



# EXPLORING CUSTOMER BUYING INTENTIONS: AN IN-DEPTH ANALYSIS OF ONLINE SHOPPING OF COSMETIC PRODUCTS IN MEERUT

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**Abstract:** In India, the beauty and personal care market is expanding rapidly. Simultaneously, the number of online shoppers is also increasing due to various reasons like internet access, convenience, lower prices, discounts/offers, variety, easy returns, door delivery, and so on. There are numerous E-Commerce platforms that offer a large number of cosmetic brands both national and international. That's why people are exploring online shopping websites rather than traditional shops. The thought process for this study is to simply examine the customer buying intention towards online shopping of cosmetic products in Meerut. Meerut is the second biggest city in the National Capital Region after Delhi (About Meerut, n.d.). Therefore, it is important to know the demographic characteristics, and buying patterns of online cosmetic buyers, and the factors that influence the customer's attitude towards online shopping of cosmetic products. Some selected online shopping websites like Flipkart, Amazon, Myntra, Nykaa, Purpille, and Meesho have been included in this study. With the help of the convenience sampling technique, 150 online cosmetic shoppers were selected and the data were collected using a structured online questionnaire. Descriptive statistics are used to interpret the results. The results interpreted that advertising through social media or the internet influences the most to make purchases. Special discounts and offers are the key motivating factors to buy cosmetic products online. The outcome of the analysis suggests that companies should focus on social media advertising more, as people are more attracted to social media nowadays.

**Keywords:** Cosmetic products, buying intention, online shopping, social media advertising, and Meerut.

## 1. INTRODUCTION

The proportion of individuals taking advantage of the Internet for shopping is growing gradually. Consequently, spotting a reaction for what reason shoppers buy products through the internet contrary to traditional shopping has proved to be a serious matter of concern for sellers. According to (Ye, L., Chen, Z., & Li, 2012) internet marketing has great considerable impact on customer buying behavior. Automations have alternated the method by which users gather details about the product. The majority of the business concerns get adapted from a conventional tangible structure to an internet setting (Cockayne, 2016). Electronic Commerce trading may boost the web purchase intents through ascertained to enhance buyer's faith. Moreover, Electronic Commerce trades would lay down endeavors to minimize the identified risk, on account of the presumed relevance of risk deduction in internet buying intent (Dmitriev et al., 2014)

### 1.1 BUYING INTENTION

Buying intention is determined by every customer's tendency to acquire a commodity or service. This is the aggregate of perceptive, intuitive, and physiological attitudes to the acquisition, buying, or making use of the product, services, objects, and certain manners. The conception is straightforward, yet in reality, it is not as

absolute as it determines. Intent may not be attributed to agreeing or not agreeing in response to the question of someone's plans to purchase a product.

## 1.2 COSMETIC PRODUCTS

Cosmetic products are applied to intensify the look of human beings. In the present state of affairs, the Indian cosmetic industry has an outstanding capability on account of expanding consumer appeal in their appearances. Cosmetic products are categorized as Skincare products, Hair care products, Makeup products, Perfumes and deodorants, and Personal and Hygiene.

## 1.3 STATEMENT OF THE PROBLEM

The rapid advancement of the online network has enabled customers to purchase various categories of products and services from online sellers and search for details on the internet. Internet platforms provide benefits for customers as well as sellers hence providing a productive system for sellers to persuade their desired public. While buying products through online platforms, customers usually look forward to exceptional quality of service since it is more convenient to compare the prices of the products on the internet. In order to improve the potency of web stores, extensive knowledge of internet buying patterns and components that influence customers to purchase cosmetics via the internet will be conferred preference. The primary cause why internet purchase intents are of extensive importance for a company is because it is a strong forecaster of true purchase behaviors (Dhanapal et al., 2015).

## 1.4 QUESTIONS OF RESEARCH

The subsequent research questions are looked into by the study:

1. Who are the online cosmetic product customers with reference to demography?
2. What are the purchase patterns of the customers?
3. What are the factors that influence customers' online shopping attitudes?

