

Consumer's Preference Of Online Shopping For Beauty Products In Chennai

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ABSTRACT

As we enter the second millennium we experience one of the most important changes in our lives - the move to an internet-based society where shopping happens with the click of a button. The manner in which we conduct business especially in how we manage the marketplace and commerce has profoundly changed. Shopping at the click of a mouse is gaining popularity now-a-days. According to ASSOCHAM-Resurgent India study about 69 million consumers purchased online in 2016 which is expected to cross 100 million by 2017 with the rise of digital natives, better infrastructure in terms of logistics, broadband and Internet-ready devices to fuel the demand in e-commerce. This paper attempts to throw some light on the factors which influence online shopping behavior among the customers. The primary data is collected by distributing questionnaire to respondents who have experienced online shopping at least once.

Key words: attitude, behavior, awareness, online buyers

INTRODUCTION

Consumer behavior in buying COSMETIC products is differences when comes to the product. price, features, quality, packaging, lifestyle, status. Buyers will respond according to the popularity of those products. Youngster's behaviors may change according to their preference. Now a day's people prefer to shop online by getting total information about those particular products. This study will make you understand that "how youth gets involved in buying chemical cosmetic products including woman's. Distribution channels and networks play a major role in the consumer thoughts towards the product. Consumer is the almost the user of the products.

REVIEW OF LITERATION

RAMAKRISHNA ROAD (1987) conducted a survey on buyer's behavior on decision making. Study on consumer behavior particularly is limited. The study views the findings for the youngsters, highly educated women's. His main objective is to know the difference between women and young girls attractive towards the cosmetic product. According to his point of view high income groups are relatively dominated than older, less educated and low income.

SINGHJ.D (1981) conducts "a survey on study of brand loyalty in India". The study concludes consumer of India gets attracted towards the brand loyalty. Consumers getting influenced by the quality and quantity of the product to choose the brand loyalty. The regular availability of products.

DEBIPRASADMUKHERJEE(2012) conducted study" impact of celebrity endorsement on brand image". The study shows that consumers get impressed by the advertisement of the products by celebrity. This makes the consumer to buy more and more products particularly in

the case when the image of the celebrity and the brand matches. Mostly consumer prefers the products when the brand satisfies the consumer needs.

SUBRAHMANYAM (1982) conducts the study on “marketing on consumer goods”. He focuses on working women’s who prefer to buy their products online. This study consist that large numblar of customers purchases their cosmetic products by retailers shop followed by super markets and consumer co-operative store. Women play a major role in these shopping decisions.

OBJECTIVES:

- To analyze the motivation factor for purchasing the cosmetic products, among young students.
- To identify the nature of cosmetic products among young students.

RESEARCH METHODOLOGY:

The study is descriptive in nature the sample consist of 50 college students from sir kayak Parmeswari College by using convenience sample technique. The tools used in study in chi-square. The type of instrument used in this study is semi structured questioner.

FORMULATION OF NULL HYPOTHESIS:

- Ho 1: there is no association between age groups and motivation factor towards cosmetic products.
- Ho 2: there is no association between age and nature of cosmetic products.

INSTRUMENTATION:

The study has been explained throughout with the review of literature and it shows that which have high preferences and demands. The questionnaire consists of four sections which are about the online difference between the Ayurvedic and chemical cosmetic buyers, brand and image, buyers demand and women’s vs. youngsters. As a result the questionnaire is been analyzed to evaluate the behavior of below and above 18 years of youngsters being attracted towards the cosmetic products.

ANALYSIS OF DATA:

The collection of data was through questionnaire method. The identification of result is been found by chi-square and it is been done to know the nature and motivated behavior of buyers for cosmetic products is higher than the others. The results are been found below.

Null hypothesis: There is no association between motivation factors and age groups.

TABLE 1: SHOWING AN ASSOCIATION BETWEEN MOTIVATION FACTOR AND AGE GROUPS.

OBSERVED FREQUECIES

Motivation factor	1	2	3	TOTAL
Below 18	5	5	2	12
18-30	5	5	18	28
Above 30	5	2	5	12
TOTAL	15	12	25	52

EXPECTED VALUE

Motivation factor	1	2	3	TOTAL
Below 18	3.46	2.77	5.77	12
18-30	8.08	6.46	13.46	28
Above 30	3.46	2.77	5.77	12
TOTAL	15	12	25	52

INTERPRETATION:

H_0 is accepted at 5% level since the calculated value of chi-square (8.976) test is lower than the tabulated value (9.488). Therefore there is no association between motivation factors among age groups.

- Null hypothesis: There is no association between nature of product and age groups.

Table 1: showing an association between motivation factor and age groups.

OBSERVED FREQUENCIES

nature of the factor	1	2	3	Total
Below 18	6	3	3	12
18-30	14	8	4	26
Above 30	5	1	6	12
Total	25	12	13	50

EXPECTED VALUE

nature of factor	1	2	3	Total
Below 18	6.00	2.88	3.12	12
18-30	13.00	6.24	6.76	26
Above 30	6.00	2.88	3.12	12
Total	25	12	13	50

INTERPRETATION

H_0 is accepted at 5% level since the calculated value of chi-square test (5.762) is lower than the tabulated value (15.51). Therefore there is no association between natures of factor among age groups.

CONCLUSION

The study shows the true result on motivation factor and nature of factor. Consumer is the king of market, the importance gained by the buyers in the present market compels the marketer to look after motivation and nature of buyer. This concludes the study that women and youngsters gives equal priority for cosmetic product.

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