

**ONLINE PURCHASE INTENTION OF WOMEN IN KOCHI FOR
COSMETIC PRODUCTS**

Project Report

Submitted by

ROSHEL J BEN PINTO

Reg. No. AM22COM017

Under the guidance of

MS. ANN THOMAS KIRIYANTHAN

In partial fulfillment of requirements for the award of the Post Graduate degree of

Master of Commerce and Management



ST. TERESA'S COLLEGE (AUTONOMOUS),

ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (Fourth Cycle) Affiliated To

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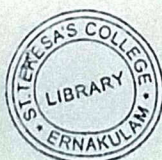
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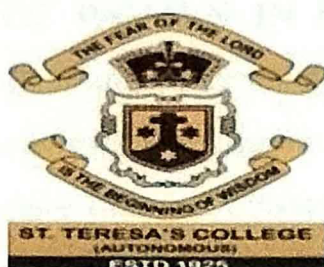


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CERTIFICATE

This is to certify that the project report titled **ONLINE PURCHASE INTENTION OF WOMEN IN KOCHI FOR COSMETIC PRODUCTS** submitted by **ROSHEL J BEN PINTO** towards partial fulfillment of the requirements for the award of postgraduate degree of **Master of Commerce and Management** is a record of bonafide work carried out during the academic year 2023-24.

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Date: 31.03.2024

24/04/24
Dr. Chandan Rajam

DECLARATION

I, ROSHEL J BEN PINTO hereby declare that this dissertation titled, 'ONLINE PURCHASE INTENTION OF WOMEN IN KOCHI FOR COSMETIC PRODUCTS' has been prepared by me under the guidance of MS. ANN THOMAS KIRIYANTHAN, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam. I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title, or Recognition before.



ROSHEL J BEN PINTO

Place: ERNAKULAM

Date: 31.03.2024

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ROSHEL J BEN PINTO

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CHAPTER 1

INTRODUCTION

1.1INTRODUCTION

In the lively city of Kochi, Kerala, there is a new way for women to approach beauty that combines tradition and technology. Gone are the days of relying solely on physical stores and recommendations from friends. Nowadays, the digital world holds significant influence over cosmetic purchasing decisions and serves as a helpful guide. This project explores the complex network of digital marketing techniques and their undeniable impact on women's online buying behavior for cosmetic products in Kochi.

Our analysis delves into the psychology underlying targeted advertising on social media platforms. We go beyond basic comprehension and examine how personalized product suggestions and user-generated content on sites like Instagram and YouTube inspire trust and desire in consumers. We also analyze the success of influencer marketing, where charismatic beauty experts establish a personal connection with their audience, blurring the lines between entertainment and persuasive marketing.

The story doesn't end there as we will now take a closer look at the cultural nuances of Kochi's beauty scene. We will explore how digital marketing caters to the existing appreciation, which is a significant aspect of Kerala's heritage. Additionally, we will examine how online platforms are empowering women to navigate the vast ocean of cosmetic options, ranging from established international brands to the plethora of homegrown, artisanal products that are gaining traction online.

This project aims to investigate the impact of digital literacy on online cosmetic purchases. We will focus on how women in Kochi use various internet resources such as beauty blogs, tutorials, and online reviews to gain knowledge about product ingredients, application techniques, and brand ethics. Our study will highlight the importance of informed decision-making and how digital marketing can influence online purchasing behavior. Moreover, we will explore how digital literacy empowers women to make mindful and informed shopping choices.

This research aims to gain a holistic understanding of the digital landscape driving the cosmetic industry for women in Kochi. We will not only investigate what and why

women purchase cosmetics online, but also the sophisticated digital marketing techniques tailored to resonate with the values, goals, and evolving beauty preferences of this tech-savvy customer base. Through this exploration, we hope to provide valuable insights into the complex dynamics of the industry.

1.2 STATEMENT OF THE PROBLEM

Digital marketing platforms have greatly influenced the promotion and consumption of cosmetic products, especially among women in Kochi. However, there is a lack of research that thoroughly investigates the impact of digital marketing methods on the online purchase behavior of women in Kochi's cosmetic industry. Therefore, it is important to investigate how digital marketing initiatives, such as social media engagement, influencer collaborations, and targeted advertisements, affect women's decision-making processes when purchasing cosmetics online. Such research would provide valuable insights into the specific mechanisms by which digital marketing can influence the online purchase intention of women in Kochi's cosmetic industry.