## 1.5 RESEARCH GAP

This study continues to have an improved understanding of how shoppers approach internet platforms for buying cosmetic products. The literature review that has been done reveals that extensive studies are being done in the area of online shopping context. So far, most of the research has concentrated on online shopping in common and just concerning top-selling product categories like electronics, Clothes, Accessories, etc. Although there are several types of research being conducted concerning the cosmetic industry, hardly any have been concerned with online shopping for cosmetic products. Also, no study has been done in Meerut City.

## 2. LITERATURE REVIEW

(Cao, Xinyu Jason, Zhiyi Xu, 2012) revealed that online shopping is an alternative to in-store purchasing for people who do not appreciate traditional shopping. It won't be possible to significantly cut physical shopping trips until a sizable number of consumers purchase online. (Renny, 2013) evaluated five factors to gauge people's attitudes toward online airline ticketing services. These are: (1) buying tickets online is a nice idea; (2) buying tickets online is a smart concept; (3) buying tickets online is enjoyable; (4) buying tickets online is a fantastic idea; and (5) buying tickets online is an interesting idea. (Chen, M. F., & Tung, 2014) studied Subjective norms are defined as one's perspective of what others around them, such as parents, friends, and co-workers believe. When we have preconceived notions about how other people would respond to specific activities, these norms have an impact on us. Hence, these standards influence consumers' online purchase intents by influencing how they view their online shopping choices. (Mutambala, 2015) continued from already-established theories about how characteristics like trust, perceived risk, shopping delight, and website design excellence relate to customers' intentions to make online purchases. Online purchase intent is strongly correlated with trust, shopping pleasure, and site design. The intention to make an online purchase is not negatively correlated with the independent variable perceived risk. Shopping pleasure appears to predict online purchase intention more than the other independent variables, whereas trust is the second-best indicator

and site design quality appears to predict online purchase intention the least of the three statistically significant independent variables. **(Paul, J., Modi, A., & Patel, 2016)** asserted that the idea of reason action is utilized to reframe buyers' intents. In the study of consumer behavior, this hypothesis has been given due consideration and recognition for its importance. This model provides a relatively modest framework for categorizing where and how to target customer behavioral change attempts in addition to appearing to predict consumer purchase intentions and behavior. **(Sutanto & Aprianingsih, 2016)** studied review quality, review quantity; review valence, and source credibility which have significant and positive effects on buying intention. By observing the capacity of internet shopper reviews on buying intent, the luxurious cosmetic concerns can think about internet shopper reviews as a budget-friendly marketing approach that can boost sales. **(Chiou, Jyh-Shen & Chou, Szu-Yu, & Shen, 2017)** stated buying intention is the intention to buy a specific good within a predetermined time frame. Moreover, customers' intent to buy from electronic web-based firms influences their online buying intent. Customers are more likely to buy products from online stores when they are aware of e-commerce companies. **(Oberoi, 2018)** studied that the majority of consumers of cosmetics are between the age group of 15 to 25. Comparatively, a big share of cosmetic product purchases was made by women. Factors like Income, Price, Prior Experience, Trust, Influence, and Motivation were identified by the factor analysis. According to the ANOVA test trust is the most significant factor. Another significant conclusion of the study is the fact that each of the variables, including the cultural, social, and psychological variables, has a unique impact on every person. It has been observed that social variables significantly affect consumers' choices while making cosmetic product purchases. **(Kamran, Asif, Shaukat, Ambreen, and Syed, 2019)** described in their research, that customers buying products online realize monetary cost comparative worth is greater than other measures of material value. It assumes internet shoppers are still making use of this channel in view of its value focus of attention, not as a result of enjoyment or to receive social etiquette from others. The end result of the evaluation suggests that value insight and the forebears of material value monitoring were quite exceptional linking the buyer's intents for internet platforms. **(Goel & Sharma, 2020)** described in their research; that the perception of the consumers of a brand influences their buying intentions. Variables specifically brand concept, brand adherence, product expertise, product association, product worth, and product features were considered as factors of customers' buying intentions and were observed to have a positive association with buying intentions. **(Yadav, 2020)** concluded that most of the customers identified that online shopping is a better alternative to physical buying and most of the customers are satisfied with their online purchase transactions. Customers can access the internet at their homes, offices, and colleges. Most customers purchase electronics, clothes, accessories, and so on. The most disturbing barrier of online shopping is that customers need to give their credit card information and not watch the products themselves. Consumers admit with the assertion that internet buying is costly as compared to physical purchases; the delivery of the products requires extra time and the shoppers experience difficulties when doing internet shopping. **(Javed, 2021)** concluded that the presence of a higher number of youths in the age group of 18-33, educated customers, and lower- and middle-class customers of cosmetic products justify the actual diversity of Indian cosmetic markets. Senior age group customers do not prefer to buy products online and some youngsters do too. Watching T.V. advertisements and the Internet has a great impact on customers. The majority of customers prefer discounts, buy 1 get 1 and cash-back offers in urban and semi-urban areas. The majority of customers do not buy products on the recommendation of beauty professionals and Doctors, few of them are in touch with them. They buy the products of their own choice. Need for improvement in cosmetic products of Himalaya, L'Oreal, and Nivea. **(Mustika, Drajad Veda, and Wahyudi, 2022)** demonstrate that while the quality of a website does not directly influence buying intention, it does boost perceived enjoyment and perceived trust, which both, directly and indirectly, affect online purchase intention. The quality of beauty e-commerce websites was also found using a structural equation model as a high-level construct with 6 first-level dimensions. Information task-fitness, interactivity, response time, the appeal of the display, the appeal of the visuals, and inventiveness are the order dimensions. In terms of each dimension's relative relevance, visual appeal has been determined to be the most crucial, followed by display appeal quality, information task fitness, inventiveness, interactivity, and response time.

