

Problems Face by Cosmetic Product towards Online Purchasing in Nagercoil



K. Dhanalakshmi , I. Samuel Sundar Singh

Abstract: The purpose of this study was to discover if information sources, product and online shopping orientation influence which cosmetic product by a customer. Shopping orientation had the highly Famous products are cosmetics, of which nail polish, eyeliner and mascara account for the high sales. The current reading has made an intense effort to study the problem face by online cosmetic products in Nagercoil. Only 80 samples was choose on unplanned source for this study. Further, a study may also be taken to identify the variances in the stage of cosmetic products towards online buyer face by problems.

Keywords: problem, cosmetic products, online shopping, global economic

I. INTRODUCTION

From the market individuals of India include changed sections of customers, centered on position, and salary. India's city people are the leading device that provides the need for numerous cosmetic products. Though, the market liberalization method that started in 1991. So, the cosmetic intense outlines of Indian women have gone during difference and this trend is increasing development in the cosmetic sector.

Definition of Cosmetics

Cosmetic means, "Products used for the purposes of cleansing, beautifying, promoting attractiveness or alternating one's appearance". Cosmetics is material comfort usage for improve or defend the entrance or smell of the social skin. A subsection of foundations is known as "make-up," which mentions mainly to highlighted goods planned to modify the worker's presence. Numerous producers differentiate among attractive c and attention cosmetics.

The Cosmetic Industry in India

The Indian cosmetic Industry has perceived prompt development above the latter pair of years. Cosmetic products producers in India highly provide to the high need for makeups and that reduction into the decrease or medium-cost groups as the extreme request in India had continuously been for this cautiously assessed products. This rise is credited to two leading influences.

Problems Faced by Online Cosmetic purchasing

Given the absence of capacity to examine produce before buying, customers are at greater difficult of fake on the role of the dealer than in a physical shop. Dealers also danger fakes buying using appropriated credit cards or fake rejection of the internet cosmetic buying. Secure Sockets Layer (SSL) encryption has commonly explained the difficult of credit card numbers being stopped in transit among the purchaser and the commercial. Characteristics theft is still an apprehension for who organize counter actions such as firewalls and anti-virus software to protect their systems. Phishing is added risk, where customers are mislead into thoughtful they are allocating with a dependable shop, when they have really been worked into provide for private data to a scheme worked through a malicious party. Denial of service occurrences are a minor threat for traders, as are server and web out ages. Distinction covers may be working on the Store net page if it has knowledgeable an self-determining valuation and sees all necessities for business delivering the impress. The determination of these stamps is to rise the declaration of the internet buyers; the presence of numerous altered unaware to customers, can foil this work to a assured extent. A amount of incomes deal information on how customers may defend themselves when using working retailer services.

II. LITERATURE

Mrs. J. Vidhya Jawahar, Dr. K. Tamizhjothi (2013) approach is the actions, nature, temper, presumed and method of acting. It may be optimistic or negative and present a high needed purpose in buying a product. To meet customers' requirements, manufacturers are likely to be aggressive across all groups in cosmetics. Though, the attention of new product presentations will be mostly visible in dynamic groups such as skin care and emerging groups such as mouthwashes/dental rinses. Philip Kotler (2014), create important change among norm and approach of the collections. This study lead to into the creation .Surprisingly, heavy other absorbed was stated to be the lesser payers though infrequent non-believers was the main payers. Suja Nair (2016) , made an effort to examine the influence of brand dependability on customer purchasing behavior for cosmetic products and features include though buying cosmetic products. Popular of defendants pronounced that superiority is the high significant aspect at the period of buying for cosmetic items monitored through brand and price. Bucklin and Sismeiro (2016) state that customer's capabilities are highly progressive when they educated how to buy over a site this will raise their competence in shopping.

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Past knowledge and current usage of online-based buying will raise customer's knowledge and therefore, feeling of anxiety and observed risk must be reduced of such buying; to lessen customer's anxiety, information about the real skill with the online must be improved.

According to Walker and Johnson (2017), they specified that apparent risk has two leading concerns. First is regarding the service distribution scheme's technical presentation or functional dependability; and second is apprehension on privacy and security. Functional or presentation goals, psychological goals, or the means of cash, time and determination invested to reach those goals can be considered as the concerns.

III. OBJECTIVES

- 1) To study the demographic characteristics of available cosmetic buyers of Nagercoil.
- 2) To examine the difficulties handled through consumers in using internet cosmetic products and offer suggestions to solve these problems.

IV. RESEARCH METHODOLOGY

The current study is mostly centered on each primary and secondary data.

1. Primary Data

The primary data wanted of the reading had composed through using a questionnaire.

2. Secondary Data

The secondary data had composed from numerous publications and the information's current status of the cosmetic products was attained from the online.