Kochi's socio-cultural setting is unique as it combines traditional values with modern aspirations. This makes the interaction between digital marketing and consumer behavior more complicated. Therefore, firms must understand how cultural norms, peer influence, and individual preferences interact with digital marketing initiatives. This understanding can help companies engage their target audience and increase online sales. The study aims to investigate the complex dynamics between digital marketing strategies and women's online purchase intentions in Kochi's cosmetic industry. The focus is on identifying key factors that influence consumer decision-making processes in the digital era.

1.3 OBJECTIVES OF THE STUDY

To identify the factors influencing the online purchase intention of women of Kochi concerning cosmetic products.

- To identify the factors influencing the online purchase intention of women in Kochi concerning cosmetic products.
- To examine the level of online purchase intention of women for cosmetic products in Kochi.
- To analyze the influence of these factors on the online purchase intention of women in Kochi.
- To find out whether there is any difference in trust, attitude towards electronic word of mouth (EWOM) and brand image based on the demographic variables of the respondents.
- To find out whether there is any difference in online purchase intention based on the demographic variables of the respondents.

1.4. HYPOTHESIS

Following is the research hypothesis for this study: the purpose of the established research hypothesis is to analyze the impact of digital marketing on the online purchase intention of cosmetic products of women in Kochi.

- 1.) H0: Trust has no relationship with online purchase intention.
- 2.) H0: Brand image has no relationship with online purchase intention.
- 3.) H0: EWOM has no relationship with online purchase intention.
- 4.) H0: Trust has no significant influence on online purchase intention.
- 5.) H0: Brand image has no significant influence on online purchase intention.
- 6.) H0: EWOM has no significant influence on online purchase intention.
- 8.) H0: There is no significant difference in online purchase intention, trust, brand image, EWOM based on age.

9.) H0: There is no significant difference in online purchase intention, trust, brand image EWOM based on monthly income.

10.) H0: There is no significant difference in online purchase intention, trust, brand image EWOM based on educational qualification.

1.5 SCOPE OF THIS STUDY

This study aims to investigate the impact of digital marketing on women's online purchase intentions for cosmetic items in Kochi, India. It will evaluate the effectiveness of various digital marketing methods, including social media engagement, influencer collaborations, and targeted commercials, in influencing consumer behavior. The study will also examine the demographic, psychographic, and sociocultural factors that influence women's attitudes and preferences toward cosmetic purchases and digital marketing involvement. By focusing on the Kochi context, the research aims to provide insights that are relevant and applicable to businesses operating in the local cosmetic market. The study will offer valuable recommendations to optimize digital marketing strategies to effectively engage with female consumers and drive online sales.

1.6 SIGNIFICANCE OF THE STUDY

This study provides valuable insights for both academics and industry experts by exploring the complex interactions between digital marketing and consumer behavior within the cosmetic sector, specifically among women in Kochi, India. By identifying the effectiveness of various digital marketing strategies and key factors influencing online purchase intention, businesses can tailor their marketing approaches and improve their competitiveness and profitability in the ever-changing digital landscape. The study also fills a gap in the existing literature by focusing on a specific geographic location and its unique socio-cultural context, providing practical knowledge that can inform targeted marketing strategies and foster more meaningful engagement with women consumers in Kochi's cosmetic market.

1.7 RESEARCH METHODOLOGY

The research methodology for this study is a mixed-method approach that combines both quantitative and qualitative methodologies to evaluate the impact of digital marketing on the online purchase intention of women in Kochi for cosmetic products. This study collects primary data that examines demographic characteristics, digital marketing preferences, and online shopping behavior. By combining both quantitative and qualitative data, this research aims to provide a more comprehensive understanding of consumer motives and behaviors in the local cosmetic market. The sampling size taken for the study was 100.

1.7.1 RESEARCH DESIGN

The research design is for academic purposes and the research design is both descriptive and analytical. Descriptive research describes something such as the demographic characteristics of respondents. It is typically concerned with determining the frequency with which something occurs and how two variables vary together. Descriptive research includes surveys and fact-finding of different kinds. Analytical research is the methodical analysis of data and evidence to understand the underlying causes, mechanisms, and implications of a phenomenon or situation, frequently using statistical, mathematical, or theoretical frameworks to gain insights and contribute to knowledge creation.

