buying cosmetic products. The literature review that has been done reveals that there are extensive studies being done in the area of online shopping context. So far, most of the researches have concentrated on online shopping in common and just concerning top selling product categories like electronics,

Clothes, Accessories, etc. Although there are several researches being conducted concerning the cosmetic industry, hardly any have concerned online shopping of cosmetic products. also no study has been done in Meerut City.

Literature review

Cao, xinyu jason, zhiyi xu, & frank douma (2012) ^[4] revealed that online shopping is an alternative for in-store purchasing for people who does not appreciate traditional shopping. It won't be possible to significantly cut physical shopping trips until a sizable number of consumers purchase online.

Renny, S. G. (2013) ^[14] evaluated five factors to gauge people's attitudes about online airline ticketing services. These are:

1. buying tickets online is a nice idea
2. buying tickets online is a smart concept
3. buying tickets online is enjoyable
4. buying tickets online is a fantastic idea
5. buying tickets online is an interesting idea.

Chen & tung (2014) ^[5] studied Subjective norms are defined as one's perspective of what others around them, such as parents, friends, and co-workers believe. When we have preconceived notions about how other people would respond to specific activities, these norms have an impact on us. Hence, these standards influence consumers' online purchase intents by influencing how they view their online shopping choices.

Aliyar, shirin & mutambalathe, Clara (2015) ^[16] continued from already- established theories about how characteristics like trust, perceived risk, shopping delight, and website design excellence relate to customers' intentions to make online purchases. Online purchase intent is strongly correlated with trust, shopping pleasure, and site design. The intention to make an online purchase is not negatively correlated with the independent variable perceived risk. Shopping pleasure appears to predict online purchase intention more than the other independent variables, whereas trust is the second best indicator and site design quality appears to predict online purchase intention the least of the three independent variables that were statistically significant.

Paul, modi, & patel (2016) ^[12] asserted that the idea of reason action is utilized to reframe buyers' intents. In the study of consumer behavior, this hypothesis has been given due consideration and recognition for its importance. This model provides a relatively modest framework for categorizing where and how to target customer behavioral change attempts in addition to appearing to predict consumer purchase intentions and behavior.

Sutanto, monica adhelialia & aprianingsih, atik (2016) ^[17] studied review quality, review quantity; review valence and source credibility has significant and positive effect on buying intention. By observing the capacity of internet shopper reviews on buying intent, the luxurious cosmetic concerns can think about internet shopper reviews like a budget-friendly marketing approach that can boost sales.

Chiou, et al. (2017) ^[6] stated buying intention is the intention to buy a specific good within a predetermined time frame. Moreover, customers' intent to buy from electronic web-based firms influences their online buying intents. Customers are more likely to buy products from online stores when they are aware of e-commerce companies.

Oberoi, parul & oberoi, prerna (2018) ^[13] studied that the majority of consumers of cosmetics are between the age group of 15 to 25. Comparatively, a big share of cosmetic product purchases was made by women. The factors like Income, Price, Prior Experience, Trust, Influence and Motivation were identified by the factor analysis. According to the ANOVA test trust is the most significant factor. Another significant conclusion of the study is the fact that each of the variables, including the cultural, social, and psychological variables, has a unique impact on every person. It has been observed that social variables significantly affect consumers' choices while making cosmetic product purchases.

Shaukat, ambreen & kamran, asif et al (2019) ^[10]described in their research, customers buying products from online realize monetary cost comparative worth is greater than other measures of material value. It assumes internet shoppers are still making use of this channel in view of its value focus of attention, not as a result of enjoyment or to receive social etiquette from others. End result of the evaluation suggests that value insight and the forebears of material value monitoring were quite exceptional linking the buyer's intents for internet platforms.

Goel, sonam & sharma, anupam (2020) ^[9] described in their research; the perception of the consumers for a brand influences the buying intentions. Variables specifically brand concept, brand adherence, product expertise, product association, product worth and product features were considered as factors of customers' buying intentions and were observed to have a positive association with buying intentions.

