

A Study On Customer Opinions Towards Online Purchase Of Cosmetics In Kanyakumari District

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How to cite this article: H P Dhanushree, Dr. S. Lakshmanan, Dr. V. Leela (2023). A Study On Customer Opinions Towards Online Purchase Of Cosmetics In Kanyakumari District. *Library Progress International*, 43(2), 2186-2192

Abstract: The rapid growth of e-commerce has significantly influenced consumer purchasing behavior, particularly in the cosmetics industry. This study examines customer opinions regarding online cosmetic purchases in Kanyakumari District. The research explores key factors such as product quality, pricing, convenience, trust, and social influence that impact consumer preferences. Through a structured survey and statistical analysis, the study identifies the primary drivers of customer satisfaction, along with the challenges consumers face, including trust issues, issue resolution difficulties, and return policy complexities. Findings suggest that while online cosmetic shopping is gaining popularity, improvements in product transparency, security measures, delivery efficiency, and customer support are essential to enhance the overall shopping experience. The study provides valuable insights for e-commerce platforms, cosmetic brands, and policymakers to refine their strategies and better cater to evolving consumer expectations.

Keywords: Online Shopping, Customer Satisfaction, Cosmetics Industry, E-Commerce, Consumer Behavior, Product Quality, Pricing Strategies, Customer Preferences, Digital Marketing.

INTRODUCTION

In recent years, the rapid growth of e-commerce has transformed the way consumers purchase products, including cosmetics. The convenience of online shopping, coupled with a wide range of product choices, competitive pricing, and ease of access, has led to an increasing number of consumers opting for digital platforms to fulfill their beauty and skincare needs. This shift in consumer behavior has necessitated an in-depth analysis of customer satisfaction levels with online cosmetic purchases, particularly in specific regions such as Kanyakumari District.

Customer opinion is a crucial determinant of the success of online cosmetic retailers. It encompasses various factors, including product quality, pricing, website usability, delivery efficiency, customer service, and return policies. Understanding these aspects can help businesses refine their strategies to enhance user experience and build brand loyalty. In the context of Kanyakumari District, where both urban and rural consumers coexist, it is essential to explore how demographic variables, purchasing patterns, and personal preferences influence customer satisfaction.

This study aims to analyze the factors affecting customer opinion regarding online cosmetic purchases in Kanyakumari District. It will examine the expectations of consumers, their experiences, and the challenges

they face while buying cosmetics online. The research will also investigate how online retailers can improve their services to meet customer demands more effectively. By identifying key satisfaction drivers and potential pain points, this study will contribute valuable insights to e-commerce platforms, cosmetic brands, and policymakers.

The findings of this research will be beneficial for various stakeholders, including online retailers, cosmetic manufacturers, and marketing strategists. Understanding customer satisfaction levels can help businesses tailor their approaches to cater to evolving consumer preferences, ultimately fostering better engagement and sustained growth in the online cosmetics industry.

Thus, this analytical study seeks to bridge the gap between consumer expectations and the realities of online cosmetic shopping, providing a comprehensive understanding of customer satisfaction in Kanyakumari District.

STATEMENT OF PROBLEM

The increasing preference for online shopping has significantly influenced consumer behavior in the cosmetics industry. Despite the advantages of convenience, variety, and competitive pricing, numerous challenges still affect customer satisfaction. Issues such as product authenticity, delayed deliveries, misleading product descriptions, inadequate customer support, and complex return policies continue to be major concerns for consumers.

In Kanyakumari District, where online shopping adoption varies among different demographic groups, understanding the key factors that influence customer satisfaction is crucial. Consumers often face difficulties in assessing product quality online, leading to dissatisfaction and trust issues with e-commerce platforms. Furthermore, local preferences, digital literacy levels, and access to reliable internet services play a significant role in shaping the online shopping experience for cosmetics.

