

Perception of College Girls Students Towards Online Purchasing of Cosmetic Products During Pandemic Covid-19.

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Abstract: Before the COVID-19 era, the cosmetic industry seems like a booming economy in India and also will be the largest cosmetic consuming country in a few decades. The demands for the beautifying substances are increasing day-by-day in India. The recent outbreak of the COVID-19 pandemic has altered the lives of people, businesses, and also consumers. There has been a shift in consumer buying behavior as well. This change in behavior may be due to many underlining factors such as a change in income, lockdown, disruption in the supply chain, unavailability of a product, accessibility of the product etc. This study was conducted with the main objective of understand and analyzing the motivating factors which influence college girls' students while buying online cosmetic products post covid-19. Quantitative analysis was accomplished by doing the online survey of a 129 college girl students with online shopping experience of cosmetic products through purposive sampling method. Both primary and secondary data were used for this study. This present study aim to identify the motivating factors of the college girls while purchasing online cosmetics products. The findings of the present study show that majority of the young of the respondents belong to the age group of 20-21 years and pursuing their graduation degree. They usually acquire online cosmetic purchasing information from the social websites and use cash on delivery method of payment. Moreover, the motivating factors like easy to buy, trust, Low prices/ special discount offers and 24x7 availability of products were the most important factors for online purchasing of cosmetic products and their overall online shopping satisfaction was neither satisfying nor dissatisfying. The results also reveals that during COVID-19, there have been a drastically change in online purchase of cosmetic products among college girls. Students due to online classes/ work from home subsequently the respondents don't feel the need for the products in the post COVID 19 era.

Keywords: Cosmetic products, online purchasing, motivating factors.

Introduction

Most of the cosmetics manufacturers have their presence in India which caters to the domestic market of the country but they are also exporting to other countries. There are various imports done by the country from the foreign nations as all the foreign brands sell well in India. In the recent years, cosmetics manufacturers in India have received orders from the foreign importers as India is well known for its natural herbal availability of raw materials and today the whole world believes in applying non-harmful products to their skin. Thus, the country has its presence in herbal cosmetics all over the international market. But nowadays, the outbreak of coronavirus started in China and the WHO declared it a pandemic on 11 March 2020 (WHO, 2020). For a brief period during the lockdown online deliveries were also delayed in areas that were declared as a red zone area. In India, consumer expenditure in personal care products grew by 14% and expenditure on skincare and makeup dropped by 15% during the pandemic (Mc Kinsey and Co, 2020). Indian cosmetic industry had a rapid growth in the last couple of years, growing at a CAGR of 7.5% between (2006-2008). One of the reasons the economists relate to this situation, is that the purchasing power of the consumers increased during this time period also the fashion consciousness increased. The pandemic has led to new consumers shifting to online shopping; it was also observed that consumers were buying more consciously (Accenture, 2020). Customers avoid going to retail stores for purchases due to the fear of getting infected, this, in turn, has developed a negative feeling towards in-store visits (Szymkowiak, et al., 2020). Customers prefer home delivery, online stores in red-zones, to attract more customers food-retailers are changing strategies by investing in capital and human resources to tackle supply-chain and delivery turn-around time issues (Grashuis, et al., 2020). Although the consumers are preferring online shopping, lag in the supply chain has created delays in the business process, overall, the orders on online channels have also gone down due to lower consumer buying behaviour (Hasanat, et al., 2020).

Review of literature

Online Shopping Behaviour - Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behaviour consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers has examined are transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, the valence of the online shopping experience, and perceived product quality. (Liao and

Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003).

The lists of factors having a positive or negative impact on consumers' propensity to shop do not seem to be very different from the considerations encountered in offline environments. However, the sensitivities individuals display for each variable might be very different in online marketplaces. Factors like price sensitivity, importance attributed to brands or the choice set considered in online and offline environment scan be significantly different from each other (Andrews and Currim, 2004). Uncertainties about products and shopping processes, the trustworthiness of the online seller, or the convenience and economic utility they wish to derive from electronic shopping determine the costs versus the benefits of this environment for consumers (Teo et al., 2004). Further studies aiming to complete the full set of factors influencing consumers' repurchase intentions are still much awaited and need to be explored.