1.7.2 COLLECTION OF DATA

PRIMARY DATA

Primary data collection is the process of gathering data through surveys, interviews, or experiments. The primary data used for the study is collected through a questionnaire.

1.7.3 NORMALITY & RELIABILITY

Normality was tested using the P Plot test, and the results revealed that the data was very normal. In the case of the reliability test, Cronbach's alpha coefficient is .833 suggesting that the items are highly reliable.

1.7.4 POPULATION

The women of Kochi who buy cosmetic products online.

1.7.5 SAMPLING METHOD

The method used is the convenience sampling method. The convenience sampling method is a type of nonprobability sampling method where the sample is taken from a group of people to contact or to reach. Women who are using digital marketing facilities to purchase cosmetic products online are taken as samples. To obtain the relevant information a sample of 105 respondents is chosen.

1.7.6 TOOLS FOR ANALYSIS

The data collected from respondents has been classified, analyzed, and interpreted keeping in view the objectives of the study. Data collected are first used to check the normality by using the P-Plot and after the analysis, it is found that there is normality in the data collected. Then the reliability was checked and found that the data collected was moderately reliable. For the reliability check, we used Cronbac's Alpha ($\alpha = k - 1k(1 - \sigma^2 \sum_{i=1}^k \sigma_i^2)$). After this analysis, we properly presented the data collected through tables and bar charts thereby making it easy to draw inferences. The statistical tool used for the study is Pearson's correlation coefficient to check the relation between the variables, regression analysis to check the influence of one variable over another, and ANOVA table to analyze whether there is any difference between the variables identified and demographic variables, then we used one sample t-test to analyze the mean. Statistical analysis were conducted using the statistical package for the social sciences (SPSS).

1.8 LIMITATIONS

- This study solely focuses on four variables: trust, brand image, attitude towards EWOM, and online purchase intention.
- This study exclusively concentrates on Kochi and does not extend its focus to other locations.
- The study's findings may vary if we adopt large samples.

1.9 KEYWORDS

Cosmetics: Cosmetics are products that improve or change the appearance of the face or body, and commonly include makeup, skincare, scents, and hair care

products. They serve both utilitarian and aesthetic reasons, to improve one's appearance and confidence.

Online purchase intention: The willingness or possibility of consumers to buy products or services via digital channels, such as websites or mobile applications, is called online purchase intention. Product availability, price competitiveness, ease of use of the online platform, seller trust, and perceived buy value are all factors that influence online purchase intention.

Brand image: Brand image is the perception or impression that consumers have of a specific brand. It includes various components such as brand identity, reputation, values, personality, and associations. A good brand image is critical for increasing consumer loyalty, influencing purchasing decisions, and distinguishing a company from market competitors.

Trust: Individuals or entities place their trust in another party's trustworthiness, integrity, and honesty. It is an essential component of both personal and professional interactions and plays an important role in decision-making. Consistent behavior, transparency, communication, dependability, and long-term fulfillment of promises or commitments help to build trust. In a company, trust is vital for developing solid relationships with customers, workers, partners, and stakeholders, which fosters loyalty and long-term success.

EWOM: EWOM stands for Electronic Word of Mouth, and it refers to the dissemination of customer opinions, recommendations, or experiences about products, services, or brands via digital channels such as social media, online reviews, forums, blogs, and other online platforms. In the digital age, EWOM has grown in power, impacting consumer views, purchase decisions, and brand reputation. It can have a considerable impact on consumer behavior since consumers frequently trust and rely on the opinions of others posted online when making purchasing decisions.

Digital marketing: Digital marketing promotes items or services using online channels and platforms, using tactics such as SEO, social media marketing, and email advertising. It allows organizations to reach out to specific groups, enhance

brand visibility, and generate engagement and sales through customized online campaigns.

1.0 CHAPTERIZATION

Chapter 1: Introduction

This chapter deals with a brief introduction to the topic, significance, scope of the study, statement of the problem, methodology, and objectives of the study. It also contains limitations, chapterization, and keywords.

Chapter 2: Literature Review

The second chapter includes a review of the literature. it includes some studies already done by researchers on related topics.