Yadav, archana & kumar abhishek (2020) ^[21] concluded that most of the customers are identified that online shopping is a better alternative than physical buy and most of the customers are satisfied with their online purchase transactions. Customers can have access their internet at their home, office and college. Most of the customers purchase electronics', clothes, and accessories and so on. The most disturbing barrier of online shopping was customers need to give their credit card information and not watch the products themselves. Consumers admit with the assertion that internet buying is costly as compare to physical purchases; the delivery of the products requires extra time and the shoppers experience difficulties when doing internet shopping.

Javed, tasha (2021) concluded that presence of a higher number of Youth in the age group of 18-33, educated customers and lower and middle class customers of cosmetic products justify the actual diversity of Indian cosmetic markets. Senior age group customers do not prefer to buy products online and some youngsters do too. Watching T.V. advertisements and the internet has a great impact on customers. Majority of customers prefer

discounts, buy 1 get 1 and cash back offers in urban and semi urban areas. Majority of customers do not buy products on recommendation of beauty professionals and Doctors, few of them were in touch with them. They buy the products by their own choice. Need of improvement in cosmetic products of Himalaya, L’Oreal, and Nivea.

Mustika, Drajad Veda & Wahyudi, Lilik (2022) ^[11] demonstrate that while the quality of a website does not directly influence buying intention, it does boost perceived enjoyment and perceived trust, which both directly and indirectly affect online purchase intention. The quality of beauty e-commerce websites was also found using a structural equation model as a high-level construct with 6 first-level dimensions. Information task-fitness, interactivity, response time, appeal of the display, appeal of the visuals, and inventiveness are the order dimensions. In terms of each dimension’s relative relevance, visual appeal has been determined to be the most crucial, followed by display appeal quality, information task-fitness, inventiveness, interactivity, and response time.

Research Methodology

This study is exploratory and descriptive and has adopted the following methodology to arrive a conclusion.

Population

To find out the consumer purchase intention towards online shopping of cosmetic products; the demographics that have been chosen were constrained to Jaipur on account of several limitations. The research’s overall target populations were both male and female cosmetic customers.

Sample Size

The population sample size was 150 respondents (Male and Female). The sample respondents included College/University students, spouses, working employees and the businessmen of Meerut city.

Sampling method

The sampling method used in the study was opportunity sampling also called (convenience sampling), it is a type of non-probability sampling. Convenience sampling is a rapid and economical method for getting response from the respondents. Self-directed Google questionnaires were circulated to the respondents for data collection.

Research methodology

The research method implemented in this study was quantitative. Quantitative analysis is associated with collecting data and transforming it in a number form for distinct statistical analysis. The data was analyzed with the help of descriptive statistics. SPSS software is used for multiple response analysis for effective results.

Objectives of the Study

1. To outline the demographic characteristics of online cosmetic buyers of Meerut district.
2. To understand the online buying pattern of cosmetic buyers.
3. To determine the factors influencing the customer attitude towards online shopping of cosmetic products in Meerut district.

Data analysis and interpretation

Objective 1: To outline the demographic characteristics of online cosmetic buyers of Meerut district.

Table 1: Age-wise Distribution of the Respondents

Age	Number	Percentage	Valid Percentage	Cumulative Percentage
20 or below	48	32.0	32.0	32.0
21-30	81	54.0	54.0	86.0
31-40	15	10.0	10.0	96.0
41 or above	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Source: Primary Data.

In the above table, it is clear that among the total 150 respondents of this study, 32% (48 respondents) belong to the age group “20 and below”, 54% (81 respondents) belong to the age group of 21-30, 10% (15 respondents) belong to the age group of 31-40 and remaining 4% (6 respondents) are above 40 years of age. Among 150 online cosmetic buyers, 32%, (48) respondents are teenagers, 54% (81) respondents are youngsters, 10% (15) respondents are middle agers and the rest 4% (6) respondents are upper middle age and old age people.