Methodology

Descriptive research design has been used for this study. Both primary and secondary data have been used for the research. The secondary data was collected from various research articles, magazines, journals. On the other hand, primary data has been collected through online survey technique with structured questionnaire. The sample size for the data collection was 129 college girls who have experience of buying online cosmetic products and definitely use cosmetic products. The purposive sampling method was adopted for the research. The statistical data analysis was done mainly thorough descriptive statistics.

1. Data analysis and interpretation

The survey results were organized the demographic profile, online purchasing behavior and problems faced by the respondents while purchasing online cosmetic products was discussed in detail.

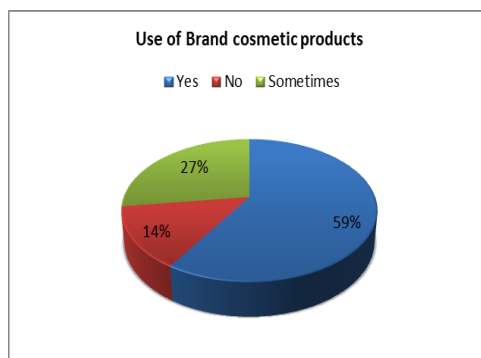
1.1. Demographic profile: The data was gathered regarding the demographic profile of the college girls such as Age, Educational qualification and Income of the family members is given below (Table No.1.)

Table 1 Demographic profile of the respondents

S.No	Variables	F (N=129)	%
1	Age		
	Below 20 years	29	22.6
	20-21 years	38	29.4
	Above 21 years	62	48.4
2	Education		
	Doing Graduation	112	86.8
	Doing Post Graduation	15	11.6
	Certificate/ Diploma	02	1.6
3	Family's Monthly Income: (in Rs.)		
	Less than 15,000Rs.	29	22.4
	15,000 – 35,000 Rs.	40	31
	More than 35,000Rs.	60	47

The research was intended to be gender specific, hence only college girls from different background were included in the survey. There were a total of 129 respondents who participated in this study, majority of which were students fall in the age group of \pm 21 years with 35, 0000 Rs. Average family's monthly income.

4.2. Use of Cosmetic Brands:

**Figure 1 Use of cosmetic brands**

When the respondents were asked about their use of popular brand of cosmetics, the above results depicts that three-fifth (59%) of the respondents were using popular cosmetic brands like ponds, Lakme, L'Oreal and Revlon whereas more than one-fourth of the respondents (27%) sometime experiment with new brands.

4.3. Sources of online shopping information:

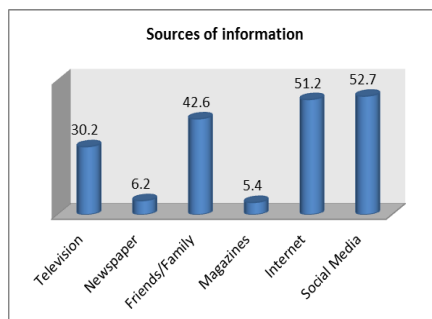


Figure 2 Sources of online information

When the sources of online shopping sites was explored, the results revealed that more than half (51%) of the respondents knew about purchased of online cosmetic products from Internet, 30% of them traced their sources to Television/ friends/family members. About 52.7% of them get information from social media such as Facebook, Twitter, Instagram etc. whereas only 5.4% of them got it from magazines. So, various sources are explored by the respondents for information collection before online purchase of cosmetic products.

4.4. Type of cosmetic products purchase:

When the respondents enquired regarding type of cosmetic products purchase online, it is clear from the below figure that 50% of the students purchased online cosmetic products i.e. face cosmetic products like compact, eye liner, kajal etc., 41% of them purchased skin care products whereas 25% of respondents purchased hair care products online.