### 3. MATERIAL AND METHOD

This study is exploratory and descriptive and has adopted the following methodology to conclude.

#### 3.1 POPULATION

To find out the consumer purchase intention towards online shopping of cosmetic products; the demographics that have been chosen were constrained to Meerut on account of several limitations. The research's overall target populations were both male and female cosmetic customers.

#### 3.2 SAMPLE SIZE

The population sample size was 150 respondents (Male and Female). The sample respondents included College/University students, spouses, working employees, and the businessmen of Meerut City.

#### 3.3 SAMPLING METHOD

The sampling method used in the study was opportunity sampling also called (convenience sampling), which is a type of non-probability sampling. Convenience sampling is a rapid and economical method for getting responses from the respondents. Self-directed Google questionnaires were circulated to the respondents for data collection.

#### 3.4 RESEARCH METHODS

The research method implemented in this study was quantitative. Quantitative analysis is associated with collecting data and transforming it into a number form for distinct statistical analysis. The data was analyzed with the help of descriptive statistics. SPSS software is used for multiple response analysis for effective results.

#### 3.5 OBJECTIVES OF THE STUDY

1. To outline the demographic characteristics of online cosmetic buyers of Meerut district.
2. To understand the online buying patterns of cosmetic buyers.
3. To determine the factors influencing the customer attitude towards online shopping of cosmetic products in Meerut district.

### 4. DATA ANALYSIS AND INTERPRETATION

**Objective 1: To outline the demographic characteristics of online cosmetic buyers of Meerut district.**

**Table 1: Age-wise distribution of the respondents**

Age	Number	Percentage	Valid Percentage	Cumulative Percentage
20 or below	48	32.0	32.0	32.0
<b>21-30</b>	<b>81</b>	<b>54.0</b>	<b>54.0</b>	<b>86.0</b>
31-40	15	10.0	10.0	96.0
41 or above	6	4.0	4.0	100.0
Total	150	100.0	100.0	

In the above table, it is clear that among the total 150 respondents of this study, 32% (48 respondents) belong to the age group "20 and below", 54% (81 respondents) belong to the age group of 21-30, 10% (15 respondents) belong to the age group of 31-40 and remaining 4% (6 respondents) are above 40 years of age. Among 150 online cosmetic buyers, 32%, (48) respondents are teenagers, 54% (81) respondents are youngsters, 10% (15) respondents are middle agers and the rest 4% (6) respondents are upper middle age and old age people.

**Table 2: Gender-wise distribution of the respondents**



Gender	Number	Percentage	Valid Percentage	Cumulative Percentage
Male	51	34.0	34.0	34.0
<b>Female</b>	<b>99</b>	<b>66.0</b>	<b>66.0</b>	<b>100.0</b>
Total	150	100.0	100.0	

Table 2 outlines that 66% (99 respondents) out of the total 150 respondents are female and the remaining 34% (51 respondents) are male.

