

**MAJOR RESEARCH REPORT ON**  
**“STUDY ON THE IMPACT OF INTERNET AND SOCIAL**  
**MEDIA ON INDIAN COSMETICS INDUSTRY”**

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## **CERTIFICATE FROM THE INSTITUTE**

This is to certify that the Project titled “**A Study On The Impact Of Internet And Social Media On The Indian Cosmetics Industry**” is an original and bonafide work carried out by **Ms. Arushi Kaul** of MBA 2018 – 20 Batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 110042 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration

**Project Guide**

Mr. Chandan Sharma

**Head of the Department**

Prof. P.K Suri

## **STUDENT DECLARATION**

I, hereby declare that the Project titled “ **Study On The Impact Of Internet And Social Media On The Indian Cosmetics Industry**” is an original and bonafide work carried out by **Ms. Arushi Kaul** of MBA 2018 – 20 Batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 110042 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration and under the guidance of **Mr. Chandan Sharma**, Assistant Professor of MBA Department of Delhi School of Management

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**MBA, Semester IV**

## **ACKNOWLEDGEMENT**

At the outset, I express my heartfelt thanks & gratitude to those who sincerely helped and supported me throughout the project & without their active support & help it would not have been possible for me to complete the venture. As such, I once again extend my sincere thanks & gratitude to all of them.

To this effect, at first, I take the opportunity to express my profound gratitude and deep regards to my mentor Mr. Chandan Sharma for his active guidance and constant supervision together with time to time providing of necessary information connected with the project and his active support in completing the project.

Finally, I would like to express my earnest gratitude to my friends and family members for their constant support & encouragement without which the assignment would not have been completed.

## **EXECUTIVE SUMMARY**

The Indian Cosmetics market has seen an unprecedented growth in the use of internet as a channel of buying goods and collects product information. All the resources available are same for all consumers but still the purchase decision for each one of them is different. This paper aims at studying the impact of internet and social media on Indian cosmetics industry and also identifies some factors that motivate the consumers to make the purchase decision. A sample of 51 people was taken; data was collected through self- administered questionnaire. The research found that product pricing, delivery time, brand trustworthiness, product variety and type of content viewed and sales promotion and discount provided are some factors that influence the consumers buying behavior towards buying cosmetics online. The internet is changing the way people shop for products and services and has evolved into a global phenomenon.

Many companies are using internet and social media as a way to cut back the cost of advertisement while still staying in this highly competitive market and this cutback leads to a reduction of prices of the product for the consumers. Many cosmetics companies are also using this mode to engage with their customers, communicate the product information in a more personal way as compared to traditional advertisements and take instant feedback from the consumers.

## **TABLE OF CONTENTS**

1. INTRODUCTION.....	08
2. LITERATURE REVIEW.....	13
3. METHODOLOGY.....	16
3.1. OBJECTIVE OF THE STUDY.....	16
3.2. SCOPE.....	16
3.3. LIMITATION.....	16
4. RATIONALE.....	17
5. RESEARCH DESIGN.....	18
5.1. ADVANTAGE OF DESCRIPTIVE RESEARCH.....	18
5.2. DISADVANTAGE OF DESCRIPTIVE RESEARCH.....	19
6. METHOD OF DATA COLLECTION.....	21
6.1. PRIMARY DATA.....	21
6.2. SECONDARY DATA.....	21
7. SAMPLING.....	21
8. DATA ANALYSIS.....	22
8.1. GENDER RATIO.....	22
8.2. AGE.....	23
8.3. MONTHLY INCOME.....	24
8.4. MONEY SPENT OF PERSONAL CARE PRODUCTS.....	25
8.5. SATISFIED WITH ONLINE DELIVERY TIME.....	26
8.6. BRAND TRUSTWORTHY.....	27
8.7. HOW OFTEN YOU SHOP ONLINE.....	28
8.8. MOST USED SOCIAL MEDIA PLATFORM.....	28
8.9. TYPE OF CONTENT VIEWED.....	29
8.10. HOW DOES SOCIAL MEDIA ATTRACTS USERS.....	30
8.11. IS SOCIAL MEDIA RIGHT WAY TO PROMOTE.....	30
8.12. COMMUNICATION WITH THE BRAND.....	31
8.13. NEWS REGARDING PRODUCT LAUNCH.....	31
8.14. WHERE DO YOU BUY PRODUCTS.....	32
8.15. INFLUENCED BY CELEBRITIES.....	33
8.16. WATCH REVIEW ON YOUTUBE.....	34

8.17.	DETERMINE LOYALTY ON E-COMMERCE .....	34
8.18.	PROMOTIONS OR DISCOUNTS.....	35
8.19.	ONLINE SHOPPING SAVES TIME.....	35
8.20.	PRODUCT VARIETY.....	36
9.	FINDING AND RECOMMENDATIONS.....	37
10.	CONCLUSION.....	38
11.	REFERENCES.....	40
12.	APPENDIX (QUESTIONNAIRE).....	44
13.	PLAGIARISM REPORT.....	45

## INTRODUCTION

Cosmetics and beauty has been a part of our society for more than 7000 years. Today cosmetics industry, especially in India is booming. This industry has the potential of becoming one of the largest industry in India and around the world.

Popularising of beauty and cosmetics products around 1990s by beauty pageants has become a highlight of the beauty industry. As the number of television users and internet users increases customers now has easy accessibility of information and they are up to date regarding new products that are being introduced in the market. Currently Indian cosmetics market only cater to domestic customers but this market has a very high potential of catering to international customers in the near future.

The cosmetics industry in Indian can includes skincare, perfume, hygiene, oral & hair care. Some of the major brands in the Indian Cosmetics are Hindustan Unilever, VLCC, Nykaa, Forest Essentials, L'Oreal India, Dabur, Revlon, Avon and many more.

According to a recent research this market will grow around 5.91 % in 2017-2025 and it is currently valued at \$11.16 billion as of 2017.

And we are in an age where internet is one of the essential items. Now a days even the basic essential items like grocery shopping, paying electricity bills etc. is done via online it would be interesting to see the effect of internet and social media in the Indian cosmetics Industry.

In the fashion and apparel industry, the large chunk of sales come from the offline stores as Indian customers have a habit to feel the material, see how does it look like in real life and then a purchase decision is made. It would be interesting to know and see the behaviour of the customers in the cosmetics industry here in India.

Companies like nykaa, purple have started with the e-commerce solely focusing towards cosmetics and right now they are doing well but in spite of being a successful ecommerce site, nykaa still opened its stores mainly Nykaa lux, where luxury cosmetics and fragrance brands are available and nykaa trend, the more affordable brands are available.



