

A STUDY ON PURCHASE OF COSMETICS THROUGH ONLINE PORTALS WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN MANJERI MUNICIPALITY

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Abstract

Over the last few years, beauty and personal care have experienced tremendous growth. What once used to be an industry-only limited to physical stores is now taking over e-commerce. The reason why beauty is moving towards e-commerce is the simple fact that modern consumers are striving to have digital experiences. This study examined the relationship between online purchase intentions and perceived cost\benefits related to perceived risk, cost, product, quality, and also service quality.

This study also helps the marketers to know the demands, expectations, and problems faced by the customers during online shopping. This study shows that consumers are not fully satisfied with cosmetics purchased online. Marketers should provide necessary steps to Improve the online Market of Cosmetics. To solve these, we must first look at the main challenges that come up for eCommerce cosmetics brands. For this purpose, Manufacturers and retailers of beauty products must have this thought at the back of their mind as they embark on the marketing of their products.

INTRODUCTION

Over the last few years, beauty and personal care have experienced tremendous growth. What once used to be an industry only limited to physical stores is now taking over e-commerce. The reason why beauty is moving towards e-commerce is the simple fact that modern consumers are striving to have digital experiences. The study will particularly point out the factors that individually affect. Marketing managers are more concerned about their consumer's purchase intentions in order to increase their products and services selling.

This study examined the relationship between online purchase intentions and perceived cost\benefits related to perceived risk, cost, product, quality, and also service

quality. It is very important that the business understand the consumer's buying behaviour and additionally examine factors that are connected to the consumer's online buying intention.

Though there are several categories of products being sold through the internet, cosmetics seems to be an attention grabbing category which needs more involvement at the time and so on. The industry is expected to generate about 429.8 US \$ by the year 2022, with an expected CAGR of 4.3%. Online channels are now gaining popularity among consumers. The main purpose of this project is to have a better knowledge and understanding of consumer buying behaviour towards cosmetics purchasing and what all are the factors influencing the consumers in purchasing cosmetics.

REVIEW OF LITERATURE

Britton (2012): There is a lot of existing research on the kind of effect advertising relating to fashion and beauty have on women. The impact on self-esteem, self-confidence have been studied previously. But, there is very little research on how cosmetics influence women and manipulate their appearances. The research used the survey method for data collection, the survey questioned usage, habits and beliefs of students (particularly female) towards makeup. The results show that the cosmetic industry has a significant influence on college women. College women form a major part of the cosmetic industry. However, they don't change their makeup habits and routines very often. There was no correlation between self esteem and an individual's particular usage, habits and beliefs. Though, there was a relationship between the levels of self-monitoring and an individual's cosmetic habits.

Debelen (2016): There are various makeup trends in the society that are coming up. These trends are also changing rapidly, with new styles, aspirations and ideas. With the major changes that are showing in the industry, there is a psychology behind it. The research is conducted to understand the reason behind the rapid changes, impact of consumers and advertisements on these changes. Advertisements do not have a great influence over today's consumer. There are various other factors that influence a consumer like online reviews, blogs, testimonials and video reviews. Which shows that psychological influences are extremely impactful

Silverio (2010): There have been certain grooming activities and habits that everyone is expected to follow, from brushing one's teeth to flossing etc. People who don't follow these are frowned and looked down upon. In recent years, along with these activities, wearing

makeup has also become an important process. How long a woman takes to wear makeup differs from one to another. The study helps in understanding whether a woman values herself more or less when she is wearing makeup. The study used the survey method to collect data and mainly filled in by students

Jawahar V., Dr. Tamizha Jyothi K.(2013): studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behaviour and to identify the important factors that determine the buying behaviour.

HISTORY OF ONLINE SHOPPING

Electronic commerce, also called e-commerce, is according to Turban et al. (2008) the process that involves transactions between a company and its customers through a digital platform on the Internet. The trade can include the sale of goods, services and information (Turban et al., 2008) and the online trade is independent of time and place (Solomon et al., 2010). Turban et al. (2008) explains that e-commerce enables businesses to no longer need physical contact with their customers in order to carry out a transaction.