**Table 3: Area of Ethnicity of the Respondents**

Area	Number	Percentage	Valid Percentage	Cumulative Percentage
Urban	65	43.3	43.3	43.3
<b>Semi-Urban</b>	<b>68</b>	<b>45.3</b>	<b>45.3</b>	<b>88.7</b>
Rural	17	11.3	11.3	100.0
Total	150	100.0	100.0	

As per the data, about 43.3% (65 respondents) out of the total 150 respondents are living in an urban area, 45.3% (68 respondents) reside in a semi-urban area and 11.3% (17 respondents) reside in a rural area respectively.

**Table 4: Marital status of the respondents**

Marital status	Number	Percentage	Valid Percentage	Cumulative Percentage
<b>Unmarried</b>	<b>106</b>	<b>70.7</b>	<b>70.7</b>	<b>70.7</b>
Married	44	29.3	29.3	100.0
Total	150	100.0	100.0	

Table 4 portrays that, 70.7% are unmarried (106 respondents) and 29.3% are married (44 respondents) out of a total of 150 respondents. Unmarried respondents are observed to overlook the online purchase of cosmetic products.

**Table 5: Educational qualification of the respondents**

Education	Number	Percentage	Valid Percentage	Cumulative Percentage
High-school	6	4.0	4.0	4.0
Intermediate	27	18.0	18.0	22.0
Graduate	54	36.0	36.0	58.0
<b>Post-Graduate</b>	<b>57</b>	<b>38.0</b>	<b>38.0</b>	<b>96.0</b>
Doctoral	6	4.0	4.0	100.0
Total	150	100.0	100.0	

From Table 5, it is evident that 4% (6) have an educational qualification of High school, 18% (27) are Intermediate, 36% (54) possess a U.G degree, and 38% (57) possess a P.G or 4% (6) have doctoral degree among the total respondents. In the above analysis, post-Graduate customers are found to dominate the online purchase.

Table 6: Occupation of the respondents

Occupation	Number	Percentage	Valid Percentage	Cumulative Percentage
<b>Student</b>	<b>80</b>	<b>53.3</b>	<b>53.3</b>	<b>53.3</b>
Private Employee	35	23.3	23.3	76.7
Government Employee	4	2.7	2.7	79.3
Business	12	8.0	8.0	87.3
Housewife	19	12.7	12.7	100.0
Total	150	100.0	100.0	

About 53.3% (80) of the total respondents come under the student category whereas, 23.3% (35) are working in a private organization, 2.7% (4) are from government organization, 8% (12) are from the business category and the remaining 12.7% (19) are housewife.

Table 7: The level of income of the respondents

Income	Number	Percentage	Valid Percentage	Cumulative Percentage
30000 or below	49	32.7	32.7	32.7
31000-40000	24	16.0	16.0	48.7
41000-50000	25	16.7	16.7	65.3
<b>51000 or above</b>	<b>52</b>	<b>34.7</b>	<b>34.7</b>	<b>100.0</b>
Total	150	100.0	100.0	

Among the total respondents, 32.7% (49) the respondents whose income level is Rs.30,000 or below, followed by 16% (24) of respondents whose income falls between Rs.31,000 and Rs.40,000, 16.7% (25) with an income level between Rs.41,000 and Rs.50,000 and 34.7% (52) respondents with income level of above Rs.51,000 have participated in the study.

**Objective 2: To understand the online buying patterns of cosmetic buyers.**

Table 8: Frequency of usage of cosmetics

Usage	Number	Percentage	Valid Percentage	Cumulative Percentage
Everyday	31	20.7	20.7	20.7
Occasionally	42	28.0	28.0	48.7
<b>As per need</b>	<b>70</b>	<b>46.7</b>	<b>46.7</b>	<b>95.3</b>
Never	7	4.7	4.7	100.0
Total	150	100.0	100.0	

The above Table 8 presents the percentage of frequency of usage of cosmetics by the respondents. 20.7% (31) of the total respondents use cosmetics every day, followed by 28% (42) of customers use them occasionally. Further, 46.7% (70) of the respondents use as per their need, 4.7% (7) never use cosmetics.