The Indian market is accepting the role of ecommerce and internet in their life but the customers are still not at a position where they fully depend and trust the ecommerce companies. Having an offline stores gives a sense of assurance that the company is REAL and the products offered by them are of good quality. Also as India as a relatively younger demographic, it makes the market more lucrative more international brands to introduce their products in Indian market. According to a study, in India approximately 390 Million people have a smartphone with an internet connection and it is estimated that it will grow to around 500 million by 2023. This is what can be called an ideal situation of an e-commerce company; there is a high possibility that the companies target audience already has the basic requirement to make a purchase online.

And since this industry is very competitive, brands have to find new and unique ways to keep customers engaged and loyal to their brand. Companies need to take the advantage of social media to keep their customers loyal to their brands because there is a very high risk that the competitor brand will try and make the customers preference for a brand change and a shift in brand loyalty may happen.

For this industry college students are the most valuable customers. And since mostly all college students have a social media account, tapping the potential customers get easy for the brands.

There is no doubt that internet has taken a huge role in our lives and it has affected how things are normally done now days. Internet has opened the doors for many industries as the same goes for the cosmetics industry. The habit of are changing, earlier cosmetics and wellness products were mainly bought through the stores i.e. offline stores and we had to physically go to the store to buy the products we needed. In past companies deepened on the traditional way of advertisements like newspaper, magazines but recently they are changing this way of advertising and cosmetics companies are increasingly using social media to engage with their consumers.

Now a days, because of internet and more and more people are using internet, things are becoming more accessible at the tip of our fingers. Just like we order clothes online cosmetics, hair care and wellness products can be now bought online as well.

Emergence of YouTube and other social media platforms like Instagram, Twitter etc. has been considered revolutionary for the beauty and cosmetics industry. The online beauty community is growing at an increasing speed. Now just like people watch a review of a cell phone before buying one, some is happening with cosmetics. These online influencers are reviewing the new products that enter the market and give their thoughts on them and it helps the viewers to make a decision of buying the products or not. These online communities are also a great way for beauty brands to promote their products to the influencer's audience. Giving products to the influencers before the launch as PR and them showing how it looks and works helps the brands in creating a buzz around the launch of the new product and this will help in increasing the sales of the product. So in current scenario having a Social media account is very important and these platform also provide an easy way to connect and communicate with the audience and increase the brands engagement with the potential customers and also existing customers. Social media has also somewhat eased the process of consumer's segmentation for brands. Brands now days have more refined consumer segments and this is especially useful for small brands that do not have huge budgets for promotions

The Difference between traditional and modern means is that the traditional way focused on 4Ps – Product, Price, Promotion and Place and in the modern way 5<sup>th</sup> P is also included i.e. Participation is also included as now the importance of social media and internet increasing. The cost involved is less than the value the company gets in return.

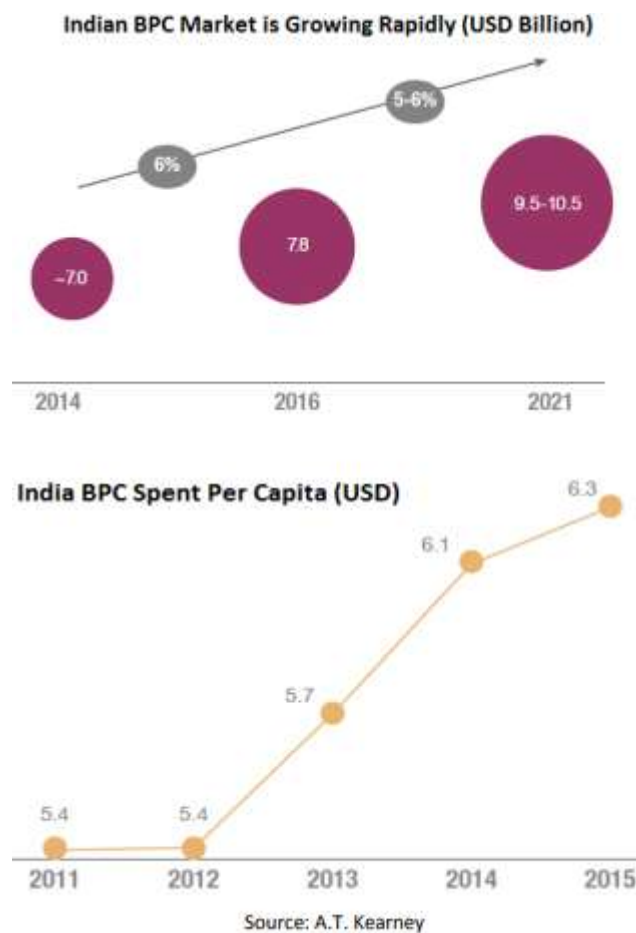
The Online stores are now a days becoming more personalised. The customers can shade match their foundation or can see the lipstick shade in real life e virtually. Now is the right time of e-commerce beauty brands to enter the market especially in India. India provides a huge market for the cosmetics industry and most of the demographic is young which what many brands target is for.

We are already seeing that e-commerce brands like Nykaa and Purplle are already making profits and they have successfully captured the market share in the cosmetics industry. The retail giant Sephora, which is a huge retailer in the beauty community, now has entered the online platform also. Revenue for Nykaa for the financial year 2019 was Rs. 1,159 cr, having a growth of 108%

from the previous year. For Purplle revenue recorded at Rs.101 cr in financial year 2019 and it had a 3X growth as compared to the previous year.

## Size of the Industry

According to the Ministry of Economy and Industry the Indian cosmetics market is witnessing a tremendous growth lately. According to them this industry is worth \$ 8 billion. Below is the Indian BPC market growth chart and spent per capita



Major players in the online cosmetics industry are Nykaa, Purplle, Hokmakeup dominate the online retail side. In the financial year 2019, Nykaa reported its revenue at ₹1150 crore, Purplle has raised \$8 million from Verlinvest. This market i.e. the online beauty and cosmetics products is expected to grow more than 15% year on year basis and it is currently valued at \$7 Billion. Many e-commerce whose focus was not in this particular segment are now also entering this market because of how profitable this segment. Big brands like Amazon.in, Big Basket, Myntra have also entered this market. Since these brands have a well-established supply chain and operation, entering this vertical segment seems the right step for them to grow.

And even though the online cosmetics and grooming industry is booming, importance of offline retail stores cannot be ignored. Many consumers still need to feel the physical goods and see how they actually perform before making the purchase decisions. Retail stores like Sephora, New U are also seeing an increase in average number of footfall in their stores each year. Nykaa has also come up with their own retail outlets. So even though the online cosmetics market is growing at an increasing rate, importance of offline retail store cannot be ignored.

## **Literature Review**

Drury, G. (2008) said in his research on how consumers interact with social media and the internet. He also stated that these sites have given huge user generated content and marketers must know how to do so effectively.