This study seeks to address the critical question: What are the main determinants of customer opinion when purchasing cosmetics online in Kanyakumari District? By identifying and analyzing these factors, the research aims to provide valuable insights that can help e-commerce platforms, cosmetic brands, and policymakers enhance the online shopping experience and better cater to consumer needs.

OBJECTIVES OF THE STUDY

1. To identify the major Factors Influencing Consumers towards Online Purchase of Cosmetic Products
2. To assess Opinions and Perception about Online Cosmetic Shopping
3. To examine the Opinions regarding Online Purchase of Cosmetics and Socio Economic factors

RESEARCH METHODOLOGY

Research Design

Mixed-Methods Approach: The study will integrate both quantitative surveys and qualitative interviews to gather a broad and deep understanding of the respondent.

Data Collection Method

a) Primary Data

Primary data is collected using a structured questionnaire designed to capture customer opinions on various aspects of online cosmetic purchases.

b) Secondary Data

Secondary data is sourced from journals, research articles, company reports, and online databases to support and validate the findings.

Sample Size:

90 survey respondents were targeted to ensure statistical reliability.

DEMOGRAPHIC REPRESENTATION

The table below presented the demographic profile of the respondents such as Age, Gender, Marital status, Education, Social background and Tenure of service of the respondents etc., Percentage method and chi-square test is used to analyse.

Table: 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Particulars		Frequency	Percentage
Age	Upto 25	18	5
	26-35	27	13
	36-45	25	12
	45-55	10	5
	Above 55	10	2
	Total	90	100
Gender	Male	50	56
	Female	40	44
	Total	90	100
Social background	Urban	37	41
	Rural	31	34
	Semi-urban	22	24
	Total	90	100
Education	Below Graduation	13	14
	Graduation	10	11
	Post-graduation	31	34
	Diploma	27	30
	Others	9	10
	Total	90	100
Tenure of service	Below 5	9	10
	6-10	26	29
	11-15	25	28
	16-20	17	19
	21-25	13	14
	Total	90	100

Source: Primary Data

The survey results indicate that the majority of online cosmetic shoppers in Kanyakumari District are young to middle-aged professionals, with the 26-45 age group being the most active. A higher percentage of males (56%) compared to females (44%) suggests a rising interest in male grooming products. Urban consumers (41%) dominate online purchases, though rural (34%) and semi-urban (24%) buyers are gradually adapting to e-commerce. Postgraduates (34%) and diploma holders (30%) form the largest educational groups, highlighting the role of higher education in online shopping trends. Most respondents have 6-15 years of work experience, indicating that mid-career professionals are key consumers. These findings suggest that educated, working professionals, especially from urban areas, are the primary drivers of online cosmetic purchases in the district.

Table: 2
FACTORS INFLUENCING CONSUMERS TOWARDS ONLINE PURCHASE OF COSMETIC PRODUCTS

Sl. No.	Particulars	Frequency	Percentage
1	Product-Related Factors	22	24
2	Price & Cost Factors	21	23
3	Convenience & Accessibility	18	20
4	Trust & Security Factors	15	17
5	Personal & Social Influences	14	16

Total	90	100
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Source: Primary data

The data reveals that product-related factors (24%) are the most influential in consumers' decisions to purchase cosmetics online, highlighting the importance of quality, brand reputation, and product variety. Price and cost factors (23%) closely follow, indicating that affordability, discounts, and free shipping play a crucial role in attracting buyers. Convenience and accessibility (20%) also significantly impact purchasing behavior, as consumers value ease of shopping, availability, and fast delivery. Trust and security factors (17%), including secure payments and return policies, are essential for building consumer confidence. Lastly, personal and social influences (16%), such as influencer marketing and word-of-mouth recommendations, also play a role, though to a slightly lesser extent. This suggests that while product quality and pricing are primary drivers, convenience, trust, and social factors collectively shape consumer preferences in online cosmetic shopping.