Table 9: Frequency of online purchase

Online purchase	Number	Percentage	Valid Percentage	Cumulative Percentage
More than once per week	1	0.7	0.7	0.7
Once per week	3	2.0	2.0	2.7
Monthly	24	16.0	16.0	18.7
Once or twice a year	20	13.3	13.3	32.0
<b>As per requirement</b>	<b>102</b>	<b>68.0</b>	<b>68.0</b>	<b>100.0</b>
Total	150	100.0	100.0	

The above Table 9 describes the percentage of frequency of online buys made by the respondents. Only 0.7% (1) of the total respondents make online purchases more than once per week, followed by 2% (3) purchases once per week. Further, 16% (24) of the respondents buy monthly, 13.3% (20) buy once or twice in a year and 68% (102) do make online purchases as per their requirements.

Table 10: The average amount spent on online purchases per month

Amount	Number	Percentage	Valid Percentage	Cumulative Percentage
<b>Rs.500 or below</b>	<b>97</b>	<b>64.7</b>	<b>64.7</b>	<b>64.7</b>
Rs.501-1000	28	18.7	18.7	83.3
1001-1500	11	7.3	7.3	90.7
1501-2000	8	5.3	5.3	96.0
2001 or above	6	4.0	4.0	100.0
Total	150	100.0	100.0	

The above Table 10 indicates the average amount spent by the respondents per month in online shopping for cosmetic products. Most of the respondents i.e., about 64.7% spend an average amount of Rs.500 or below, followed by 18.7% spending an average of Rs.501-1000, 7.3% spending an average of Rs.1001-1500, 5.3% with an average spending of Rs.1501- 2000, 4% with an average of Rs.2001 or above.

Table 11: Favorite shopping site of the respondents

Website	Number	Percentage	Valid Percentage	Cumulative Percentage
Flipkart	28	18.7	18.7	18.7
<b>Amazon</b>	<b>49</b>	<b>32.7</b>	<b>32.7</b>	<b>51.3</b>
Myntra	12	8.0	8.0	59.3
Purplle	12	8.0	8.0	67.3
Meesho	19	12.7	12.7	80.0
Nykka	30	20.0	20.0	100.0
Total	150	100.0	100.0	

Most of the total respondents preferred Amazon as their favorite shopping site with 32.7% followed by Nykka with 20%, Flipkart with 18.7%, Meesho with 12.7%, Myntra with 8%, and Purplle with 8%.

#### 4.1 MULTIPLE RESPONSE ANALYSIS

Table 12: Types of cosmetic products purchased online

Types of cosmetic products	Number	Percentage	Percentage of Cases
<b>Skincare products</b>	<b>89</b>	<b>28.8%</b>	<b>59.3%</b>
<b>Hair care products</b>	<b>61</b>	<b>19.7%</b>	<b>40.7%</b>
Fragrance	35	11.3%	23.3%
<b>Makeup</b>	<b>80</b>	<b>25.9%</b>	<b>53.3%</b>
Shaving	13	4.2%	8.7%
Bath and Body	31	10.0%	20.7%
Total	309	100.0%	206.0%

The frequency table 12 of multiple responses shows that a total of 309 responses were received from 150 respondents. Most of the respondents purchase skin care products 28.8% (89) followed by makeup products 25.9% (80), hair care products 19.7% (61), fragrances 11.3% (35), bath and body 10% (31) and shaving 4.2% (13).

**Objective 3: To determine the factors influencing the customer attitude towards online shopping of cosmetic products in Meerut district.**

#### 4.2 MULTIPLE RESPONSE ANALYSIS

Table 13: Key influencing factors to buy cosmetics online

Influencing Factors	Number	Percentage	Percentage of Cases
Privacy	17	3.9%	11.3%
<b>Lower price</b>	<b>68</b>	<b>15.8%</b>	<b>45.3%</b>
<b>Special discount/Offer</b>	<b>104</b>	<b>24.1%</b>	<b>69.3%</b>
<b>Variety</b>	<b>54</b>	<b>12.5%</b>	<b>36.0%</b>
<b>Door delivery</b>	<b>58</b>	<b>13.5%</b>	<b>38.7%</b>
Laziness to go to shop	9	2.1%	6.0%
No time to go to shop	25	5.8%	16.7%
Easy product comparison	30	7.0%	20.0%
Enjoyment	12	2.8%	8.0%
<b>Non-availability of the brand in nearby shops</b>	<b>54</b>	<b>12.5%</b>	<b>36.0%</b>
Total	431	100.0%	287.3%