Businesses strive to economically succeed in the marketplace (Solomon et al., 2010) and it starts with understanding the consumers' needs and wants in order to capture them (Armstrong et al., 2009). By understanding the consumers, companies will harvest rewards in terms of market share and profits (Armstrong et al., 2009).

ONLINE PURCHASE INTENTION

The theory of reasoned action is considered to be an influential explanation of the process that determines peoples' intentional behaviour (Boster et al., 2014). People generally consider the results that their actions will have before they decide to perform a certain action (Ajzen & Fishbein, 1980). The theory of reasoned action is used in order to predict a person's intention to behave in a certain way, this is done by evaluating a person's attitude towards a specific behaviour as well as the subjective norms of influential people and groups that could affect the person's attitude (Ajzen & Fishbein, 1980). Subjective norms are persuaded by one's perception of the beliefs of the people around us, for example, parents, friends or colleagues (Ajzen & Fishbein, 1980). Subjective norms influence us since we have certain beliefs of how the people will react to our behaviour, and whether they will accept it or not (Ajzen & Fishbein, 1980). The subjective norms influence consumers' online purchase intention through the attitude consumers have towards online shopping (Hansen et al., 2004).

COSMETIC INDUSTRY

The cosmetics industry is now increasingly competitive in the development of big data and other networks, and the cosmetics industry must constantly seek new markets. The college student market is a very large market [1-4]. College students have huge consumption potential. College students should become a breakthrough in the construction and promotion of new brands. A stable college consumer group can make cosmetics firmly occupy the market share, expand its popularity and brand influence. First of all, college students are a very large group and have good spending power[5-7]. According to data released by the National Bureau of Statistics and the Education Bureau in 2017, the number of college students reached 26.956 million.

FACTORS INFLUENCING CONSUMER BEHAVIOUR

- Psychological factors
- Social factors
- Cultural factors
- Personal factors
- Economical factors

Psychological Factors

Human psychology plays a crucial role in designing the consumer's preferences and likes or dislikes for a particular product and services. Some of the important psychological factors are:

- Motivation
- Perception
- Learning
- Attitudes and Beliefs

Life Events and changes in consumer behaviour

Marketing and consumer behaviour research have documented that life transitional periods are generally associated with significant changes in consumer behaviour and changes in store preference in particular. The reason for these changes were identified from two different theoretical perspectives. The role transition perspective and the stress perspective.

Invention of web browser

The World Wide Web in 1990 is the second major proponent of online shopping. Without an interconnected internet there would be no online market at all.' Tim Berners Lee' the man

behind this marvelous invention called WWW. This is the major reason why millions of people have access to the internet which hosts numerous e-commerce platforms.

Augmented reality

The biggest problem online shopping faces till today is the distance it puts between the customer and product. customers are reluctant to buy an item that they cannot experience first hand.

ANALYSIS AND INTREPRETATION

The particular study on "Consumer behaviour towards the purchase of cosmetics through online portals, with special reference to the college students in Manjeri municipality" was to analyse the problems faced by college students for their purchase of cosmetics online. The sample size taken for the study is 50. The data were collected through a structured questionnaire and data is analysed using different statistical tools like percentage analysis, weighted ranking, etc.

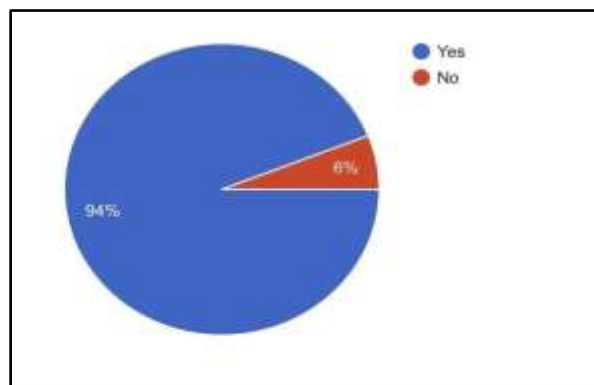
CLASSIFICATION ON THE BASIS OF ONLINE SHOPPING EXPERIENCE

Table 1

Responses	No.of respondents	Percentage
Yes	47	94%
No	3	6%
Total	50	100%

Source: Primary Data

Figure :1 **Classification on the Basis of Online Shopping Experience**



INTERPRETATION

The table and figure1 shows that Out of 50 respondents 94% of them had online shopping experience and 6% had no online shopping experience.