Chapter 3: Theoretical Framework

It shows the theoretical work related to this study.

Chapter 4: Data Analysis & Interpretation

It contains the analysis of the data collected and its diagrammatic representation with the interpretation.

Chapter 5: Findings, Suggestions &Conclusions, Bibliography & Annexure

The fifth chapter deals with the results and findings of the data, suggestions, and conclusions made based on the study.

CHAPTER 2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

A literature review is the summary of previous research on a topic. The main purpose of the literature review is to gain knowledge and understanding of the existing research and debates that are essential for a particular area of study and to present the knowledge in the form of a return report. While doing a literature review more knowledge is gained.

For this purpose of study, a lot of literature has been reviewed, that is, books, journals, magazines, newspapers, etc. A few very related among them have been discussed below:

Putri and Abdinagoro (2018) in their paper,, titled "Response to a New Wave in Digital Marketing: Does Beauty Blogger Involvement the Most Influencing Factor in Halal Cosmetic Purchase Intention," investigate the impact of beauty blogger Involvement on Halal cosmetic purchase intentions in the context of digital marketing. The study, published in the International Journal of Supply Chain Management, investigates the current digital marketing trend and its impact on customer behavior in the cosmetics business. The study attempts to determine whether beauty blogger interaction is the most influential factor in shaping purchasing intentions for halal cosmetics. The writers most likely conducted an empirical study, gathering and analyzing data using quantitative approaches. They investigate the relationship between beauty bloggers, halal cosmetics, and customer preferences, which could highlight the influence of social media and digital platforms in impacting consumer perceptions and purchasing decisions. By focusing on halal cosmetics, the study delves into the interaction of consumer choices with cultural and religious issues, bringing complexity to the discussion. Overall, this study advances our understanding of digital marketing strategies and their effectiveness in influencing consumer behavior, particularly in the context of halal products, and provides valuable insights for both academics and practitioners in the cosmetics and digital marketing fields.

Ismail (2018) assessed international marketing methods in the celebrity cosmetics sector, with a particular emphasis on a dual case study featuring Huda Beauty and Fenty Beauty. The study will most likely look into how these two well-known businesses, led by influential celebrities Huda Kattan and Rihanna, successfully grew their presence and won market share in the worldwide cosmetics industry. Ismail may look into the

distinctive marketing methods used by Huda Beauty and Fenty Beauty, such as brand positioning, product creation, distribution routes, price strategies, and promotional initiatives. Ismail is expected to analyze the major aspects contributing to these brands' success in various worldwide markets using a combination of qualitative research methodologies such as interviews, case studies, and content analysis, taking into account cultural, economic, and competitive considerations. The study may also look into the effects of celebrity endorsements, social media presence, and inclusion initiatives on consumer perception and brand loyalty. By undertaking a dual case study, Ismail is likely hoping to provide significant insights and actionable advice for other cosmetics firms looking to explore worldwide expansion strategies in the celebrity cosmetics category. Overall, the study provides a comprehensive knowledge of the complexity of worldwide marketing in the celebrity cosmetics sector, emphasizing excellent practices and lessons learned from the experiences of Huda Beauty and Fenty Beauty.

Botelho's (2019) in his doctoral dissertation studied the impact of influencers on consumer purchase intentions in the cosmetic sector. The study will most likely look into the changing role of influencers in altering consumer behavior and decision-making processes about cosmetic purchases. Botelho may investigate different facets of influencer marketing, including the sorts of influencers chosen by customers, the efficacy of influencer-generated content, and the mechanisms by which influencers impact buy intentions. The study may employ both qualitative and quantitative research approaches, such as surveys, interviews, and content analysis of social media sites. Botelho is likely to consider elements such as influencer credibility, authenticity, and relevance to the target audience, as well as the potential moderating effects of product type, brand image, and consumer demographics. Botelho's research, which examines the impact of influencers on consumer purchase intentions in the cosmetic industry, is likely to provide valuable insights into the effectiveness of influencer marketing strategies, as well as practical recommendations for cosmetics brands looking to leverage influencers to improve their marketing efforts and drive sales.