The frequency table 13 of multiple responses presents that total of 431 responses collected from 150 respondents. The majority of the respondents have the opinion that the factors that influence them to make the online purchase are special discount/offer 24.1% (104), followed by lower price 15.8% (68), variety 12.5% (54), non-availability of the brand in nearby shops 12.5% (54), easy products comparison 7% (30), no time to go shopping 5.8% (25), privacy 3.9 (17), enjoyment 2.8% (12) and laziness to go shopping 2.1% (9).

Table 14: People who motivate to make online purchases

People	Number	Percentage	Percentage of Cases
<b>Family members</b>	<b>53</b>	<b>23.1%</b>	<b>35.3%</b>
<b>Friends</b>	<b>86</b>	<b>37.6%</b>	<b>57.3%</b>
Colleagues	23	10.0%	15.3%
Neighbor	6	2.6%	4.0%



Beauty professionals	30	13.1%	20.0%
None	31	13.5%	20.7%
Total	229	100.0%	152.7%

The frequency table 14 of multiple responses displays that a total of 229 responses were received from 150 respondents. Most of the respondents shared that people who motivate them to make online purchases of cosmetics are friends 37.6% (86), followed by family members 23.1% (53), beauty professionals 13.1% (30), colleagues 10% (23), and neighbor 2.6% (6). Although 13.5% (31) people chose none option, that means they purchased online cosmetic products according to their perception, and nobody influenced them to make a purchase.

**Table 15: The visual appearance of the websites**

Visual Appearance	Number	Percentage	Valid Percentage	Cumulative Percentage
Yes	141	94.0	94.0	94.0
No	9	6.0	6.0	100.0
Total	150	100.0	100.0	

Table 15 represents the frequency of the visual appearance of the websites that motivate people. As per the above analysis, it is clear that 94% of people think that the visual appearance of the websites motivates them. Vice-versa 6% of people have the opinion that the visual appearance of the websites is not motivating.

**Table 16: Types of advertising that influence the most to make a purchase**

Advertising	Number	Percentage	Valid Percentage	Cumulative Percentage
Television advertisement	8	5.3	5.3	5.3
Newspaper	1	.7	.7	6.0
<b>Social media or the internet</b>	<b>132</b>	<b>88.0</b>	<b>88.0</b>	<b>94.0</b>
E-mails	3	2.0	2.0	96.0
Billboard or banners	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Table 16 presents the type of advertising that influence the most to the customers to make the purchase. 5.3% of respondents chose television advertising, .07% chose newspaper, 88% chose social media or the internet, 2% chose E-mails, and 4% chose billboards or banners. The majority of the respondents preferred social media or the internet.

**Table 17: Return policy of shopping website**

Return Policy	Number	Percentage	Valid Percentage	Cumulative Percentage
Yes	125	83.3	83.3	83.3
No	25	16.7	16.7	100.0
Total	150	100.0	100.0	

Frequency Table 17 shows the return policy of the shopping website. Based on the above analysis, it is confirmed that 83.3% of people believe that the return policy of shopping websites is easier than that of traditional shops. Vice-versa 16.7% of people have the opinion that the return policy of shopping websites is not easy at all.

## 5. MAJOR FINDINGS AND DISCUSSION

- Based on the analysis, most of the respondents were 21-30 age group. Female respondents were 66% which is higher as compared to male respondents in numbers. Overall, most of the respondents (female and male) were post-graduate, students, unmarried, and lived in a semi-urban area of Meerut City. The average family income (51000 or above) per month of the respondents was in most of the cases.
- The purchase pattern of the respondents showed that the respondents use and purchase cosmetics as per their needs or requirements. The majority of the respondents spent 500 or below per month on online shopping and their favorite shopping website was Amazon.
- Last, but not least, the factors that influence the customer attitude towards online purchase of cosmetics; Special discounts/offers, lower prices, door delivery, variety, and non-availability of the brands in nearby shops seemed much-influencing factors as per the respondents. The majority of the respondents felt that their friends and family members influenced them most. Social media or the internet was the most influencing advertising strategy chosen by the respondents.

