

Customer satisfaction towards online shopping of cosmetics with reference to teenagers in ganapathy

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Abstract:

Online shopping is the trendy moving phenomenon of present economy buying of cosmetics product through online is easy and fashion to today's youngster. The teenage girls shows more interest in buying cosmetics item in online shows that the greater eagerness to buy the product. Due to this many websites used to cosmetics to buy cosmetic item in online and that they allows offers and creates convenience to buy the product in online. Many more brand items are seen in traditional shops but here we seen only some listed cosmetic brand items are shown in the online (Maybelline newyork, koloursel kajal,etc.). Many social media give advertisement about the product and create eagerness to buy the product showing product image and product approach marketing technique create the buying mentality of the product in the teenagers. Rendering service of online buying of cosmetics product one the teenager mind. Simple percentage methods are used to analysis and calculate satisfaction level of the customer. Interpretation of the table represent that age of mostly buying approach of the customer are college student and few of the customer are school students buy the cosmetic item in online. Findings reveal that the age of the customer, educational qualification, family type, service rendering, mode payment risk satisfaction, and website. Finally conclusion states that the cosmetic buying behavior in online have lots of risk of duplicate cosmetic product so teenage customer can use the traditional technique of herbal product like (turmeric powder)regular to skin. Before applying cosmetic item it prevents skin from artificial cosmetic product harmful effect and shows the natural glow in the skin. Herbal beauty product is the best for skin

Keywords: online, online shopping, websites, brand of cosmetics, teenagers.

Introduction

In this modern world we are moving very fast of our daily routine life online shopping is the one of trending approach to buy the product. Its rendering service is the shows the buyer to buy the product in online. Cosmetics item and choosing brand in online. Many websites are helping to buying cosmetics product in online. Brand choosing approach way of buying product of cosmetics item. Websites like nayakaa.com, amazon.com, flipkart.com, snapdeal.com are most of the trending moving websites in online buying of cosmetics. Buying of cosmetic item like perfumes, nailcolour, lipcolour, powder items in online.

Objective of the study

- To find out the satisfaction level and buying approach of the teenagers
- To know about the way of choosing brand of the product in online
- To identify the risk satisfaction level of the customer in mode of payment process

Review of literature

Dr.N.Sethilkumaran & KL.Chandramohan (2018) has made a study about the “customer satisfaction toward online shopping with reference to namakkal district”. In this study states about the customer buying behavior and satisfaction level of online shopping.

K.Vanitha and Dr. M. Prakash (2017) has conduct a study about the customer perception toward online shopping websites in this they viewed and states that website (B2C) purpose & (B2B) and e commerce.

Scope of the study

- To know about the teenagers way of choosing brand and most prefer websites of online shopping of cosmetic.
- To identify the customer satisfaction level & risk preference of buying product in online cosmetic product.

Limitation of the study

The study of response are choosing only teenagers

The study shows only customer satisfaction level

Research methodology

- Area of study : The area of the study conducted between the teenage student
- Sampling design

The based on the questionnaire method primary data

Primary data: It has been collected to structured questionnaire from teenagers

- Statistical tool used for the study

Simple percentage method

Analysis and interpretation

TABLE NO: 1 Age in years

Particular	No of response	Percentage of response
16-18	19	38
19-21	30	60
Above 21	1	2

Interpretation: 60% of response is 19-21. 38% of response is 16-18. 2% of response is above 21.

TABLE NO: 2 Source to know

Particular	No of response	Percentage of response
own	30	60
Friends	5	10
Relatives	5	10
Media	10	20

Interpretation: 60 of response are own interest to buy in online. 20% of response is showing media to know online. Another 10% of response is known about relatives and last 10% are known about friends.

TABLE NO: 3 Websites used to buy

Particular	No of response	Percentage of response
Nykaa.com	30	60
Amazon.com	10	20
Snap deal.com	5	10
others	5	10

Interpretation: 60 of response are own interest to buy in nykaa.com. 20% of response interest to buy in Amazon .com. Another 10% of response is interest to buy in snap deal.com and last 10% are interest to buy in others.

Table no: 4 online brands

Particular	No of response	Percentage of response
Maybelline newyork	30	60
Lame cosmetic	2	4
Himalaya drug cosmetic	5	10
others	13	26

Interpretation: 60% of response are choosing Maybelline newyork brand.4% of response choosing lame cosmetic brand.10% of response choosing Himalayan drug company brand.26% of response choosing other brands.

TABLE NO: 5 mode of payment

Particular	No of response	Percentage of response
cash	40	80
credit	5	10
both	5	10

Interpretation: 80% of response is cash mode payer. 10% of response is credit mode payer. Another 10% are both mode of payer.

Findings

- Most of the response are college students
- Most of the response choosing herbal related cosmetic
- Most of the response choosing makeup set
- Most of the response are brand convince is easy

Conclusion

Online shopping of cosmetic is easy way of buying process. Easy and convince is higher there is also an evil effect. Traditional method preparing cosmetic item also many more. Therefore before using artificial cosmetic product prefer our traditional herbal related cosmetic product. Apply our home made traditional product to our

skin it's more effective to artificial chemical included cosmetic products evil effect to our skin and reduces artificial products negative effectiveness.

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