Kiang, M. Y., & Chi, R. T. (2001) in this research they explained the substantial growth of the Internet has created numerous opportunities for consumers and firms to participate in an online global marketplace. They also talked about the framework that would analyse the potential benefits of internet marketing.

Mansor, N., & Abidin, A. F. A. (2010) in this study they talked about how it is now a trend for people to use makeup daily irrespective of the age group they belong to. It has become an important factor in defining attractiveness

Margaret K.H., Alastair et.al this study talks about consumption choices of the consumers and interpreted into their own understanding. They also talks about how consumers buying behaviour depends upon social media

Man Qitong & Md. Jahidur Rahman in this study they had done a research on college students to identified effects of social media on brand loyalty and brand engagement as for cosmetics companies they are the target audience.

According to Tauber (1972) this paper said that experiences are an important part of consuming and shopping and customers are not always looking to buy the product, but also want to get pleasure from the shopping activity.

(Swatman & Chin, 2004). Said that motivation for shopping online is an important factor to consider when we are analysing the shopping experience

(Pentina et al., 2011) explained in the paper that customer experience includes engagement of several aptitudes to satisfy and create value while he interacts with the organization, its products and its other customers. Similarly the role of an ecommerce retailer is to establish an appropriate environment to help customers in gaining a positive experience while shopping online

Huang (2003) explained that the content of the website is a vital aspect in terms of how accurate and relevant it is. It was also explained that the online shopping environment is highly interactive.

(Colla & Lapoule, 2012) mentioned that the design of the website is also very important if the company looking to conduct a successful e-retailing business

(Demangeot & Broderick, 2006) stated that the websites visual like colour themes, font usage, photos, logos etc are very important as they grab consumers' attention by communicating a distinct image of the organization and its products and services

(Xu & Paulins, 2005) Factors that affect the online shopping experience such as low prices, good customer service, and easy navigation can improve the experience of e-consumers. We can also improve customers experience by responding to the problems they may face or any particularly safety concerns.

(Chen & Chang, 2003) The e-consumer's perception of their experience while shopping online is also a factor to consider. When the consumer's experience exceeds their expectations, there is a high chance they will become loyal towards that particular e-retailer. This satisfaction is based on a number of features such as: how fulfilling the experience was, how smooth the transaction was and the ease of interaction The e-consumer's perception will also vary depending on what kind of product they are looking to purchase.

(Watson et al., 2002) stated in the study that consumers are now freely accepting the concept of online shopping and this concept is continuously growing. But we should keep in mind that traditional shopping is still equally relevant to the retailing business

So, Wong and Sculli (2005) This study presented that when there is the concept of promotional offers, consumers will have higher intention to purchase in web-shopping; purchasing decisions

Haubl and Trifts (2000) mentioned in the paper that while shopping online, consumers can compare prices and look at alternative options. Websites such as Amazon has helped in making this comparison with just a few clicks.

(Chen & Chang, 2003) said as consumers have access to other on online shopping websites customers' reviews it can help them their purchasing decision

Alreck and Settle (2002) this study drew a comparison between online and traditional shopping mode and found that internet shopping was viewed as saving more time.

(Jayawardhena et. al., 2009) customers who value convenience more will obtain the benefits of product and services with much less effort and it would have a positive relationship with shoppers' excitement

## **METHODOLOGY**

### **Objective of the study**

The objective of this study is to know how internet and social media in general has an impact on the Indian cosmetic industry

- To analyse the effect of internet and social media in cosmetics industry\
- To understand some aspects of social media websites and how it has an impact in marketing of cosmetic products
- To understand the relation between customers and companies on social media platforms

### **Scope of the Study**

This study is confined only to Indian online users only and the sample size used in the study is also very small. This study was conducted to analyse the impact of internet and social media of the Indian cosmetics industry and what all factors are currently effecting the industry.

### **Limitations of this study**

- The study is geographically limited
- The time period over which this study was conducted was also less.
- The sample size is relatively small. To accurately evaluate impact of online shopping for cosmetics industry, a larger sample size is desirable.
- Some respondents might not have spared much time towards answering the survey



## **Rationale**

Shopping online is now considered a better alternative than offline shopping. When we shop online, the goods are delivered to our door step with just using internet. It also helps e-commerce companies in getting a grasp of variables that have a major role in affecting customer's attitude to buy online, which in turn help the marketers in making strategies that drives consumers to prefer shopping online. Earlier studies have paid attention only towards consumer's attitude towards online shopping in developed nations where internet connection is available to almost everyone and the target customers are highly evolved in it and how buying a product without trial is difficult from buying other products.

Customer's attitude towards buying shopping affects their buying decisions. However, in India as internet connection is comparatively low as compared to the developed nations and consumers in India are not so advance in the online space either, this study has been done to know the status of consumer's attitude towards online shopping while for cosmetics and how that attitude affects the online cosmetics industry.

## **Research Design**

The Research Design used in this project was Descriptive.

Descriptive Research helps us in understanding the candidate and their behaviour in most precise way. It is about describing people who take part in the research study. It is also used to explain statement of affairs as they are present with the researcher having no control over variable factors.

This type of studies may be identify as simply the attempt to determine, describe what is, while analysing to establish why is it that way or how it came that way. The aim of this type of research is to highlights problems through data that we have collected and it allow us to report the situation more precisely than what is possible without using this method

It is a well-used format and is used in expressing the characteristics / behaviour of Sample taken.