3. Sampling Design

In the online shopping in Nagercoil, totally 2,500 customers purchasing and using cosmetic products through online shopping form the total population. Only 80 samples were certain on chance foundation for this reading.

V. ANALYSIS AND INTERPERTATIONS

1) Introduction

This chapter analyses the buyer satisfaction near the online shopping in Nagercoil. 80 respondents were selected for the study. The nature and status of online cosmetic buyers will be presented. The major terms of the study was to identify the opinion, attitude and satisfaction level of customers of online cosmetic products in the study area. This study makes on analysis of customers demographic profile, income, sand borrowings. Finally the study analyse the problems of different online shopping by cosmetic buyers. Based on the analysis of the data collected, the results are obtained and presented in the following pages.

2) Age of the respondents

Knowledge, exposure and experience are needed for online shopping customers. Since youngsters are having better Knowledge about the online knowledge, the delivery of defendants on the source of their age is shown on table 1

TABLE 1: AGE OF THE RESPONDENTS

SI. No	Age	Number of respondents	Percentage (%)
1	Below 20	10	12
2	20-30	28	35
3	30-40	22	28
4	40-50	12	15

5	50 and above	8	10
	Total	80	100

Sources: Primary data

The table 1 reveals that 35per cent of the defendants were between 20 to 30 years of age, 28 per cent of the respondents were comes under the age groups of 30 to 40 yrs. 15per cent of defendants were comes under the age group of 40-50 if is clearly shown in figure 4.1.

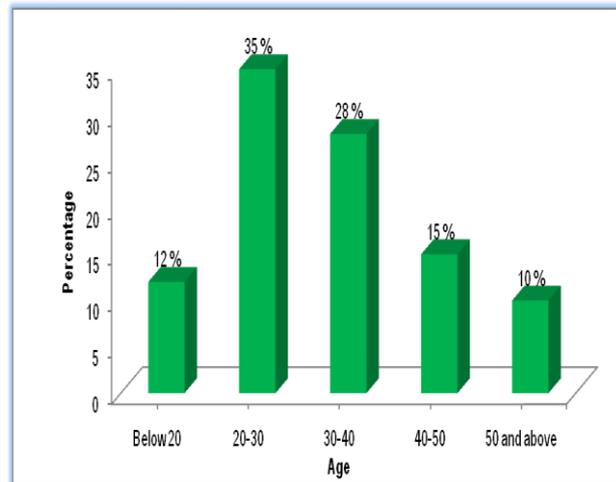


FIGURE 1 AGE WISE CLASSIFICATION ON THE RESPONDENTS

3) Gender of the Respondents

Gender of the respondents may have its influence on behavior and knowledge regarding the online shopping's. The gender of the respondents selected for the present study is given in the table -2.

TABLE 2 : GENDER OF THE RESPONDENTS

SI. No	Gender	Number of respondents	Percentage(%)
1	Male	30	37
2	Female	50	63
	Total	80	100

Sources: Primary data

The above table reveals that 63per cent of the defendants was male and 37per cent of defendants were female.

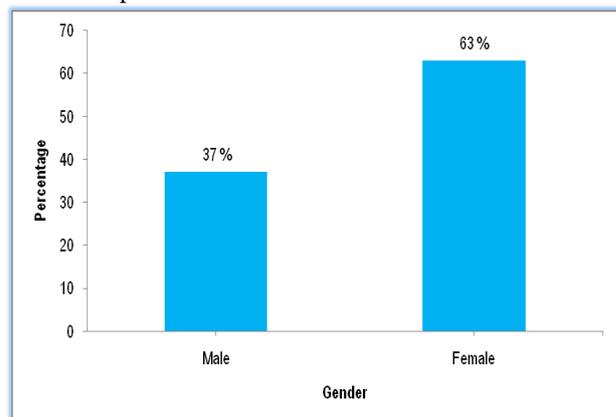


FIGURE 2 GENDER OF THE RESPONDENTS

4) Marital Status of the Respondents

This is an significant effect which is considered for analyzing the customer satisfaction. Table 3 displays the marital status classifications of the sample defendants.

TABLE 3 MARITAL STATUS OF THE RESPONDENTS

SI. No	Marital status	Number of respondents	Percentages (%)
1	Married	26	33
2	Un Married	44	55
3	Separated	10	12
	Total	80	100

Sources: Primary data

The table- 3reveals that 55per cent of the online cosmetic customers were unmarried and 33 per cent of the respondents were married and 12per cent of the respondents were separated/ persons. It is also explained in figure 3.