Table 2: Gender-wise Distribution of the Respondents

Area	Number	Percentage	Valid Percentage	Cumulative Percentage
Urban	65	43.3	43.3	43.3
Semi-Urban	68	45.3	45.3	88.7
Rural	17	11.3	11.3	100.0
Total	150	100.0	100.0	

Source: Primary Data.

The above table outline that 66% (99 respondents) out of the total 150 respondents are female and the remaining 34% (51 respondents) are male.

Table 3: Area of Ethnicity of the Respondents

Area	Number	Percentage	Valid Percentage	Cumulative Percentage
Urban	65	43.3	43.3	43.3
Semi-Urban	68	45.3	45.3	88.7
Rural	17	11.3	11.3	100.0
Total	150	100.0	100.0	

Source: Primary Data.

As per the data shows, about 43.3% (65 respondents) out of the total 150 respondents are living in an urban area, 45.3% (68 respondents) reside in a semi urban area and 11.3% (17 respondents) reside in rural area respectively.

Objective 2: To understand the online buying pattern of cosmetic buyers.

Table 4: Frequency of Usage of Cosmetics by the Respondents
Frequency of usage of cosmetics

Usage	Number	Percentage	Valid Percentage	Cumulative Percentage
Everyday	31	20.7	20.7	20.7
Occasionally	42	28.0	28.0	48.7
As per need	70	46.7	46.7	95.3
Never	7	4.7	4.7	100.0
Total	150	100.0	100.0	

Source: Primary Data.

The above table presents the percentage of frequency of usage of cosmetics by the respondents. 20.7% (31) of the total respondents use cosmetics every day, followed by 28% (42) customers' use occasionally. Further, 46.7% (70) of the respondents use as per their need, 4.7% (7) never use cosmetics.

Table 5: Frequency of Online Purchase by the Respondents
Frequency of online purchase

Online purchase	Number	Percentage	Valid Percentage	Cumulative Percentage
More than once per week	1	0.7	0.7	0.7
Once per week	3	2.0	2.0	2.7
Monthly	24	16.0	16.0	18.7
Once or twice in a year	20	13.3	13.3	32.0
As per requirement	102	68.0	68.0	100.0
Total	150	100.0	100.0	

Source: Primary Data.

The above table describes the percentage of frequency of online buys made by the respondents. Only 0.7% (1) of the total respondents makes online purchases more than once per week, followed by 2% (3) purchases once per week. Further, 16% (24) of the respondents buy monthly, 13.3% (20) buy once or twice in a year and 68% (102) do make online purchases as per their requirement.

Table :6 Average Amount Spent in Online Purchase Per Month by the Respondents Average amount spent in online purchase per month

Amount	Number	Percentage	Valid Percentage	Cumulative Percentage
Rs.500 or below	97	64.7	64.7	64.7
Rs.501-1000	28	18.7	18.7	83.3
1001-1500	11	7.3	7.3	90.7
1501-2000	8	5.3	5.3	96.0
2001 or above	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Source: Primary Data.

The above table indicates the average amount spent by the respondents per month in online shopping of cosmetic products. Most of the respondents i.e., about 64.7% spend an average amount of Rs.500 or below, followed by 18.7% spending an average of Rs.501-1000, 7.3% spending an average of Rs.1001-1500, 5.3% with an average spending of Rs.1501- 2000, 4% with an average of Rs.2001 or above

Table :7 People Who Motivate to Make Online Purchase

People Frequencies	Responses		Percentage of Cases
	N	Percentage	
Family members	53	23.1%	35.3%
Friends	86	37.6%	57.3%
Colleagues	23	10.0%	15.3%
Neighbor	6	2.6%	4.0%
Beauty professionals	30	13.1%	20.0%
None	31	13.5%	20.7%
Total	229	100.0%	152.7%

Source: Primary Data.