### **Advantage of using this type of research**

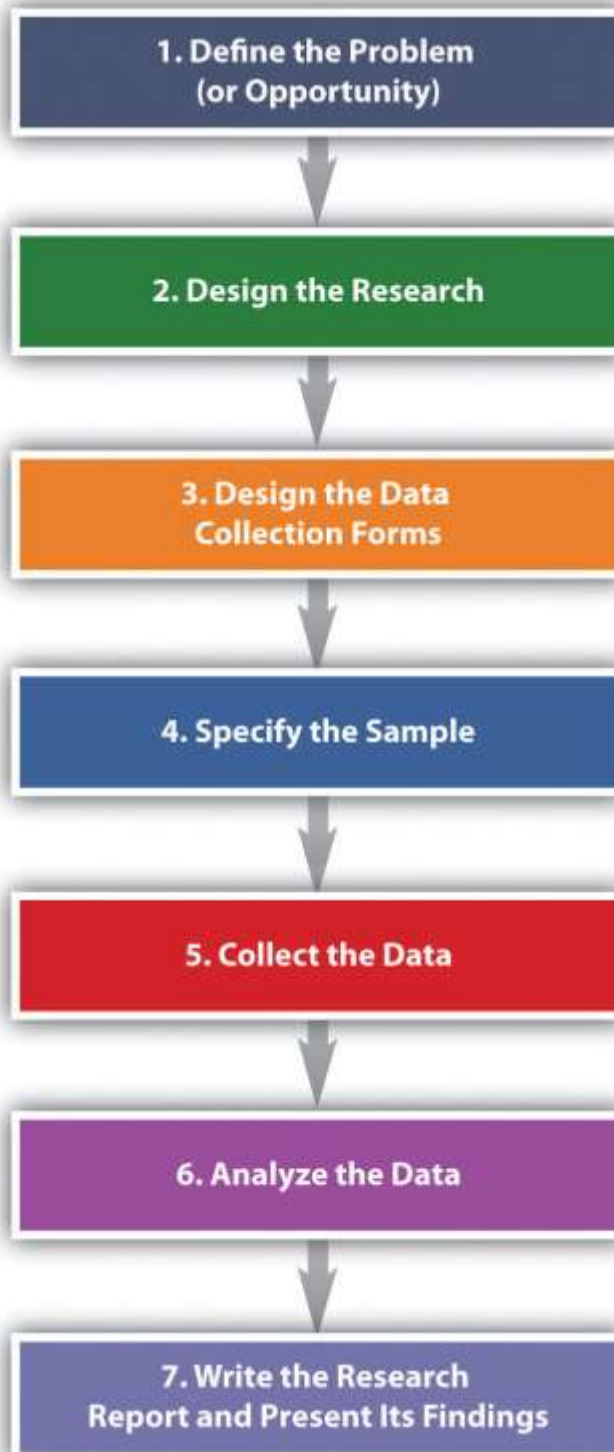
1. A huge amount of data is collected under this type of research and it give us a lot of information, which can even be used in building the hypothesis for the case.
2. It gives us the opportunity to combine the methods of data collection i.e. the qualitative and quantitative.
3. Takes little time when compared with quantities experiment
4. It is relatively cheaper way of collecting sample data.

### **Disadvantages using this type of research**

1. These type of research cannot prove statistically the research problem.
2. The findings of the research can show a level of bias as there is no statistical test used.
3. These type of research might not helpful when we have to identify the cause behind described phenomenon.

Information has been collected from the people who actively online shopping (at least once in a while), for this research The survey data collected during the study includes the data collected through questionnaire.

## Steps in a Research Process



## **Methods of Data Collection**

Data collection can be done through two ways - one is via primary data and 2<sup>nd</sup> is secondary data

For the research purpose I used primary data collection method that includes questionnaire from consumers which will help in determining factors that led to purchase online and how it has an impact on the on the online cosmetics market

The study is built on Primary data and backed up by Secondary data.

- **Primary Data**

This was gathered with the help of self-administered survey floated using Google form that had questions.

- **Secondary Data**

This type of data is collected by someone else. For research purpose the source of secondary data is Internet. The secondary data was obtained from reading research studies, various online journals, articles web links etc. This type of data is generally used to get a deeper knowledge of the subject

## **SAMPLING**

Sampling unit: People who use internet and shop online

Sampling frame: Individuals between 18 years to above 32 years

Sample size: 51 respondents are used in this research

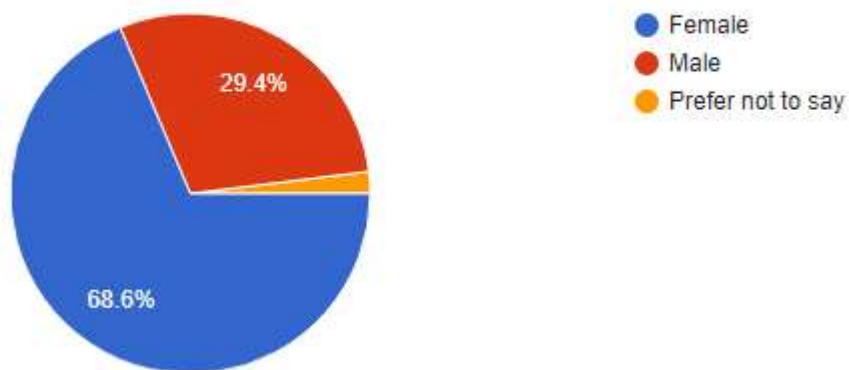
Sampling Technique: The research tool that was used in this study was survey. Convenience Sampling is used as the technique in this project, which is a type of non-probability Sampling Method is. This type of method is usually used when the sample taken from a group who are easy to get hold off.

## Analysing the data that we have collected from the survey

Data can be useful only after proper analysis is done on them. The results are displayed with regard to the order of the questions asked in the survey.

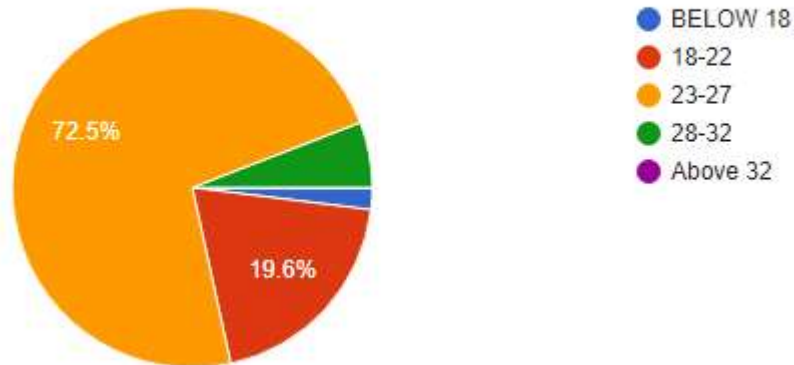
The data collected has been presented in a pie chart form that will help in better understanding of the research

### Gender Ratio



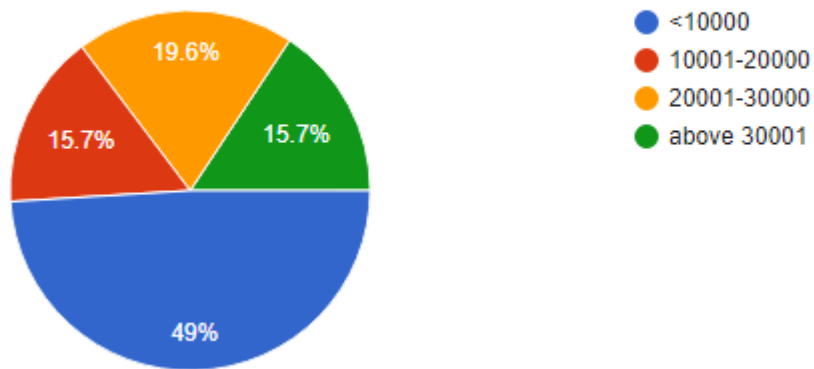
- Out of the 51 respondents 68.6% are Female, 29.4% Male and 2% Prefer not to say