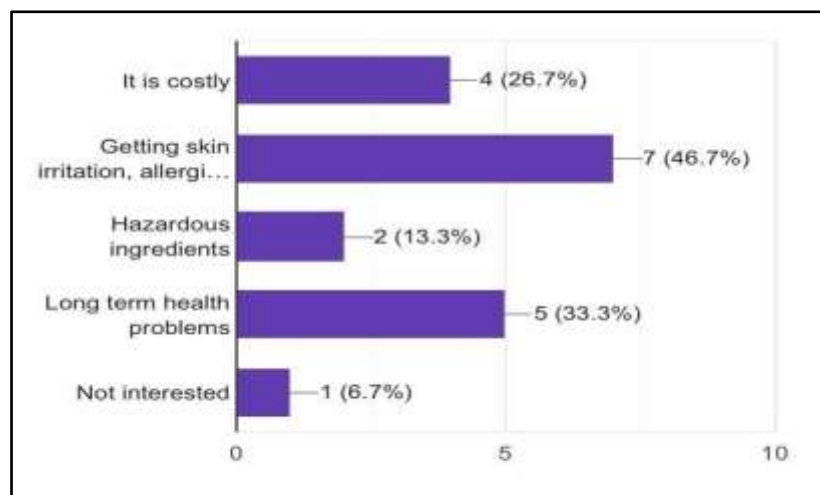
DEMOTIVATING FACTORS OF COSMETICS

Table 2

Reasons	No.of respondents	Percentage
It is costly	4	26.7%
Getting skin irritation	7	46.7%
Hazardous ingredients	2	13.3%
Long term health problems	5	33.3%
Not interested	1	6.7%

Source: Primary Data

Figure 2 Demotivating Factors of Cosmetics



INTERPRETATION

The main factor that demotivates consumers from the purchase of cosmetics is skin irritation and allergies (46.7%).The second factor creates long term health problems (33.3%).Rest of them disliking the cosmetics due to high cost (26.7%) and the use of hazardous ingredients(13.3%).Few of them are not interested to use cosmetics(6.7%).

CLASSIFICATION ON THE PREFERENCE FOR THE PURCHASE OF COSMETICS

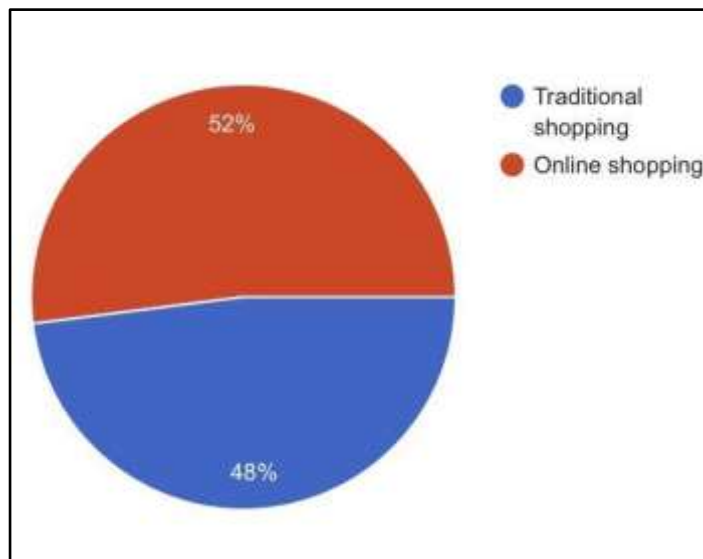
Table 3

Preference	No.of respondents	Percentage
Online shopping	26	52%
Traditional shopping	24	48%
Total	50	100%

Source:primary data

Figure 3:

Classification on The Preference For The Purchase Of Cosmetics



INTERPRETATION

The above table and figure 3 shows that Out of 50 respondents 26 respondents are preferring online shopping for cosmetics while 24 of respondents are preferring traditional shopping for the same.