Genú (2019) in his Master's thesis "Digital Marketing: how the Beauty Market Has Changed with the Emergence of Digital Influencers" investigates the transformational impact of digital influencers on the beauty business. The study likely

investigates the dynamic interplay between digital marketing techniques and consumer behavior within the beauty business, specifically concentrating on the rise of social media influencers as significant players in molding brand perception and increasing customer engagement. Genú explores how digital platforms like Instagram, YouTube, and TikTok enable influencers to develop personal brands, influence customer preferences, and shape purchasing decisions in the cosmetics industry. The thesis will most likely analyze numerous case studies, trends, and strategies used by beauty businesses to utilize influencer collaborations and capitalize on the expanding trend of influencer marketing. Genú's study explores the impact of influencer-driven marketing on traditional advertising channels, brand-consumer relationships, and the digital beauty industry landscape. Overall, the thesis is anticipated to provide useful insights into the changing nature of digital marketing techniques in the beauty business, as well as shed light on the transformative impact of digital influencers in redefining industry dynamics.

Sultana (2021) in the study, titled "Impact of Online Advertising and the Use of Cosmetic Products: A Study on the Influence of Online Advertisements and Change in the Purchasing Behaviour of Women in Kerala," looks into the relationship between online advertising and women's purchasing behavior for cosmetic products in Kerala. Published in the International Journal of Communication and Society, the study is likely to take a quantitative approach to investigating how online marketing influences women's cosmetics purchasing decisions. The study most likely investigates several components of online advertising, such as the usage of social media platforms, targeted adverts, and influencer marketing, to assess their impact on customer behavior. Given the growing use of digital platforms in marketing tactics, particularly in places such as Kerala, the study is anticipated to provide insights into the efficiency of online advertising in influencing customer preferences and purchasing decisions in the cosmetics business. By focusing on women in Kerala, the research may take into account cultural, social, and economic issues that influence consumer behavior in this group. The findings of this study are likely to add to the existing literature on digital marketing and consumer behavior, providing valuable insights for marketers and policymakers seeking to understand and leverage the influence of online advertising in the cosmetics industry, particularly in light of regional variations and preferences.

Chen and Dermawan (2020) look into how YouTube beauty vloggers affect Indonesian consumers' purchase intentions for local cosmetic products. The study, published in the *International Journal of Business and Management*, will likely take a mixed-methods approach to investigate the extent to which beauty vloggers on YouTube influence consumer behavior in Indonesia, focusing on purchase intentions for locally produced cosmetic items. The writers will most likely conduct empirical research, such as surveys or interviews, to explore the role of YouTube beauty vloggers as opinion leaders and influencers in changing customer perceptions and decisions in the cosmetics business. Given YouTube's growing popularity as a medium for product evaluations and recommendations, particularly in the beauty and cosmetics industry, this study will likely offer insight into the success of influencer marketing methods in Indonesia. By focusing on local cosmetic items, the study may highlight the ramifications for native brands competing in the market with overseas rivals. Overall, the study's findings are expected to provide valuable insights for businesses and marketers looking to use influencer marketing, particularly on YouTube, to increase the visibility and acceptance of local cosmetic products among Indonesian consumers, contributing to a better understanding of consumer behavior and marketing strategies in the digital age.

El-zoghby, et al. (2021) investigate the impact of social media advertising content on consumers' intentions to buy health and beauty products online. The study, published in *مجلة جامعة الإسكندرية للعلوم الإدارية*, is anticipated to take a quantitative approach to examine how different forms of content in social media advertisements affect consumer behavior in the context of health and beauty products. The writers are likely to investigate several aspects of social media advertising, such as visual imagery, persuasive messaging, and engagement strategies, to determine their impact on customer purchasing intentions. Given the increasing importance of social media platforms in advertising and e-commerce, particularly in industries such as health and beauty, this study is anticipated to provide useful insights into the efficiency of digital marketing techniques in influencing customer decision-making processes. The findings are likely to contribute to our understanding of consumer behavior in the digital era, as well as practical consequences for marketers looking to optimize their social media advertising material to increase consumer engagement and drive online sales of health and beauty items.

Duh (2021) focused on the impact of social media advertising and electronic word-of-mouth (e-WOM) on female millennials' cosmetics interests and behavior. The study will most likely look into how social media platforms are used to advertise cosmetics items, as well as how e-WOM, which comprises recommendations and reviews published online, influences female millennials' cosmetics preferences and purchasing decisions. Duh, may use a variety of qualitative and quantitative methodologies, like as surveys or interviews, to gain insights into female millennials' attitudes, behaviors, and motives toward cosmetics use in the internet age. The findings of this study are likely to contribute to a better understanding of the role of social media advertising and e-WOM in shaping consumer behavior in the cosmetics market, with implications for marketers seeking to effectively engage with and influence female millennial consumers via digital channels.