## Age Group



- In this survey majority of the respondents fall in the age group 23-27 category i.e. 72.5%
- The second most popular category was the group 18-22 that covered 19.6% of the total respondents
- And the rest of the respondents belonged to 28-32 category 3% and above 32 with 1 %

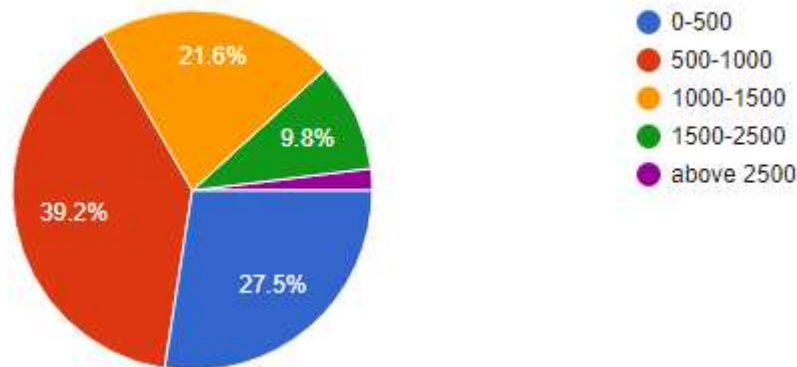
## Monthly Income



- In this survey majority of people are having a monthly income <10000 i.e. 49%
- The survey also highlighted that 19.6% respondents have a monthly income that ranges from 10001-20000
- 15.7% in this survey belongs to income group whose monthly income ranges from 20001- 30000 and above 30001

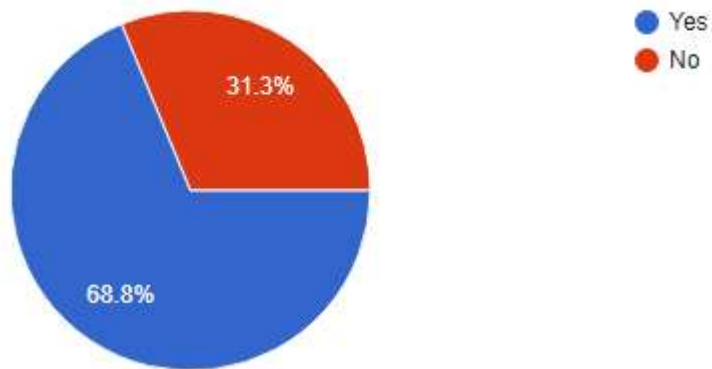


Money spend on personal care products. This will help us determine the spending nature of the potential customers



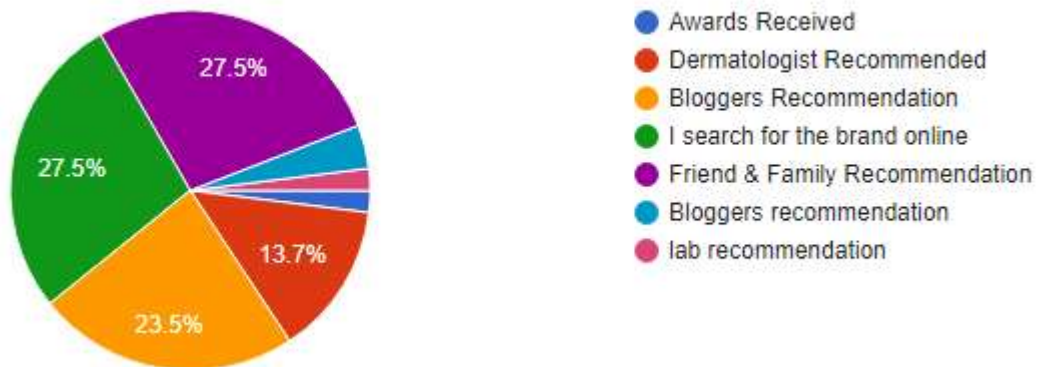
- When asked how much money they spend on personal care products, majority 39.2% selected that they spend around 500-1000 on an average for their personal care products
- Out of 51 respondents 27.5% responded that they spend less than 500 i.e. 0-500 on their personal care products on an average
- 21.6 % said that they spend anywhere between 1000-1500 on an average on their personal care products
- Only 9.8% said that they spend between 1500-2500
- 2% respondents said they spend more than 2500 on personal care products on an average

## Delivery time



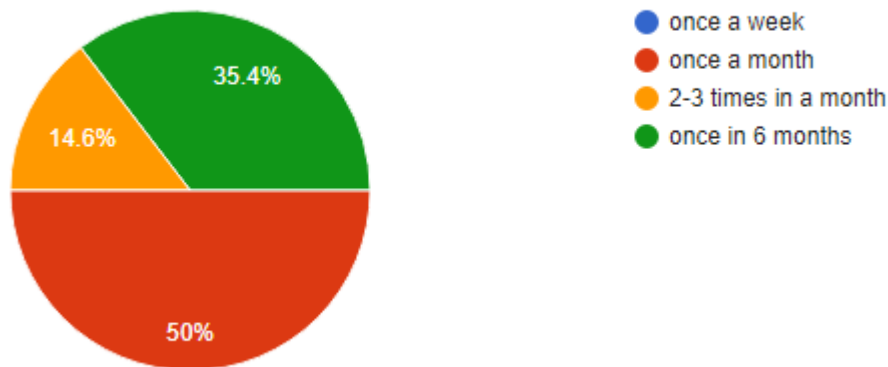
- 68.8% respondents are satisfied with the delivery time while online shopping
- Whereas 31.3% respondents said that they don't find delivery time is satisfying while online shopping

## A brand is trustworthy depends upon



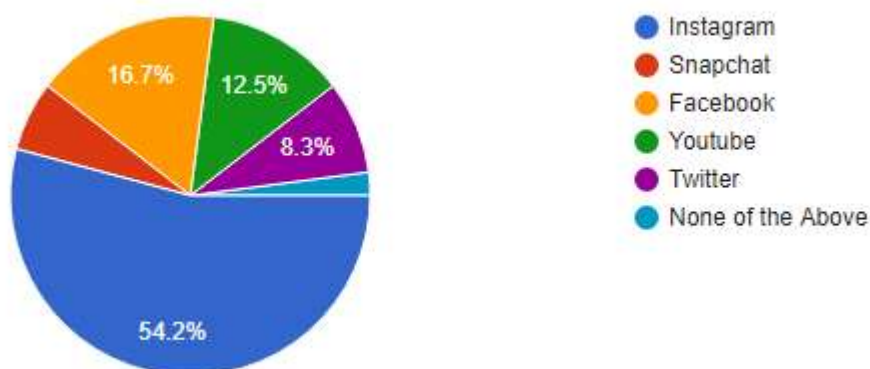
- 27.5% said that they search online for the brand in question to determine if the brand is trustworthy or not
- 23.5% said that if a blogger recommends about a brand they would trust that brand
- While another majority of 27.5% said that they trust a brand their friends and family recommends
- 13.7 % people responded that they would trust a brand that the dermatologist would recommend