KEY MOTIVATORS ON PURCHASE OF COSMETICS THROUGH ONLINE

Table 4

Variables	Rank										Total
	1	2	3	4	5	6	7	8	9	10	
privacy	24	9	4	3	4	1	2	1	1	1	50
Lower price	9	6	3	20	2	1	2	2	2	1	50
Special discount offer	15	8	6	9	4	1	1	1	3	2	50
Variety	16	9	6	7	4	1	2	1	2	2	50
Easy product comparison	6	7	3	9	10	3	2	4	2	4	50
Enjoyment	3	9	8	6	4	13	2	2	2	1	50
Laziness to go to shop	19	10	7	4	4	1	2	1	1	1	50
No time for shopping	20	9	6	3	2	2	1	1	2	4	50
Door delivery	25	6	2	3	2	3	3	2	2	2	50
Non availability of brands in nearby shops	10	6	11	7	4	3	2	1	2	4	50

Table 4 (a) **Weighted ranking of variables**

Variables	Weighted ranking										Total	Rank
	1*10	2*9	3*8	4*7	5*6	6*5	7*4	8*3	9*2	10*1		
privacy	240	81	32	21	24	5	8	3	2	1	417	1
Lower price	90	54	24	140	12	5	8	6	4	1	344	7

Special discount offer	150	72	48	63	24	5	4	3	6	2	377	5
Variety	160	81	48	49	24	5	8	3	4	2	384	4
Easy product comparison	60	63	24	63	60	15	8	12	4	4	313	9
Enjoyment	30	81	64	42	24	5	8	3	4	2	325	8
Laziness to go to shop	190	90	56	28	24	5	8	3	2	1	407	2
No time for shopping	200	81	48	21	12	10	4	3	4	4	387	3
Door delivery	250	54	16	21	12	15	12	6	4	2	142	10
Non availability of brands in nearby shops	100	54	88	49	24	15	8	3	4	4	349	6

INTERPRETATION

Majority of the respondents consider privacy is the main factor. The second factor is laziness to go for shopping and third one is time saving factor. Variety of goods is also a leading factor in online shopping.

CLASSIFICATION BASED ON THE COLLECTION OF INFORMATION BEFORE PURCHASING COSMETIC THROUGH ONLINE

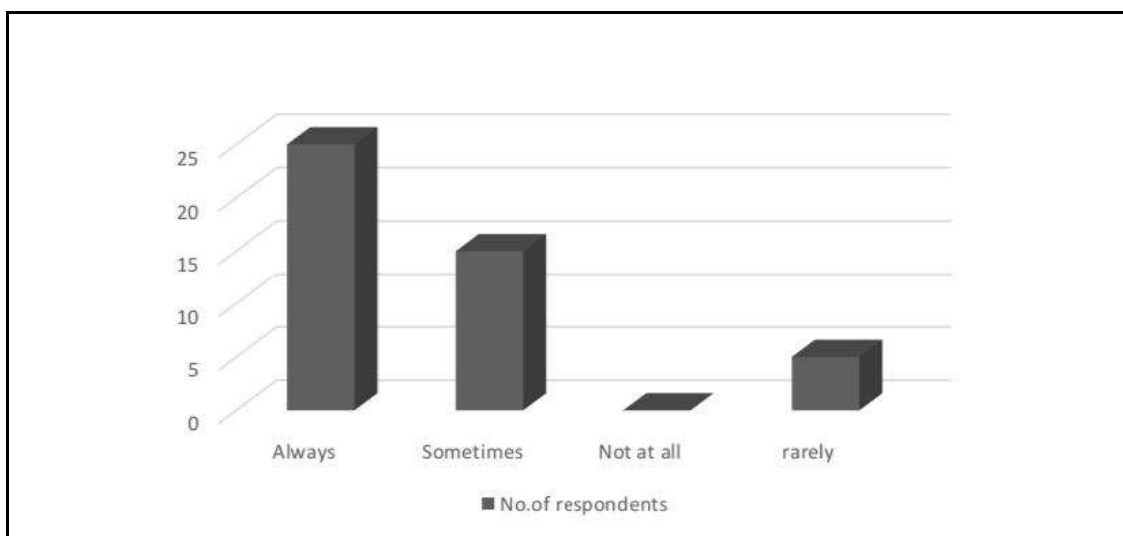
Table 5

Responses	No.of respondents	Percentage
Always	25	52.1%
Sometimes	15	31.3%
Rarely	5	10.4%
Not at all	0	0

Source: primary data

Figure 5

Classification on the basis of collection of information before purchasing of cosmetic through online



INTERPRETATION

Most of the respondents are collecting information before their purchase (52.1%). Some of the respondents (31.3%) are sometimes collecting information before purchase.