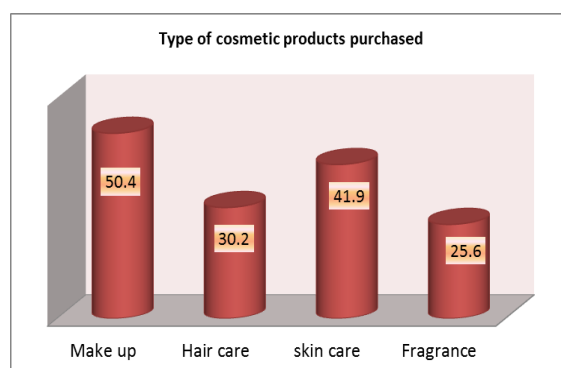


Figure 3 Type of cosmetic products

4.5. Frequency of online cosmetic shopping:

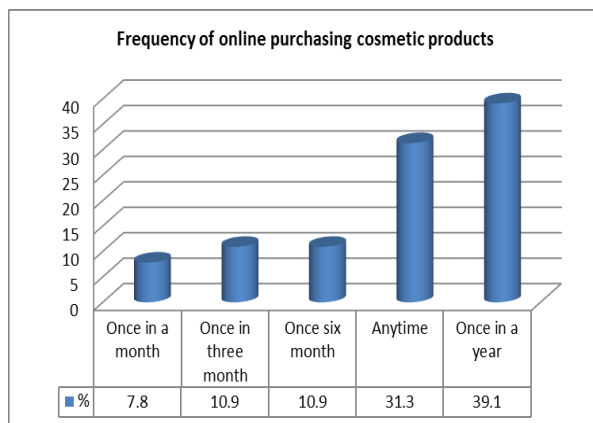


Figure 4 Frequency of online shopping

During the COVID-19 era (From figure 4), it was observed that more than one-third (39%) of the respondents were purchased cosmetic products once in a year whereas more than one-fourth (31%) shopped anytime whenever the stock finished and remaining respondents shopped cosmetic products once in a month, three month and six month.

4.6. Spending on online cosmetic products by respondents:

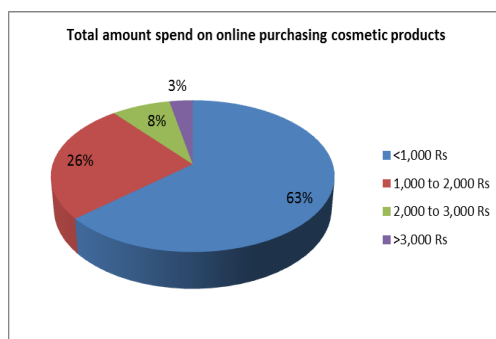


Fig.5 spending on purchasing cosmetic products online

It can be seen from the above graph that more than three-fifth (63%) of the girl students spent less than 1,000 Rs. their money on purchasing online cosmetic products, 26% spent 1,000-2,000 Rs., 8% spent 2,000-3,000Rs and very few (3%) spent more than 3,000 Rs. on online purchasing of cosmetic products.

4.7. Mode of Payment preference:

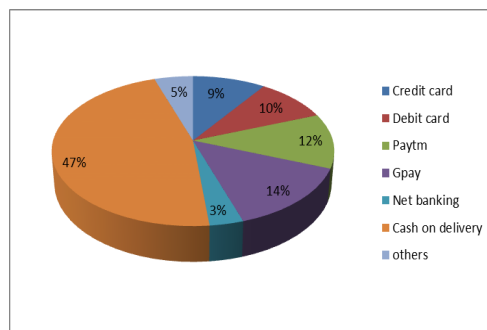


Fig.6. Mode of payment for online shopping

Figure 6 shows the different payment methods used by college girl students for online purchasing of cosmetic products which is a very important segment for buying decisions. The results depict approximately half (47%) of the respondents were using transactions by cash on delivery whereas less than one-fifth of the respondents were paying through Paytm and Gpay and very few (9%, 5%, and 3%) of them used Debit card, Credit card, and Net banking for purchasing online cosmetic products.

4.8. Problems regarding online purchasing cosmetic products:

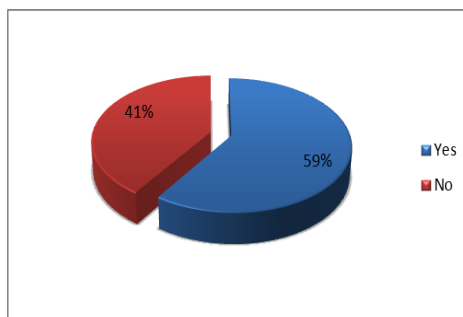


Fig.7. Problems regarding online purchasing of cosmetic products.