Nadya and Permanas (2021) examined the impact of electronic customer relationship management (E-CRM) and brand trust on consumer happiness and loyalty, specifically in the context of Pixy cosmetic items. The study will most likely look into how E-CRM methods like personalized communication, customer service encounters, and online engagement activities affect customer views of brand trust, satisfaction, and loyalty to Pixy cosmetics. Nadya and Permana may use a variety of quantitative research methodologies, including surveys or structural equation modeling, to investigate the links between E-CRM practices, brand trust, customer satisfaction, and loyalty. Furthermore, the study may look into moderating factors such as product quality, pricing, and competitive positioning that could influence the efficiency of E-CRM activities in driving customer happiness and loyalty in the cosmetics business. By analyzing these relationships, the study may provide insights into effective tactics for Pixy and other cosmetics firms to improve customer relationships, develop trust, and nurture long-term loyalty via digital channels and E-CRM activities.

Wang and Nis (2022) concentrated on the digital marketing methods used by Huaxizi, a domestic beauty cosmetics firm. The study will most likely look on Huaxizi's digital marketing endeavors, such as its online presence, social media engagement, content strategies, influencer collaborations, and e-commerce efforts. Wang and Ni may look into how Huaxizi uses digital platforms like social media, e-commerce websites, and mobile apps to reach its target audience, increase brand awareness, and drive sales. To evaluate

the performance of Huaxizi's digital marketing activities, the analysis will most likely use a combination of qualitative and quantitative methodologies, such as content analysis, social media metrics tracking, and consumer surveys. The researchers may also look into how Huaxizi navigates hurdles and capitalizes on opportunities in China's competitive domestic beauty products sector. Wang and Ni's investigation is likely aimed at providing insights into successful digital marketing techniques for domestic beauty cosmetics manufacturers, as well as practical recommendations for Huaxizi and other similar companies looking to improve their online presence and market competition.

Abraham et al. (2022) investigated customer perceptions of the effectiveness and impact of influencer marketing initiatives used by firms in the beauty and cosmetics industry. The study will most likely look into how consumers view influencer-generated content, influencer-brand collaborations, and overall influencer marketing methods as impacting their attitudes, preferences, and buying intentions for beauty and cosmetics items. Abraham et al. may use a mixed-approaches approach, combining qualitative and quantitative research methods such as surveys, interviews, and content analysis of social media platforms. The study will most likely look into influencer credibility, authenticity, relatability, and perceived alignment between influencers and brand values, as well as how these variables affect consumer trust and engagement with influencer marketing efforts. Abraham et al.'s analysis is likely intended to provide insights into consumer perceptions of influencer marketing efforts in the beauty and cosmetics industries, with implications for brands looking to optimize their influencer marketing strategies to better resonate with their target audience and drive positive consumer results.

Purwianti and Niawati (2022) investigated the links between electronic word-of-mouth (e-WOM), brand attitude, brand image, and purchase intention. The study will most likely look into how e-WOM, which includes online suggestions, reviews, and discussions, affects customers' attitudes toward a company and their impressions of its image, ultimately influencing their buying intention. Purwianti and Niawati may use quantitative research methods, such as surveys or structural equation modeling, to investigate the causal links between these variables and the magnitude of their impacts. Furthermore, the study may look into moderating factors such as product category, customer demographics, and online platform characteristics that could influence the

dynamics of e-WOM, brand attitude, brand image, and purchase intent. By analyzing these links, the study is anticipated to shed light on the necessity of controlling e-WOM, nurturing good brand perceptions, and encouraging purchase intentions through effective branding and online reputation management techniques. In the research done by **Sinha (2023)**, the impact of digital experiential marketing on the establishment and maintenance of long-term client relationships was examined with a specific focus on the luxury cosmetic business in India. The study will most likely look into how luxury cosmetics businesses in India use digital experiential marketing methods to create immersive online encounters for customers, aiming to foster long-term connections that adhere to sustainability principles. Sinha's conceptualization of the study is likely based on theoretical frameworks linked to experiential marketing, luxury brand management, and sustainability, with qualitative and quantitative methodologies such as interviews, surveys, and case studies used to collect empirical data. This study's findings are anticipated to shed light on the efficiency of digital experiential marketing in establishing long-term customer relationships in India's luxury cosmetics business, with practical implications for marketers and scholars interested in the field.

