

WOMEN CONSUMERS' PERCEPTION TOWARDS BUYING COSMETIC PRODUCTS ONLINE

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1. INTRODUCTION

Online shopping has changed the way the Indian customers are shopping. It provides the customer an access to a variety of products under one roof and at the convenience of their home. It offers products from small businesses, MNCs and even international brands. Thus the variety provided by online retailers is immense. This platform provided by online retailers has become popular with Indian customers and they are using it to acquire products to satisfy their wants.

Cosmetic products are very precious to women customers. Women customers have always being very particular about the place from where they buy cosmetics. One thing that the women customer would never compromise on is the quality of the product. It is for this reason that they have always preferred buying cosmetics from brick and mortar stores as compared to online. However there is a trend emerging towards buying of cosmetics online. This paper attempts to understand the perception of women towards buying cosmetics online.

2. OBJECTIVES

1. To describe the advantages and disadvantages of buying cosmetics online.
2. To understand the perception of women consumers towards buying cosmetics online.
3. To suggest marketing strategies to sell cosmetics online.

3. METHOD

The researcher has used both primary and secondary data for the search. The researcher collected primary data through questionnaire and focus group discussion. A sample size of fifty women customers in the age group of 21 to 50 years was administered the questionnaire. The research was conducted in the Western Suburbs of Mumbai.

4. LITERATURE REVIEW

India's cosmetics and grooming industry market size is expected to be \$35 billion by 2035, with consumption of cosmetics among teenagers increasing rapidly, besides adults. Consumers, particularly women have become very conscious of their looks. They would go to any extent to add glamour to their external appearance. Cosmetics provide them with this opportunity and they are fully capitalising on it.

(Anjana S.S., 2018) states that there are five factors that have an impact on the consumption of cosmetic products. They are product quality, product price, brand name, product packaging and advertising. (Desai, 2014) states that consumers are more quality conscious when they buy ayurvedic products rather than regular products.

(Poranki, 2015) in his research states that the Indian consumers are becoming very brand conscious when it comes to purchasing cosmetic products. He further states that advertising and word of mouth promotion are very important for the Indian market. He states that customer satisfaction is influenced by customer's attitudes, beliefs and perceptions.

(Cadogan, 2000) stated that price is the most important consideration for consumers from the middle class background. Consumers with high brand loyalty are willing to pay a premium for the cosmetic product, so in such incidences, price does not affect their buying behaviour.

(Kajalpriya, et.al. 2015) in her research work stated that there is no significant relationship between age and preference of cosmetics. Consumer's level of satisfaction varies from one another.

5. DISCUSSION

The findings from the research are as follows:

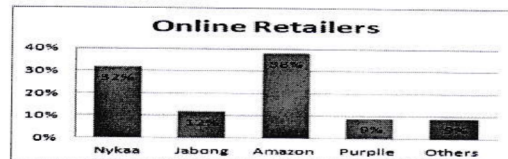


Diagram-1 (Source: Primary Data)