The above results revealed that more than half (59%) of the respondents were facing problems while purchasing online cosmetic products whereas 41% of respondents did not face any kind of problem.

4.9. Problems faced by respondents regarding online shopping:

When the respondents were asked about the problems faced during online cosmetic purchase, the below results depict that more than one-fourth (29% & 26%) of the respondents had face the problem related to the poor quality of the product and delay in delivery while 21% of the respondents faced high delivery charges.

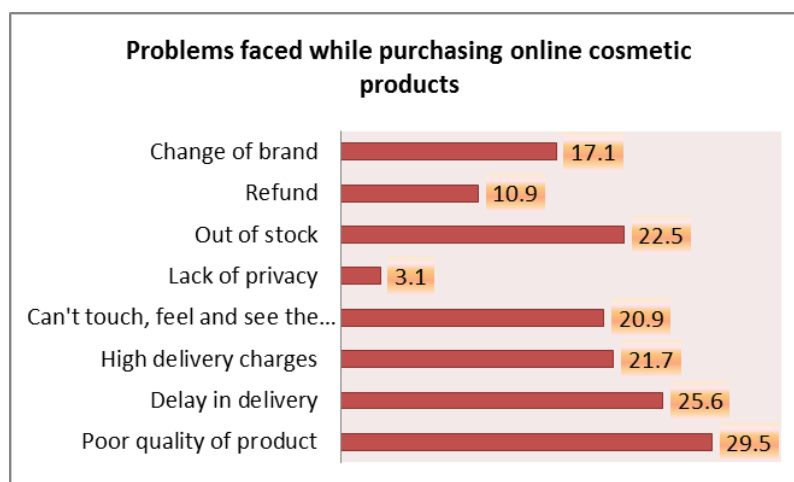


Fig.8 Problems faced by respondents regarding online shopping

4.10. Motivating factors for purchase of online cosmetic products:

The below graph reveals the motivating factors which greatly influence the respondents to purchase online cosmetic products. More than half (52%) of them revealed that they get more discount offers or lower price compare to the offline purchase which act as the prime motivating factor followed by of “easier to buy” (40%) and maintained transaction privacy (37%) which motivate them to opt for online purchase.

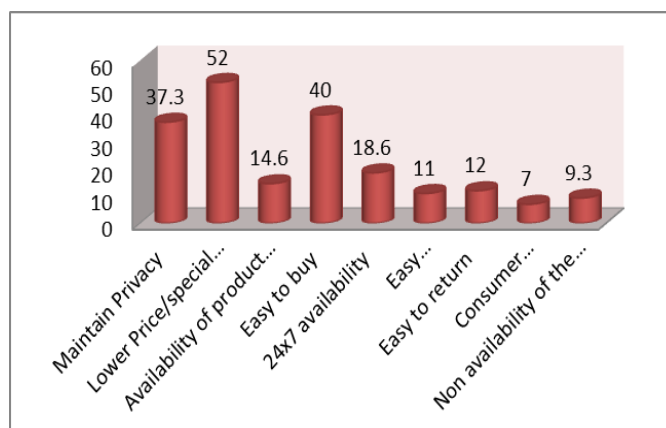


Fig.9 Motivating factors to purchase cosmetic

4.11. Frequencies of purchasing online cosmetic products post COVID-19

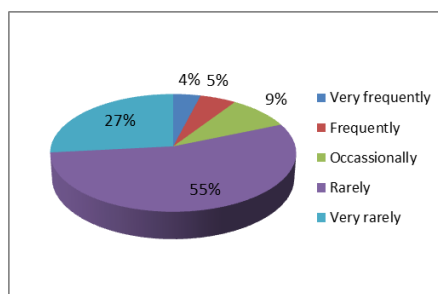


Fig.10 Frequencies purchasing online cosmetic products post COVID-19

Frequencies of Expenditure on cosmetic products have greatly reduced due to financial difficulties during COVID-19. Consumers whose annual income dropped during COVID-19 have the purchase of cosmetic products. The data depicts that majority (55%) of the respondents have rarely purchased their cosmetic products during COVID-19 while 27% of them very rarely shopped due to pandemic lockdown .

