

ONLINE CONSUMER BUYING BEHAVIOUR TOWARDS COSMETICS: A STUDY OF CONSUMER IN PUNJAB, INDIA

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Abstract

In today's era the use of the internet, has changed the business environment. Businesses sell products through the internet and satisfy consumer needs. Consumer buying behaviour has changed due to the explosive rise of e-commerce, especially in the cosmetics sector. This study examines the main elements that affect online shoppers' decisions to purchase cosmetics, such as convenience, security concerns, social media influence, price sensitivity, product quality, brand trust, digital marketing, and user reviews. In the cosmetics market, a complex interaction of psychological, personal, social, and cultural elements influences consumer purchasing behavior. The purpose of this study is to examine the major factors influencing customer preferences and cosmetic product purchases. The study collected 200 samples from Hoshiarpur district, Punjab through snowball sampling techniques. The study investigates several topics, including product quality, marketing tactics, social influencers, brand perception, and ethical issues including cruelty-free and sustainable formulas. The effects of influencer endorsements, digital marketing, and changing beauty standards are also looked at. The study investigated demographic factors that affect consumer buying behavior, the challenges that online consumers face during online shopping, and their buying decisions towards cosmetics. The results indicate that consumer decisions are greatly influenced by price sensitivity, product efficacy, brand trust, product review, and personal values.

Keywords: [Consumer, buying behaviour, cosmetics, beauty products]

Introduction:

Today business era has drastically changed with the use of the Internet, Consumers can buy anything online from anywhere within a few times. Businesses use the Internet to target their consumers, sell their products and services over the Internet, and satisfy their needs. Business houses need to understand the consumer's need and their behavior to fulfill their needs (A & J, 2021). Consumer buying behavior means understanding how consumers select, buy, utilize, and dispose of products and services (Onlineshopping, n.d.).

Online consumers can purchase anything through websites from anywhere and online retailers deliver the products and services to them where they want. Consumer prefers online shopping the reason behind it is they don't have time to go mall, they save time, and energy, and are busy with their daily schedule. Soon online shopping increases frequently among consumers, so online retailers and business houses focus on the factors that affect online consumer buying behavior (Sharma, 2024). Online shopping is based on

the content "Consumer is the king in the market". Consumers have various benefits if they choose online shopping, they can shop for anything without going to the physical outlet and have unlimited choices on different sites that were not possible in one place. Various disadvantages were like there is "no touch no feel". They can feel insecure while online payments with credit cards due to security and privacy issues (Geetha & Rangarajan, 2016).

Cosmetics are goods that improve skincare, encourage personal hygiene, and improve appearance. They cover a lot of ground, including cosmetics, skincare goods, hair care products, fragrances, and personal care items (Rupam Thakur, 2024). In many countries and cultures, cosmetics are essential to self-expression, beauty, and self-care. Consumers buying cosmetics online various factors like brands, price issues, discounts, trust issues, social media influencers, client reviews, etc. affect their behavior (Goyal, 2020).

The purpose of the study is to find out the demographic factors that affect consumer buying behavior, the

challenges that online consumers face during online shopping, and their buying decisions towards cosmetics.

Review of Literature:

(Anute & Deshmukh, 2015) the study explained that the cosmetic industry contributed a huge part to the economy. In India, the cosmetics industry has the largest number of consumer sector. The study objective is to understand consumer buying behavior towards cosmetics products and skin care. The result findings show that people choose domestic products, 60% of respondents use organic beauty products.

(Oberoi & Oberoi, 2018) the study investigated factors that affect consumer buying behavior toward cosmetics. The data was collected from 400 respondents who are users of cosmetics of NCR Delhi through snowball sampling techniques. For analyzing data, ANOVA, and F-Test have been used by researchers. The finding shows that social factors affect consumer buying decisions regarding cosmetics.

(Minajigi & Asha, 2019) in the study, the researcher found out that consumers focused on product quality during cosmetics purchases. The paper examined the various factors that affect and influence consumers' buying decisions. The researcher investigated various factors like brand, packaging and advertising, quality, and price highly influenced consumer buying decisions. The study helps the cosmetic industry to understand consumer buying behavior and satisfy them.

Objectives of the Study:

- To understand the concept of online consumer behavior towards the purchase of cosmetics.
- To analyze the impact of demographic factors on online consumer buying behavior towards cosmetics.
- To find out the challenges consumers face while purchasing cosmetics online.

Research Methodology: The primary data was collected through a questionnaire from the Punjab state people, using the snowball sampling technique. The

secondary data was collected from journals, websites, published research articles, books, etc.