The frequency table of multiple responses displays that total 229 responses received from 150 respondents. Most of the

respondents shared that people who motivate them to make online purchase of cosmetics are friends 37.6% (86), followed by family members 23.1% (53), beauty professionals 13.1% (30), colleagues 10% (23), and neighbor 2.6% (6). Although 13.5% (31) people choose none option, that means they purchase online cosmetic products by their own perception, nobody Influence them to make purchase.

Major findings and discussion

- On the basis of the analysis, most of the respondents were 21-30 age groups. Female respondents were 66% which is higher as compare to male respondents in numbers. Overall most of the respondents (female and male) were post-graduate, students, unmarried and lives in semi-urban area of the Meerut city. The average family income (51000 or above) per month of the respondents were in most of the cases.
- The purchase pattern of the respondents showed that the respondents use and purchase cosmetics as per their need or requirement. Majority of the respondents spent 500 or below per month in online shopping and their most favorite shopping website was Amazon.
- Last but not the least, the factors that influence the customer attitude towards online purchase of cosmetics; Special discount/offer, lower price, door delivery, variety and non availability of the brands in nearby shops seemed much influencing factors as per the respondents. Majority of the respondents felt that their friends and family members influenced them most. Social media or internet was the most influencing advertising strategy chosen by the respondents.

E-Commerce companies should pay attention to target teenagers followed by younger, middle age or old age groups. Moreover, the companies should target male customers also. E-Commerce companies like Nykka, Purple etc. should do mass advertising and adopt strategies that influence customers mind in a significant way. Since, these companies are specifically doing their business in cosmetics and personal care. Still the choice of majority of the customers is Amazon. The companies should also adopt word of mouth marketing strategy.

Conclusion

The speedy growth of information technology as well as product and process innovations, there is a switch in traditional retail store to move towards online retail store. Online shopping has turned into one of the most reasonable ways to get the preferred goods and services. The existing retail stores need to accept the varying trends of customer needs, attitude, desire and behavior. The traditional perspectives about shopping have modified and the retailers can no longer assist efficiently unless they do not ratify their business using online platform. At the same time the online shopping medium cannot fully replace the traditional medium; it introduces a modern outlook to shopping and is never negligible.

This research study tried to analyze the demographic profile of online cosmetic shoppers in Meerut district and the variables that affect the attitude of the shoppers towards internet shopping of cosmetics. Broadly speaking, it can be concluded that the standard level of performance persuading among the customers in Meerut district with reference to

online shopping of cosmetic products can be expanded potentially by growing awareness towards the importance of cosmetic usage and the benefits of online shopping of cosmetic products.

Implications of the Research

There are two sub-sections in this section. The theoretical implication comes first, and it discusses the theoretical implications of the study. The second portion focuses on the practical managerial implications of the study in real-world situations.

Theoretical Implications of the Research

First of all, the previous empirical findings lend credence to the model of online buying attitude that is described in this study. This study investigated an extensive internet shopping attitude. The demographic profiles of the respondents, online purchase pattern as well as the factors influencing the online shopping attitude towards cosmetic products have been analyzed. All the factors have a big impact on how people feel about buying cosmetics when they shop online. Consequently, it can be said that the representation is pertinent for online shopping of cosmetic products in Meerut. The results provide a clear picture of the relationship between the mindset of internet shoppers, their behavioral intentions, and the actual purchases of cosmetics made through this medium.

Suggestion for future research

This study is highlighted the customer purchase intention towards online shopping of cosmetic products. The future research can focus on other factors like customer satisfaction level, post purchase behavior and so on. Future studies can consider the impact of online shopping on traditional shopping and the sustainability of traditional stores. Future studies can focus on other products or services instead of cosmetics, which are getting online nowadays. With respect to geographical area, the data has been collected from Meerut only; future studies can focus on other cities or countries.

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