

A Study on Consumer Purchasing Patterns for Beauty Products on E-Commerce Platforms

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Abstract

The growth of e-commerce has significantly transformed consumer buying behaviour, particularly in the beauty and personal care sector. This study investigates consumer purchasing patterns for beauty products through online platforms, analysing factors such as product awareness, brand preference, price sensitivity, trust, and convenience. A structured survey was conducted with 200 online shoppers using beauty products. Data were analysed using descriptive statistics, correlation, and regression analysis to identify key determinants influencing purchase decisions. Findings indicate that product quality, online reviews, and ease of transaction are the most influential factors. The study provides insights for e-commerce marketers and beauty brands to optimize their online strategies and enhance customer engagement.

Keywords: Consumer Behaviour, Beauty Products, E-Commerce, Online Shopping, Purchase Patterns

Introduction

The rapid expansion of e-commerce platforms has revolutionized the retail sector, making online shopping a preferred mode of purchase for many consumers. In the beauty industry, online platforms provide wide product variety, competitive pricing, and convenience, allowing consumers to explore and purchase products without geographical constraints.

Consumer behaviour in online shopping differs from traditional retail due to factors such as digital product information, peer reviews, trust in payment systems, and delivery convenience. Understanding consumer purchasing patterns is crucial for brands to tailor marketing strategies, product offerings, and customer engagement.

This study focuses on analysing consumer purchasing behaviour for beauty products on online platforms, aiming to identify key factors influencing purchasing decisions and patterns in the Indian e-commerce context.

Literature Review

2.1 Consumer Purchasing Behaviour

Consumer purchasing behaviour reflects decisions, motivations, and preferences when buying products or services. Kotler & Keller (2016) emphasize that consumer decisions are influenced by psychological, personal, social, and cultural factors.

E-Commerce and Beauty Product Market

The online beauty product market is growing rapidly due to factors like product accessibility, attractive discounts, and social media influence. Research by Jain & Sharma (2021) shows that online reviews, brand reputation, and price perception significantly impact purchase decisions.

Factors Influencing Online Purchases

Key determinants of online purchasing include:

- Convenience: Ability to browse and order products anytime.
- Trust and Security: Confidence in product quality and payment systems.
- Product Information: Detailed descriptions, reviews, and ratings.
- Brand Loyalty: Preference for established brands influences repeat purchases.
- Social Influence: Recommendations from friends, family, and influencers.

Research Gap

Although studies exist on online shopping behaviour, few focuses specifically on beauty products in the Indian context, which motivates the current study.

Methodology

Research Design

A descriptive research design was used to study consumer behaviour towards beauty products purchased online.

Population and Sample

- Population: Online shoppers who purchase beauty and personal care products in India.
- Sample Size: 200 respondents selected using convenience sampling from major cities.

Data Collection Instrument

A structured questionnaire with a 5-point Likert scale (Strongly Agree to Strongly Disagree) was developed covering:

- Demographics: Age, gender, income, and education.
- Online Shopping Frequency: Frequency of purchasing beauty products online.
- Factors Influencing Purchase: Price, quality, brand, online reviews, convenience.
- Satisfaction and Loyalty: Satisfaction with online shopping experience and intention to repurchase.

Data Collection Procedure

Questionnaires were distributed via Google Forms and social media platforms. Respondents were assured of confidentiality and voluntary participation.

Data Analysis Tools

SPSS for descriptive statistics, frequency analysis, and cross-tabulation.

Correlation and Regression Analysis to determine relationships between influencing factors and purchasing behavior.

Data Analysis

Demographic Profile

- Gender: 65% female, 35% male respondents.
- Age Group: Majority (45%) between 21–30 years.
- Income: 50% earn between Rs. 25,000–Rs. 50,000 monthly.

Online Shopping Frequency

60% shop online for beauty products once a month, 25% twice a month, 15% occasionally.

Regression Analysis

Regression results indicate that product quality, online reviews, and brand reputation significantly influence purchase decisions ($p < 0.05$). Price and convenience have moderate influence, showing that quality perception outweighs cost considerations in beauty product purchases online.

Discussion

The findings highlight that product quality and online reviews are primary drivers of consumer behavior in online beauty product purchases, consistent with previous studies (Jain & Sharma, 2021). The preference for reliable brands and trust in e-commerce platforms reflects the importance of credibility and user experience.

Younger consumers (21–30 years) are more active in online shopping, indicating the role of digital literacy and social media influence. Price sensitivity is present but secondary to quality perception. Convenience factors, while important, do not outweigh the influence of perceived product value and trust.

Implications for Marketers Include:

- Ensuring high-quality product listings with clear descriptions and images.
- Leveraging customer reviews and influencer endorsements to build trust.
- Offering personalized recommendations and promotions to enhance engagement.

Conclusion and Recommendations

This study demonstrates that consumer purchasing behaviour for beauty products online is primarily influenced by product quality, online reviews, and brand trust, while convenience and price play secondary roles.

Recommendations

- Enhance product information and visual presentation to increase buyer confidence.
- Encourage and highlight genuine customer reviews to build trust.
- Offer loyalty programs and discounts to retain repeat customers.
- Leverage social media and influencers to reach the target demographic.
- Monitor consumer feedback continuously to adapt strategies and improve satisfaction.

The study provides valuable insights for e-commerce platforms, beauty brands, and digital marketers seeking to optimize online sales and enhance consumer engagement in the beauty product sector.

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