E-commerce companies should pay attention to targeting teenagers followed by younger, middle-aged, or old age groups. Moreover, companies should target male customers also. E-commerce companies like Nykka, Purple, etc. should do mass advertising and adopt strategies that influence customers' minds in a significant way. Since these companies are specifically doing their business in cosmetics and personal care. Still, the choice of the majority of the customers is Amazon. The companies should also adopt word of mouth marketing strategy.

## 6. CONCLUSION

With the speedy growth of information technology as well as product and process innovations, there is a switch in traditional retail stores to move towards online retail stores. Online shopping has turned into one of the most reasonable ways to get preferred goods and services. The existing retail stores need to accept the varying trends of customer needs, attitudes, desires, and behavior. The traditional perspectives about shopping have been modified and the retailers can no longer assist efficiently unless they do not ratify their business using online platforms. At the same time, the online shopping medium cannot fully replace the traditional medium; it introduces a modern outlook to shopping and is never negligible.

This research study tried to analyze the demographic profile of online cosmetic shoppers in the Meerut district and the variables that affect the attitude of the shoppers towards internet shopping cosmetics. Broadly speaking, it can be concluded that the standard level of performance persuading among the customers in the Meerut district concerning online shopping of cosmetic products can be expanded potentially by growing awareness towards the importance of cosmetic usage and the benefits of online shopping of cosmetic products.

## 7. IMPLICATIONS OF THE RESEARCH

There are two sub-sections in this section. The theoretical implication comes first, and it discusses the theoretical implications of the study. The second portion focuses on the practical managerial implications of the study in real-world situations.

### 7.1 THEORETICAL IMPLICATIONS OF THE RESEARCH

First of all, the previous empirical findings lend credence to the model of online buying attitude that is described in this study. This study investigated an extensive internet shopping attitude. The demographic profiles of the respondents, online purchase patterns as well and the factors influencing the online shopping attitude toward cosmetic products have been analyzed. All these factors have a big impact on how people feel about buying cosmetics when they shop online. Consequently, it can be said that the representation is pertinent for online shopping of cosmetic products in Meerut. The results provide a clear picture of the relationship between the mindset of internet shoppers, their behavioral intentions, and the actual purchases of cosmetics made through this medium.

### 7.2 PRACTICAL MANAGERIAL IMPLICATIONS OF THE RESEARCH

The study's analysis of online shoppers' attitudes regarding cosmetic products in Meerut is a significant contribution. As previously said, there is a dearth of studies specifically examining how the Internet might be used for shopping for cosmetic products in the Indian context. To ensure the success of online shopping in

such a situation and to give e-retailers strategic direction, thorough research aimed at identifying and analyzing potential and actual internet buyers is crucial. The most significant finding as reported through the study is the various factors motivating the attitude of the customers towards internet shopping and is very crucial for targeting internet shoppers. Due to the collectivistic nature of India and the traditional and delicate nature of Meerut, perceptions and social interactions play a significant role in the majority of buying decisions. To boost the favorable opinions of the customers, the primary motivators may be improved and de-motivators may be removed. The study also evaluated the factors influencing the online shopping attitude such as; Special discounts/offers, lower prices, door delivery, variety, and non-availability of the brands in nearby shops. To succeed in their online businesses, marketers may concentrate on enhancing these factors. Marketers may focus on minimizing the elements that negatively affect consumers' attitudes toward online buying. E-commerce concerns that are especially well known in dealing with cosmetic products like NYKKA and Purpille should concentrate on their promotional strategies as the study found the most favorite shopping website of the customers is Amazon instead of NYKKA and Purpille. Without this, marketing attempts to influence behavioral intention won't result in actual cosmetic product purchases made through online channels, which will have an impact on the potential adoption of e-tailing.

## 8. SUGGESTIONS FOR FUTURE RESEARCH

This study highlighted the customer purchase intention towards online shopping of cosmetic products. Future research can focus on other factors like customer satisfaction level, post-purchase behavior, and so on. Future studies can consider the impact of online shopping on traditional shopping and the sustainability of traditional stores. Future studies can focus on other products or services instead of cosmetics, which are getting online nowadays. Concerning geographical area, the data has been collected from Meerut only; future studies can focus on other cities or countries.

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