CLASSIFICATION OF RESPONDENTS ON BASIS OF SITES USED TO PURCHASING COSMETICS

Table 6

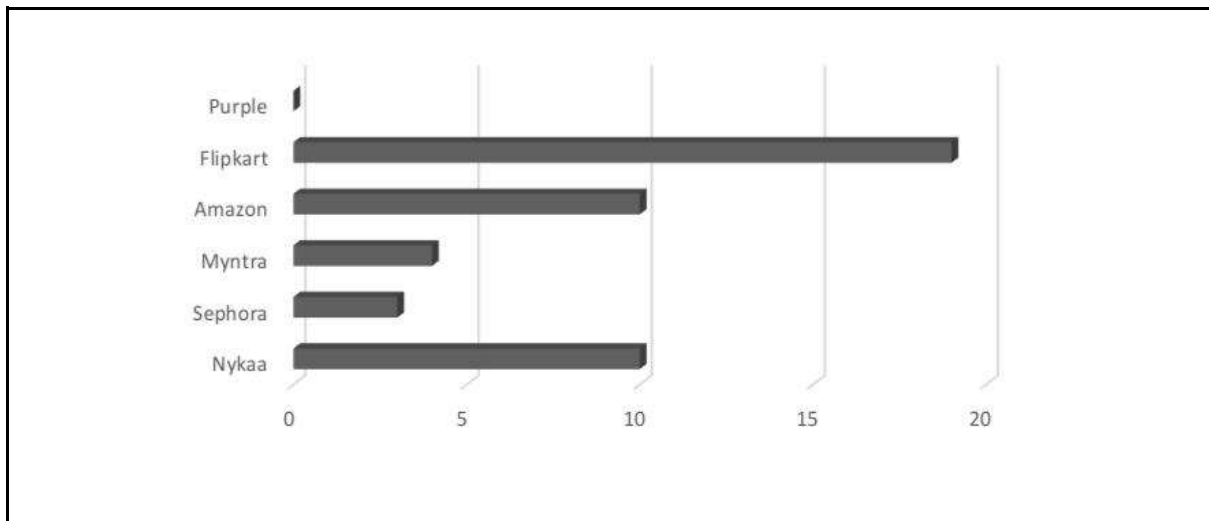
Name of Sites	No.of respondents	Percentage
Nykaa	10	21.7%

Sephora	3	6.5%
Myntra	4	8.7%
Amazon	10	21.7%
Flipkart	19	41.3%
Purple	0	0

Source: primary data

Figure 6

Classification on the basis of sites used for purchase of cosmetics



INTERPRETATION

Most of the respondents are choosing Flipkart(41.3%) for purchasing cosmetics. The second preference for the site which is choosing for the purchase is Amazon and Nykaa. Among respondents no one is choosing purple site.

BRAND PREFERENCE OF COSMETICS

Table 7

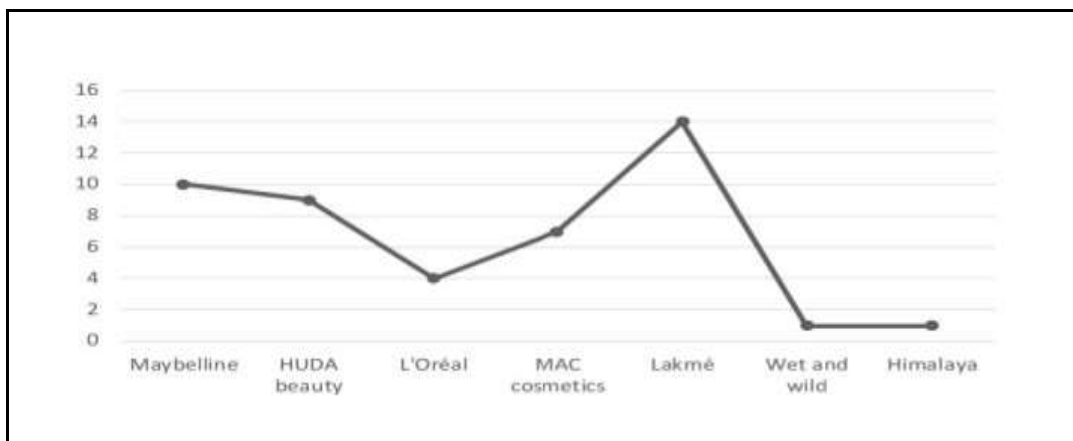
Brand	No.of respondents	Percentage
Maybelline	10	21.7%
HUDA beauty	9	19.6%
L'Oréal	4	8.7%