Table: 3

PERCEPTION ABOUT ONLINE COSMETIC SHOPPING

Sl. No.	Particulars	No. of Respondents	Percentage
1	Product Perception	28	31
2	Pricing & Value Perception	19	21
3	Shopping Convenience	17	19
4	Social & Influencer Impact	10	11
5	Security & Trust Perception	16	18
	Total	90	100

Source: Primary data

The data shows that product perception (31%) is the most significant factor influencing consumers' perception of online cosmetic shopping, indicating that quality, brand trust, and product variety play a crucial role in shaping customer opinions. Pricing & value perception (21%) follows, highlighting the importance of affordability, discounts, and perceived worth of the products. Shopping convenience (19%) is another key factor, suggesting that ease of ordering, delivery speed, and return policies impact consumer satisfaction. Security & trust perception (18%) also holds substantial weight, reflecting concerns about payment security, counterfeit products, and customer support. Lastly, social & influencer impact (11%) has the least influence, indicating that while social media and word-of-mouth recommendations matter, they are not the primary drivers of perception. Overall, consumers focus more on product quality and value while also considering convenience and security when forming opinions about online cosmetic shopping.

Table: 4

OPINIONS REGARDING ONLINE PURCHASE OF COSMETICS

S. No.	Statement	Strongly agree	Agree	Disagree	Strongly disagree	Total
1	Quality of Products	8	16	4	1	29
2	Variety & Availability	9	11	3	1	24
3	Discounts & Offers	9	4	2	1	16
4	Ease of Ordering	4	3	3	1	11
5	Issue Resolution	4	3	3	0	10
	Total	34	37	15	4	90

Source: Primary data

The data indicates that the majority of respondents have a positive opinion about online cosmetic purchases, with 34 strongly agreeing and 37 agreeing across various factors. Quality of products (24 out of 29 positive responses) and variety & availability (20 out of 24 positive responses) are the most appreciated aspects,

showing that consumers are largely satisfied with the range and authenticity of cosmetics available online. Discounts & offers (13 out of 16 positive responses) also influence purchasing decisions, though to a slightly lesser extent. However, ease of ordering (7 out of 11 positive responses) **and** issue resolution (7 out of 10 positive responses) receive comparatively lower positive feedback, indicating that some consumers face difficulties in navigating platforms or resolving problems. Overall, while most consumers express satisfaction with online cosmetic shopping, improvements in user experience and customer service could further enhance satisfaction levels.

ASSOCIATION BETWEEN OPINIONS REGARDING ONLINE PURCHASE OF COSMETICS AND SOCIO ECONOMIC FACTORS OF THE RESPONDENTS

The non-parametric chi-square test is applied to find the Opinions regarding Online Purchase of Cosmetics and Socio Economic factors of Age and Marital Status.

Table – 5

AGE AND OPINION OF THE RESPONDENTS

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.000 ^a	9	.213
Likelihood Ratio	11.090	9	.270
N of Valid Cases	4		

a. 16 cells (100.0%) have expected count less than 5. The minimum expected count is .25.

Source: Computed data

When researcher find-out the Age and Opinion of the Respondents, there are Table Value is less than calculated value. Therefore, test is accepted.

Table – 6

GENDER AND OPINION OF THE RESPONDENTS

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.000 ^a	6	.238
Likelihood Ratio	8.318	6	.216
N of Valid Cases	4		

a. 12 cells (100.0%) have expected count less than 5. The minimum expected count is .25.

Source: Computed data

Above table indicate that the Table Value is less than calculated value. Therefore, test is accepted.