How often you do shop online. Help us know the frequency of shopping online



- Majority of people i.e. 50% said that they shop once a month online
- 35.4% said they shop online once in 6 months
- 14.6% said they shop 2-3 times in a month
- Out of all the respondents no one shops online once a week

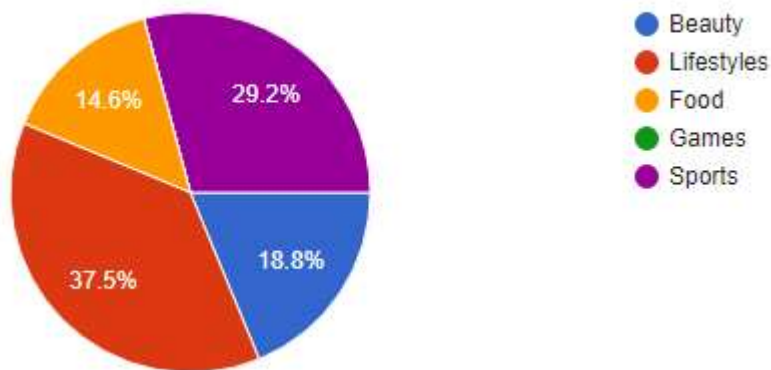
Social media platform you mostly use. This will tell us which platform should e-commerce companies like Nykaa and purple should target



- 54.2% respondents said that they mostly used Instagram
- Facebook was the second most social media site with 16.7%

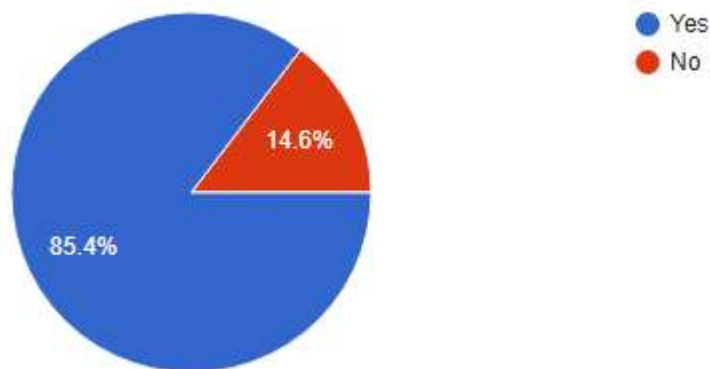
- 12.5% said that they use YouTube
- And 8.3 % replied that twitter is the most used social media site by them
- Only 2.1% selected none of the above

Type of content viewed on Social Media. This information can help in knowing the target segment in this survey



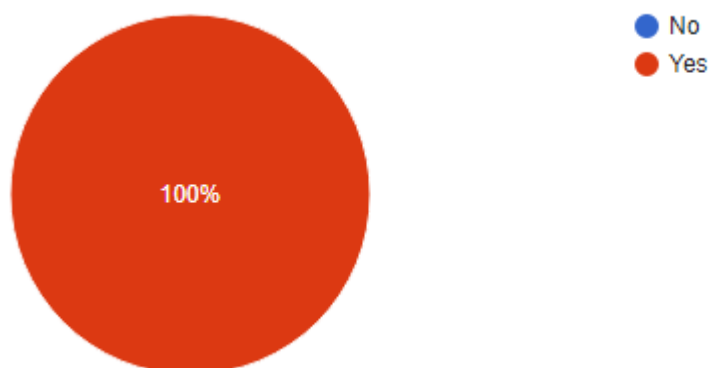
- 37.5% people said that they view lifestyle content on Instagram. This segment can also be targeted by the cosmetics retailers
- 29.2% responded selected sports as the type of content they see on Instagram
- 18.8% people said that they see beauty content on Instagram. This is the target audience for e-commerce cosmetics retailers
- 14.6% replied that they watch food content on Instagram.

Does social media attracts cosmetics users



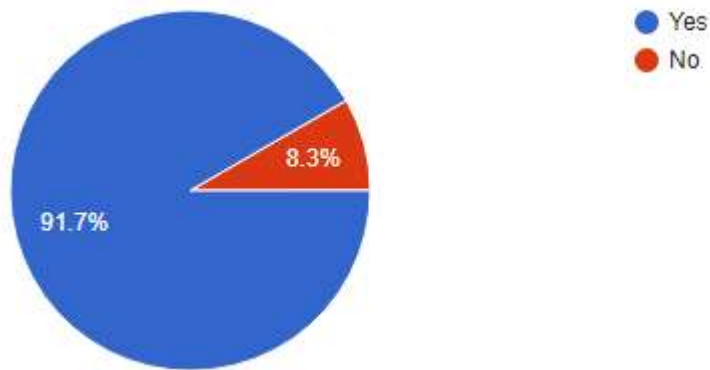
- 85.4% people said that they believe that social media attracts cosmetics users
- Only 14.6% of the respondents believed that social media no not attract cosmetics users

When asked that is social media the right way to promote beauty and cosmetics products



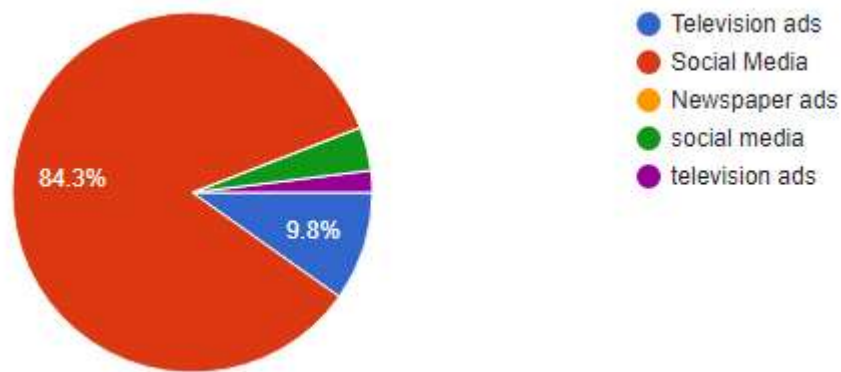
- All the respondents 100% said that they do think social media is the right way to promote cosmetics products