MAC cosmetics	7	15.2%
Lakmé	14	30.4%
Wet and wild	1	2.2%
Himalaya	1	2.2%

Source: primary data

Figure 7

Brand preference on cosmetics



INTERPRETATION

Out of 50 respondents 14 of them choose Lakmé brand. 21.7% choose Maybelline and 19.6% of them prefer HUDA beauty. Least of them are preferring wet and wild and Himalaya for cosmetics.

FACTORS INFLUENCING BUYING BEHAVIOUR

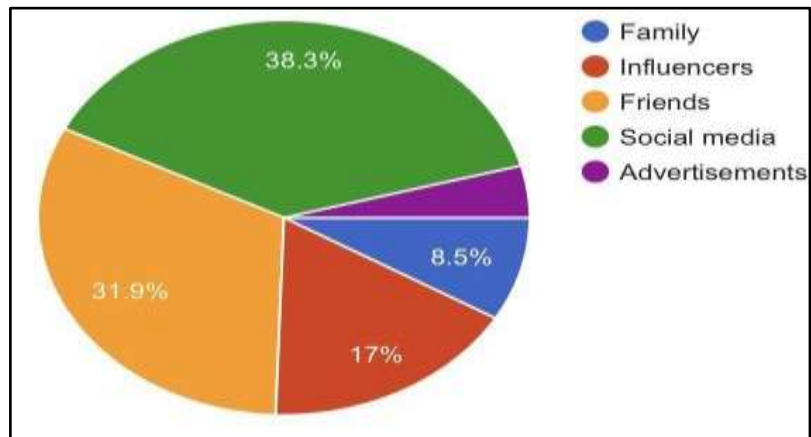
Table 8

Factors	No. of respondents	Percentage
Family	4	8.5%
Influencers	8	17%
Friends	15	31.9%
Social media	18	38.3%
Advertisements	2	4.3%

Source: Primary data

Figure 8

Factors influencing buying behaviour



INTERPRETATION

Social media(38.3%) is the main factor influencing the buying behaviour of customers. The second factor is the friend’s recommendation(31.9%). Advertisements (4.3%) have lesser influence among college students on their cosmetic purchase. 17% of them are influenced by influencers and 8.5% are influenced by their family.

FACTORS CONSIDER FIRST BEFORE BUYING COSMETICS

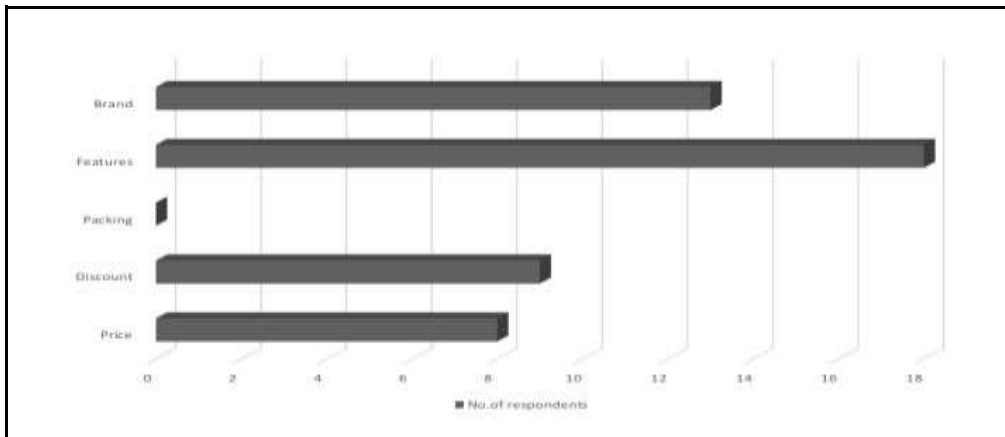
Table 9

Factors	No.of respondents	Percentage
Price	8	17.7%
Discount	9	18.7%
Packing	0	0
Features	18	37.5%
Brand	13	27.1%