FINDINGS

- ❖ The majority of online cosmetic shoppers in Kanyakumari District belong to the 26-45 age group, indicating that young and middle-aged professionals are the most active consumers.
- ❖ Male consumers (56%) outnumber female consumers (44%), showing a rising interest in male grooming products.
- ❖ Urban consumers (41%) dominate online purchases, followed by rural (34%) and semi-urban (24%) consumers who are gradually adopting e-commerce.
- ❖ Education plays a key role in online shopping, with postgraduates (34%) and diploma holders (30%) forming the largest consumer groups.
- ❖ Most respondents have 6-15 years of work experience, indicating that mid-career professionals are the primary consumers.
- ❖ Product-related factors (24%) are the most influential in online cosmetic purchases, emphasizing brand reputation, product quality, and variety.
- ❖ Price and cost factors (23%) also play a crucial role, with affordability, discounts, and free shipping attracting buyers.

- ❖ Convenience and accessibility (20%) significantly impact purchasing behavior, highlighting the importance of easy shopping, availability, and fast delivery.
- ❖ Trust and security factors (17%), including secure payments and return policies, are important for building consumer confidence.
- ❖ Personal and social influences (16%) contribute to decision-making but have a relatively lower impact compared to product quality and pricing.
- ❖ Product perception (31%) is the most significant factor shaping consumer opinions, with quality and brand trust being major considerations.
- ❖ Pricing and value perception (21%) influence consumer views, as affordability and discounts are key motivators.
- ❖ Shopping convenience (19%) plays an important role, reflecting the impact of ease of ordering, delivery speed, and return policies.
- ❖ Security and trust perception (18%) highlights concerns about payment security, counterfeit products, and customer support.
- ❖ Social and influencer impact (11%) has the least influence, indicating that social media recommendations are secondary to product quality and pricing.
- ❖ Most respondents have a positive opinion about online cosmetic shopping, with high satisfaction in product quality and variety.
- ❖ Discounts and offers are appreciated but to a slightly lesser extent compared to product quality and variety.
- ❖ Ease of ordering and issue resolution receive comparatively lower positive feedback, indicating room for improvement in user experience and customer support.
- ❖ Chi-square test results show no significant association between age and opinion or gender and opinion regarding online cosmetic shopping.
- ❖ Since the table values are less than the calculated values, the tests are accepted, suggesting that consumer opinions are relatively independent of age and gender.
- ❖ Educated, working professionals, particularly from urban areas, are the primary drivers of online cosmetic purchases.
- ❖ Consumers prioritize product quality, pricing, and convenience, while trust and issue resolution remain areas for improvement.
- ❖ E-commerce platforms should focus on enhancing security measures, customer service, and seamless ordering experiences to improve consumer satisfaction.

SUGGESTION

- ❖ Provide detailed product descriptions, ingredient lists, certifications, and customer reviews to ensure authenticity and build consumer trust.
- ❖ Offer competitive pricing, personalized discounts, and exclusive deals to attract and retain customers while maintaining affordability.
- ❖ Provide 24/7 assistance through chatbots and live agents, ensuring quick resolution of complaints and inquiries.
- ❖ Provide tutorials, skincare guides, and virtual try-on features to help customers make informed purchasing decisions.
- ❖ Introduce membership benefits, reward points, and referral incentives to encourage repeat purchases and brand loyalty.
- ❖ Utilize AI and data analytics to offer product recommendations based on customer preferences, previous purchases, and browsing history.

CONCLUSION

The study on customer opinions towards online cosmetic shopping in Kanyakumari District highlights that product quality, pricing, and convenience are the primary factors influencing consumer satisfaction. While many shoppers appreciate the variety, discounts, and accessibility offered by online platforms, concerns related

to trust, issue resolution, and return policies remain. The analysis also indicates that demographic factors such as age and gender have a limited impact on consumer perceptions, suggesting that purchasing decisions are largely driven by product-related factors and service efficiency. To enhance customer satisfaction, online retailers should focus on improving transparency, strengthening trust-building measures, simplifying issue resolution, and optimizing delivery services. Additionally, leveraging targeted marketing strategies and personalized recommendations can further improve the online shopping experience. Overall, the study concludes that online cosmetic shopping is gaining popularity, and addressing existing challenges will be key to ensuring long-term customer trust and market growth.

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