## Communication with the brand



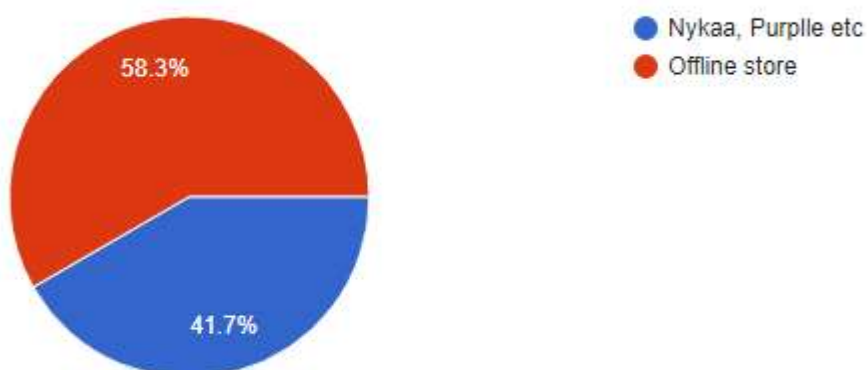
- 91.7% of the people who responded said that because of social media and internet the communication between brands have become easier
- 8.3% of the respondents still think that communication between brands is still not easy

## Update regarding New Product launch from your favourite brand



- 84.3% use Social media as a way to keep themselves updated regarding a new launch
- 9.8% say that they use television ads to stay updated
- No one in this survey stays updated with newspaper

Where do you buy cosmetics and grooming things? This will help us know the consumers buying behaviour

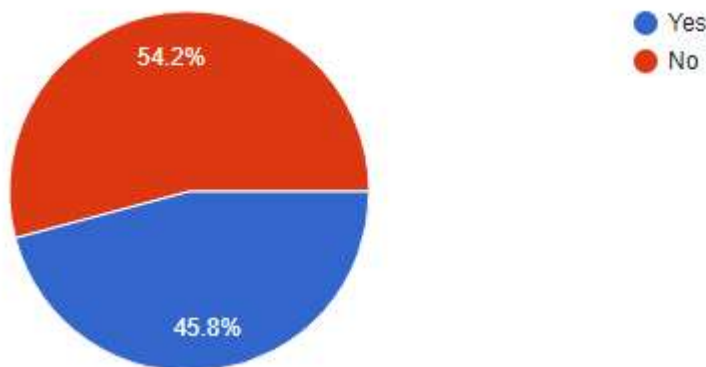




- 58.3% of people in this survey shop from online retail sites like Nykaa, Purple, and Amazon.com etc.
- While 41.7% of respondents prefer to shop offline

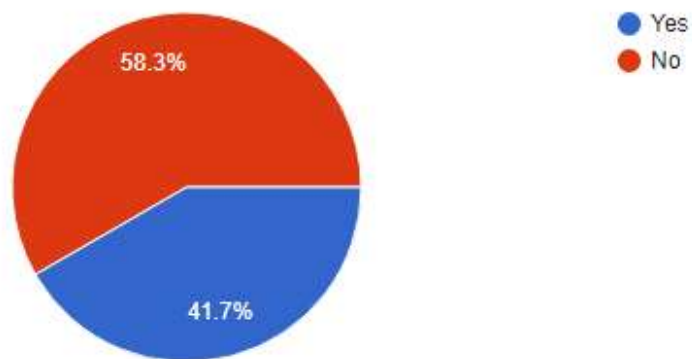
The below two questions will help us know the factors that influence peoples buying decision.

Influenced by celebrities



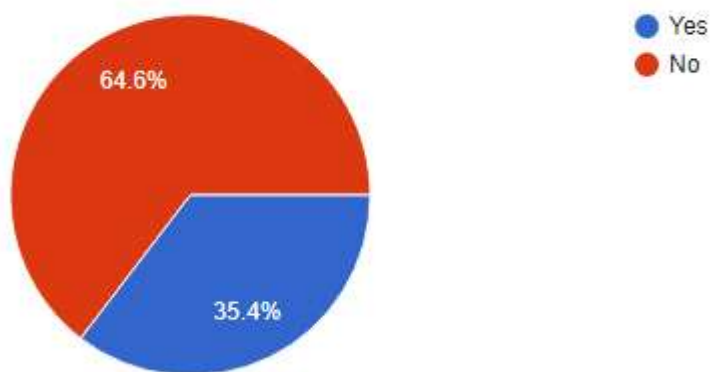
- 54.2% were not influenced by celebrities while purchasing cosmetics or grooming products
- On the other hand 45.8% were in fact influenced by celebrities while making a purchase

### Watched a review on YouTube before buying a product



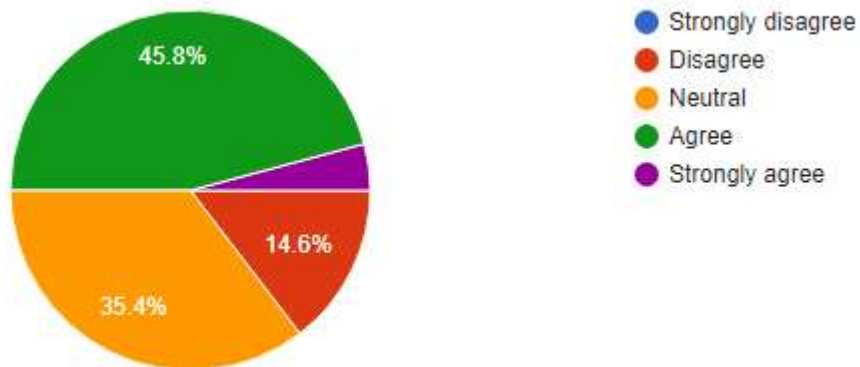
- 58.3% do not watch any product review before they make a purchase
- Whereas 41.7% do watch product review before buy a product

### Loyal towards a particular E-commerce site



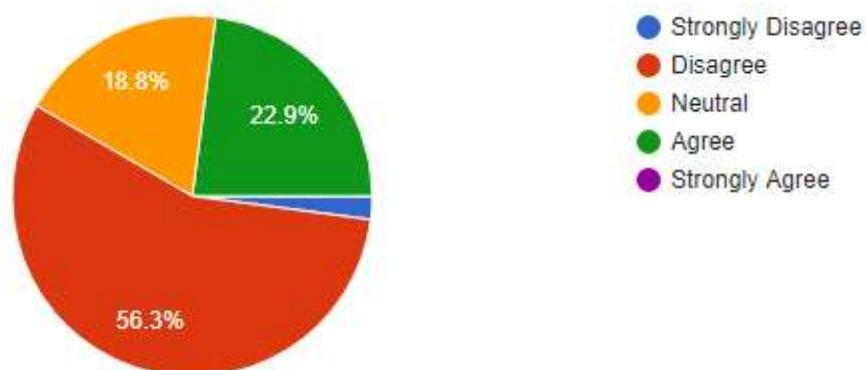
- 64.6% were not loyal to any particular online cosmetics retailer
- 35.4% were loyal to a one or more online retailer