Source: primary data

Figure 9

Factors consider first before buying cosmetics



Interpretation

Most of the respondents are looking for a feature (37.1%) before they purchase cosmetics. The second factor they consider is the brand (27.1%). 18.7% of the respondents are considering discounts and 16.7% of respondents are conscious about price.

TYPES OF PROBLEMS FACED BY CUSTOMERS

Table 10

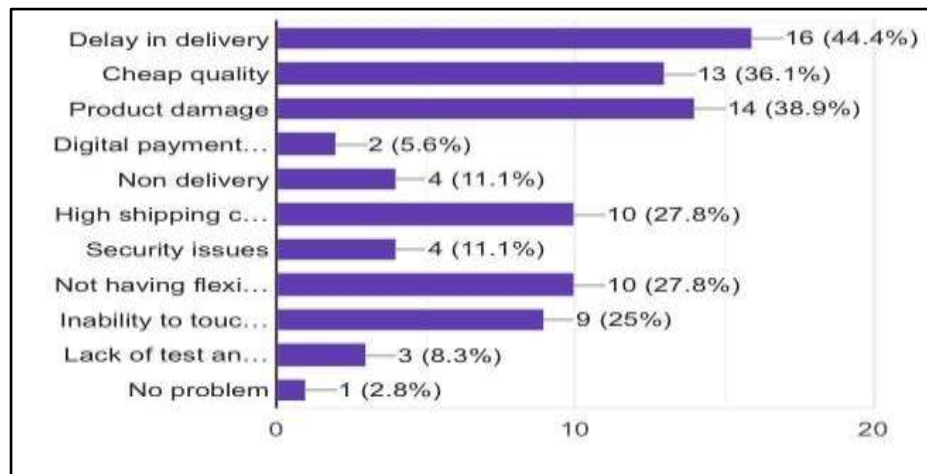
Type of problem	No.of respondents	percentage
Delay in delivery	16	44.4%
Cheap quality	13	36.1%
Product damage	14	38.9%
Digital payment failures	2	5.6%
Non delivery	4	11.1%
High shipping charge	10	27.8%
Security issues	4	11.1%
Not having flexible return policy	10	27.8%

Inability to touch the product	9	25%
Lack of test and trial service	3	8.3%
Others	1	2.8%

Source: primary data

Figure 10

Types of problems faced by customers



INTERPRETATION

44.4% of the respondents have faced the problem of delay in delivery services. Some of the respondents faced the issues like cheap quality of product (36.1%). The problem of product damage has been faced by 38.9% of respondents. Not having flexible return policy (27.8%) and high shipping (27.8%) costs are also another problems faced by them.

FINDINGS

- Few of the respondents have no online shopping experience because of internet illiteracy (14.3%).
- 35.7% of the respondents are conscious of the risk of identity theft in online shopping.
- 52% of respondents prefer online shopping over traditional shopping.
- Majority of the respondents collect information before purchasing cosmetics through online (52.1%)
- Privacy is the main motivating factor for the respondents to buy cosmetics online.
- 40% of the respondents use the site Flipkart for the purchase of cosmetics.
- The main problem faced by them is the delay in delivery (44.4%).

- Respondents suggested that you use quality products and better delivery services.

CONCLUSION

The Indian cosmetics Industry is expected to grow at a fast rate. What once used to be an industry only limited to physical stores is now taking over- ecommerce.

The research has been conducted under the title "A study on "Consumer behaviour towards the purchase of Cosmetics through online portals, with special reference to College students in Manjeri municipality". The data were collected directly from 50 college students in Manjeri Municipality through questionnaires.

This analysis shows that consumers are not fully satisfied with cosmetics purchased online. Marketers should take necessary steps to improve the online Marketing of Cosmetics.

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