Limitations of the Study: The study was conducted only in the Hoshiarpur district and age is limited only to 18-60 years age. For further study, the researchers will go beyond this area and also extend the other demographic factors.

Online Consumer Behaviour Towards Online Purchase of Cosmetics:

Consumer behavior is impossible to predict but crucial for a company's success in the current market as well as while launching new products. The attitude of consumers is affected by various factors. During online shopping, consumer behavior is influenced by discounts, reviews, experience, quality issues, and clear information regarding products, brands, digital marketing, etc. Various issues affect the sale of products and a high chance of product failure (Bucko et al., 2018). Other major factors affecting consumer online purchases:

- Social Factors: Consumers' social standards affect the consumer's online buying behavior. Like family, status and roles, colleagues, celebrities, friends, etc.
- Cultural Factors: Consumer culture preferences, beliefs, religions, and traditions, affect their buying behavior.
- Psychological Factors: Consumers' internal and their perceptions regarding products affect the purchase.
- Economic Factors: Economic factors are unavoidable and relevant for all consumers such as inflation, and depression.
- Personal Factors: During online purchases, consumer factors, like financial issues, family, lifestyles, age, and occupation, affect the decision-making about the product (Bansal & Joshi, 2022)(Jain, 2022).

Analysis and Interpretation:

Table 1: Analysis of the Demographic factors of the study

Demographic Factors	Description	No. Of Respondents	Percentages
Gender	Male	42	21
	Female	158	79
	Total	200	100
Age	18-30	76	38
	31-40	52	26
	41-50	38	19
	51-60	34	17
	Total	200	100
Education Qualifications	Undergraduate	94	47
	Postgraduate	65	32.5
	Professional	41	20.5
	Total	200	100
Marital Status	Married	84	42
	Unmarried	116	58
	Total	200	100
Family	Joint	69	34.5
	Nuclear	131	65.5
	Total	200	100
Occupation	Business	54	27
	Employed	96	48
	Unemployed	50	25
	Total	200	100
Monthly Salary	Less than 10000	49	24.5
	25000	63	31.5
	Above 25000	88	44
	Total	200	100

The study findings show that females are more conscious about their beauty and 79% of women buy cosmetics online.

38% respondents related to the 18-30 age group. The age of the respondents doesn't have a significant effect on buying behavior. Almost all age groups focus on beauty and self-care.

Maximum postgraduate students are more interested in buying online cosmetics than postgraduate and professional.

The respondents who have above 25000 monthly salaries are buying more cosmetics online. Other

respondents focus on saving and not buying more. 48% of respondents who are employed more focus on their beauty and choose online purchases of cosmetics than others like the unemployed and housewives and students.

65% of nuclear family respondents buy more online beauty products than joint family due to the freedom to make decisions about purchases.

Marital status does not affect consumer online behavior due to both married and unmarried women are conscious of their beauty and self-care.

Table 2: Challenges faced by consumers while buying cosmetics:

Sr. No.	Challenges faced	Yes	Percentage
1	Price differences on different sites	152	76
2	Product Review	169	84.5
3	Quality Issues	97	48.5
4	Lack of clear information about products and brands	87	43.5
5	Past Experience	138	69
6	Trust Issues	145	72.5
7	Social Media Influencers	157	78.5
8	Discounts by different Sites	166	83

84.5% of respondents agree that product reviews influence the buying behavior of the consumer. They become confused during online purchases after review. Discounts by different sites 83%, Social media influencers 78.5%, and price differences on different sites 76% affect the buying decision. Discounts, social media influencers, and price differences attract consumers, but they are confused while choosing and buying. Trust issues, lack of adequate information, and quality issues are some other challenges faced by consumers while buying cosmetics.

Conclusion: Digitalisation has drastically changed how customers engage with and acquire beauty items, according to a study on online consumer buying behavior towards cosmetics. Brand reputation, product reviews, social media involvement, influencer

marketing, price sensitivity, convenience, and special offers are some of the major influencing factors. The purchasing process has changed due to the growing dependence on e-commerce platforms, smartphone apps, and virtual try-on technology; as a result, many customers now prefer online shopping.

Furthermore, return policies, product authenticity, and trust and security issues continue to be important factors in online cosmetic transactions. Additionally, consumers' purchasing decisions are being influenced by their growing awareness of sustainability, cruelty-free products, and ingredient transparency.

To improve online user experience, build consumer loyalty, and create effective personalized marketing strategies, cosmetic firms must have a thorough

awareness of these changing digital behaviors. Future studies can examine how developing technologies, augmented reality, and artificial intelligence can influence online cosmetics sales.

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