## Promotions or Discounts



- 45.8% rated that they agree that they shop online because of sales or discounts
- 35.4% were neutral towards promotions, sales or discounts
- 14.6% disagree that they shop because of promotions, sales or discounts
- And only 4.2% strongly agree that they shop online only because of sales, promotion or discounts

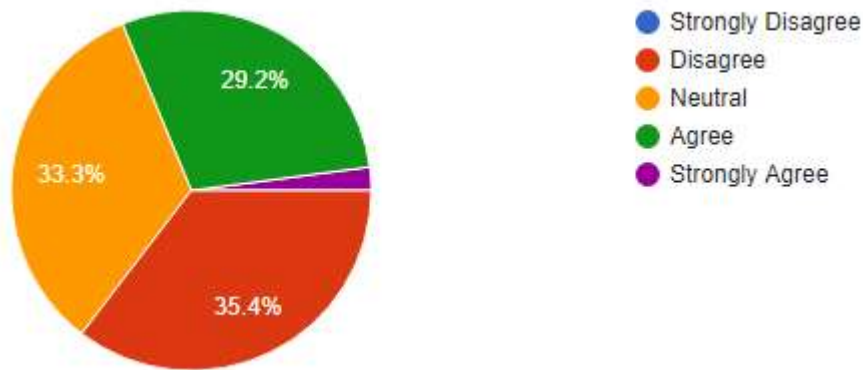
## Online shopping saves time



- 56.3% respondents did not consider that online shopping saves time
- 22.9% considered that online shopping saves them time
- 18.8% were neutral for online shopping saves time

- 2.1% strongly disagree that online shopping saves time

### Product Variety



- 35.4 % respondents disagree that online e-commerce provided product variety
- 33.33% were neutral towards product variety provided by e-commerce cosmetics retailers
- 29.2% agree that e-commerce cosmetics retailers provided product variety
- And only 2.1% strongly agree that e-commerce cosmetics retailers provided product variety

## FINDINGS AND RECOMMENDATIONS

- More than 56% respondents disagree that online shopping saves time. Indian consumers still might prefer offline shopping whenever they can
- Mostly respondents were satisfied with the delivery time taken. This might be another reason as to why Indian customers prefer to shop offline if they have time
- Mostly people agree that they shop online because of the sales or discounts provided online
- Majority of the respondents do not see YouTube product review before buying a cosmetics product online
- Mostly respondents get news regarding new product launch through social media
- All the respondents agree that social media is the right way to promote cosmetics
- Mostly responders agree that social media attracts cosmetics users
- Mostly responders were not loyal towards one particular e-commerce cosmetics retailer
- Mostly responders shop for cosmetics product online.
- Whether a brand is trustworthy depends on two factors- recommendation of friends and family and research done with information available online
- Mostly used social media site by the responders was Instagram
- Majority of responders in this survey agrees that social media and internet has made the communication between brands have become easier
- 50% of the responders said that they shop once a month online

## CONCLUSION

Currently we are living in a world where everything is moving so fast, everyone's lifestyle is changing and shopping online for cosmetics is also growing very fast. As internet is getting involved in everyone's day-to-day and with the increasing use of electronics like smartphone, laptops etc., and the consumers buying behaviour is also changing and it is moving towards online market. With increase in use of internet, we are seeing an increasing and growth in e-commerce, there is a rise in the standard of living, people now get influence from not only their friends and family but also bloggers and celebrities. The generation Y is the major contributor to the online space with majority of them belonging to the age group 18-27. Most consumers that are shopping online have the primary motive of getting the product at a cheaper price.

Most of the e-commerce sites use e-marketing techniques to communicate with their customers; be it any customer service or news of launching a new product, social media is mainly used in these e-marketing techniques. These techniques gather huge customer data and such kind of data can be used by e-commerce sites to know what the characteristics of the consumers are and this data can help them in improving customers experience in the online space. But we should not ignore the importance of the offline stores in the Indian cosmetics market, still there are many customers who prefer shopping in stores rather than shopping online. The Indian customer still feels the need to physically touch the product before making the final purchase; hence we cannot fully ignore the importance of offline stores in this market.

In the coming years as the online cosmetics industry grows tremendously and the e-commerce companies should be prepared to fulfil the demand of new and existing customers and they should realise the importance of social media marketing. Thus companies should focus on giving customers the best

experience and they should also be aware of their target segment. Social media marketing is one of the key factors that will help companies make customers brand loyal. Social media should be used by brands to attract customers; creative content should be used to attract the customers on social media and help them engage with potential customers. Use of influencer marketing should also be used in a more effective way as these will help the brands to attract customers.

The study done tries to highlight some important aspects of the online cosmetics industry which can help the companies to understand their customers better and will help them attract customers.

## APPENDIX

Name \*

Gender \*

Female

Male

Prefer not to say

Other:

Age \*

BELOW 18

18-22

23-27

28-32

Above 32

Monthly Income \*

<10000

10001-20000

20001-30000

above 30001

On an average how much money do you spend on personal care products (monthly) \*

0-500

500-1000

1000-1500

1500-2500

above 2500



Are you satisfied with the delivery time while shopping online \*

Yes

No

How do you Determine whether a brand is trust worthy or not \*

Awards Received

Dermatologist Recommended

Bloggers Recommendation

I search for the brand online

Friend & Family Recommendation

How often you do shop online \*

once a week

once a month

2-3 times in a month

once in 6 months

Which social media platform you mostly use \*

Instagram

Snapchat

Facebook

Youtube

Twitter

None of the Above

What type of content you usually see on Instagram \*

Beauty

Lifestyles

Food

Games

Sports

Do you think social media attracts cosmetics users \*

Yes

No

According to you, is social media the right way to promote beauty and cosmetics products \*

No

Yes

Do you think the communication between brands and consumers is now relatively easier because of internet? \*

Yes

No

How do you keep yourself update regarding New Product launch from your favorite brand \*

Television ads

Social Media

Newspaper ads

Where do you buy cosmetics and grooming things \*

Nykaa, Purplle etc

Offline store

Has your buying decision ever influenced by celebrities \*

Yes

No

Do you watch beauty product review before buying the product. Like YouTube videos etc.. \*

Yes

No

Are you Loyal towards a particular Cosmetics and wellness E-commerce site \*

Yes

No

You prefer online shopping because you get better deals on products \*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

You prefer online shopping for cosmetics or grooming products because they save time \*

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Do you agree that e-commerce cosmetics retailers provided a huge product variety as compared to offline stores \*

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

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## File 12

### ORIGINALITY REPORT

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