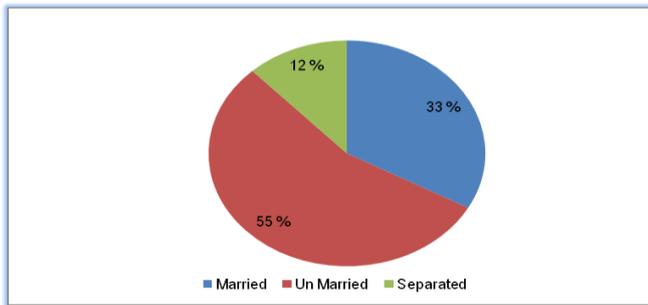


FIGURE3 MARITAL STATUS OF THE RESPONDENTS

5) Educational Level of the Respondents

Education gives knowledge to the customers the online shopping of cosmetic products, the following 4 shows the level of Education of the defendants

TABLE 4 EDUCATIONAL LEVEL OF THE RESPONDENTS

SI. No	Level of Educational	Number of respondents	Percentage (%)
1	HSC	15	19
2	UG	32	40
3	PG	24	30
4	Diploma	8	10
5	Any other (Please specify)	1	1
	Total	80	100

Sources: Primary data

The table 4 reveals that 40 percent of the respondents are undergraduates, the educational qualification of the respondent's 30per cent of the defendants postgraduates 16per cent of the respondents are having educational qualification up to higher secondary level.

6) Occupation of the Respondents

The occupation is an important factor which decides the income of an individual. This will also influence online shopping of cosmetic products activities. Table 5 shows that the occupational classification of the sample defendants.

TABLE 5 OCCUPATION OF THE RESPONDENTS

SI.No	Occupation	Number of respondents	Percentage (%)
1	Business/profession	10	12
2	Government agencies	8	10
3	Private services	20	25
4	Students	38	48
5	Unemployed	4	5

Total	80	100
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Sources: Primary data

The table 5 reveals that 48percent of the respondents are doing student, 25per cent of the respondents are employed in privateservices12 per cent of the respondents are business/professional people and the remaining 5 per cent of the respondents are unemployed.

7) Income of the Respondents

Income is a factor which decides the normal of living of the persons. The following table 6shows the income of the respondents.

TABLE 6 INCOME OF THERESPONDENTS

SI. No	Monthly Income	Number of respondents	Percentage (%)
1	Below Rs.5000	-	-
2	Rs.5000-10,000	8	10
3	Rs.10,000-20,000	28	35
4	Rs.20,000-30,000	34	43
5	Above Rs.30,000	10	12
	Total	80	100

Sources: Primary data

The table reveals that 12percentof the customers were earned aboveRs.30000 per month and only 10per cent of the customers were earning Rs.5000-10000 per month. This is also depicted in figure 4.

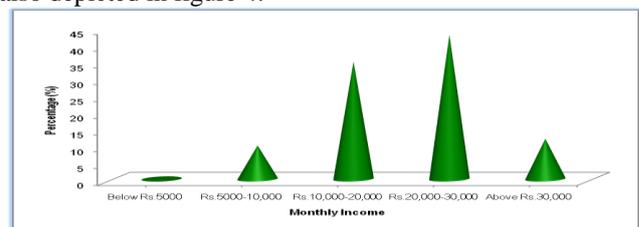


FIGURE 4 INCOMES OF THE RESPONDENTS

8) Problems encountered in Online Cosmetic Purchase

The defendants was requested to rate the problems handled through them while purchasing internet cosmetic product. The composed information and the ranks given by the respondents are revealed in the table 7.

TABLE 7 PROBLEMS ENCOUNTERED IN ONLINE COSMETIC PURCHASE STANDARD DEVIATION

SI. No	Statement of problems	Mean score	Standard deviation
1	Absence of touch and feel possessions	2.26	1.28
2	Additional distribution pay	4.26	0.84
3	No perfect usage requirement	3.46	1.06
4	Obtainability in nearby shops	3.19	0.96
5	Fear of duplicate product/ Security problems	2.72	1.17
6	Low Quality	2.54	1.05
7	Non-Availability of Products	4.05	0.09
8	Side Effects	2.16	1.06
9	Power break ups	2.84	1.20
10	Poor Package	3.19	0.96
11	Poor internet connectivity	3.83	0.99
12	High Price	3.99	0.96

It can be inferred from the above table 7 that among the various difficulties handled through the online customers, the main difficult challenged through the defendants .

VI. SUGGESTION

- The online companies should try to reduce their extra delivery charges.
- The online companies may concentrate more in urban areas and come forward to take steps to reach the people.
- The online companies may search is move to least exposed urban areas and must come forward to take steps to reach the people.
- Measures to reduce the risk factors included in online shopping of cosmetic products.
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VII. CONCLUSION

The study concluded that the online shopping is very new to society and it is fully due to the technological development. Internet buyers play an significant role in our daily life and it is very essential for us in many ways. The extra delivery charges, power break ups and poor internet connectivity were identified as the major problems encountered by the online cosmetic shoppers in the study area and majority of the people did not have adequate knowledge about cosmetics. Hence the cosmetic companies and the Government must take essential steps to rectify the problems for the development of online shopping, which will help for the economic development of the study area.

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