4.11. Usage of cosmetic products post COVID-19:

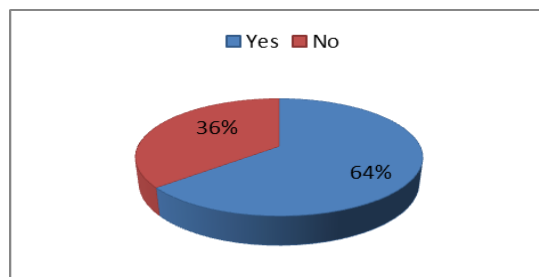


Figure 11 Usage of cosmetic products after COVID-19

Due to COVID-19 pandemic lockdown has imposed across the nation, people started working from home which in turn affected daily use of the cosmetics products. Since there was no need to go out, purchase of makeup is found to be unnecessary. Moreover, outdoor visits were done by wearing face masks. Majority (64%) of the respondents stated that after the COVID-19, the usage of cosmetics like lipstick, lip liner, foundation, compact and kajal has reduced whereas 36% of them still use cosmetics as earlier.

4.13. Online purchasing of cosmetic products satisfaction:

Table 2Satisfaction level of the respondents

S.No	Satisfaction Level	F	%
1	Very satisfied	11	14.6
2	Satisfied	24	32
4	Neutral	30	40
5	Dissatisfied	06	8
6	Very dissatisfied	04	5.3

Satisfaction level plays a crucial role in online shopping. Satisfied consumers tend to shop more frequently online. When analyzed the above data, it was found that 40% of the respondents were neither satisfied nor dissatisfied with their overall online purchasing of cosmetic products, 32% of them satisfied, 14.6% were very satisfied with online shopping. Only 8% of the respondents were dissatisfied while 5.3% of the online shoppers

were very dissatisfied with their purchase which shows that there are still concerns, which hinder the consumer from using online shopping frequently.

Hypothesis testing

Ho_a: There exists no significant difference in the frequency of online purchasing of cosmetic products pre and post COVID-19.

Paired Samples Test									
		Paired Differences							
Variable		Mean	SD	Std. Error Mean	95% Confidence Interval of the Difference		t	Df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	<i>Pre_ COVID 19.</i> <i>Post_ COVID 19.</i>	1.30	2.10	.185	0.936	1.668	.039	128	.000

To examine the difference in frequency of purchasing cosmetic products before and during COVID-19 paired-samples t-test was conducted for each respondent, results of which are depicted in Table 3. There was a significant difference in the score of online purchasing of cosmetic products during COVID-19 ($M=2.51$, $SD=1.27$) than before COVID-19 ($M=3.81$, $SD=1.28$); $t(128)=0.39$, $p=.000$ at 5% level of significance. The null hypothesis was rejected. Thus, it can be concluded that the frequency of online purchasing of Cosmetics products before and during COVID-19 differs since the consumer don't feel the need for the products during the COVID-19 scenario. The purchase of online cosmetic products has declined significantly.

Conclusion

Online shopping is becoming more popular day by day with the increase in the usage of the Internet. Understanding customer's need for online selling has become a challenge for marketers. Especially understanding the consumer's perception towards online shopping, making improvements in the factors that influence consumers to shop online, and working on factors that affect consumers to shop online will help marketers to gain a competitive edge over others. Therefore our study has focused mainly on two research questions, i) what are motivating factors that influence consumers to shop online cosmetic products and to see what factors are most attractive for online shoppers. The results revealed that among the online cosmetic buyers who participated in the present study, the most influence and attractive motivating factors are as they get lower prices/ special discounts,

easy to buy whenever needed were directly influenced consumers for online shopping. Additionally, the effect of COVID-19 has changed the purchasing power of the respondents on a large scale. The frequency of purchasing cosmetic products has reduced due to started workouts at home so they don't feel the need of purchasing online cosmetic products.

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