Trofimov and Määttänen-Trofimov (2023) focused on the application of digital marketing tactics in the natural cosmetics industry, with a specific case study centered on "Company X." The study will most likely look at how Company X uses digital marketing methods to promote its natural cosmetics items in a competitive market scenario. The research will most likely begin by offering background information on the natural cosmetics industry and examining market trends, consumer preferences, and the issues that enterprises in this area face. Trofimov and Määttänen-Trofimov are anticipated to investigate the theoretical foundations of digital marketing, including ideas such as social media marketing, content marketing, influencer cooperation, and search engine optimization (SEO). The researchers are expected to conduct an empirical analysis of Company X's digital marketing endeavors, which include the development of its online presence, social media engagement techniques, content creation efforts, and e-commerce strategies. The case study would most likely use both qualitative and quantitative data collection approaches, such as interviews with key stakeholders, social media metric analysis, and sales statistics. Trofimov and Määttänen-Trofimov's analysis of Company X's digital marketing techniques and outcomes is likely intended to provide insights into

effective strategies for natural cosmetics enterprises to use digital channels for brand promotion, customer acquisition, and revenue generation. Overall, the study certainly adds to our understanding of how digital marketing approaches can be successfully used in the natural cosmetics industry. It provides practical tips for businesses looking to improve their digital marketing capabilities.

Othman et al. (2023) looked into the impact of social media marketing activities on online purchase intention in Malaysia's cosmetic business. The study will most likely look into how different social media marketing methods, such as content production, influencer collaborations, and promotional campaigns, affect customers' intentions to buy cosmetics online. Chuah et al. may use a combination of theoretical frameworks and empirical research methodologies, such as surveys or data analysis, to evaluate the efficacy of various social media marketing tactics in increasing online buying intentions among Malaysian consumers. The findings of this study are anticipated to provide useful insights into the role of social media in affecting consumer behavior in the Malaysian cosmetic sector, with implications for marketers seeking to optimize their digital marketing strategies to improve online sales performance.

Teixeira et al. (2023) investigated the impact of online communication tactics on customer purchase intention, specifically in the context of green cosmetics. The study will most likely look into how different online communication methods, such as social media marketing, influencer partnerships, and brand messaging, impact customers' intent to buy environmentally friendly cosmetics items. Teixeira et al. are anticipated to use a mix of theoretical frameworks linked to consumer behavior, internet marketing, and sustainability to provide a thorough understanding of the elements at play. The authors are expected to conduct empirical research through surveys or trials to determine the efficiency of various online communication tactics in altering consumer attitudes and behaviors regarding green cosmetics. The findings of this study are anticipated to provide useful insights into the role of digital communication in promoting sustainability in the cosmetics business, with implications for both practitioners and scholars interested in green marketing and consumer behavior.

Mandasari et al. (2023) emphasized measuring the impact of social media marketing on brand perceptions, notably in the cosmetics business targeting female Generations

customers. The study will most likely look into how different social media marketing strategies, such as content production, influencer alliances, and interactive interaction approaches, affect female Generation Z customers' attitudes and views of cosmetics brands. Ashdaq et al. may use a combination of quantitative research methodologies, such as surveys or experiments, to assess brand attitudes and the efficacy of various social media marketing strategies. Additionally, the researchers may investigate demographic and psychographic aspects that influence Generation Z females' receptiveness to social media marketing messages in the cosmetics industry. By examining the relationship between social media marketing and brand attitudes among this specific demographic group, the study is likely to provide insights into effective strategies for cosmetics brands to engage and resonate with Generation Z consumers via digital channels, ultimately contributing to a better understanding of consumer behavior in the context of social media-driven marketing campaigns in the cosmetics industry.

Jayad and Wahyu (2023) looked into the impact of electronic word of mouth (e-WOM) and social media marketing on brand image and interest in purchasing e-commerce cosmetic products. The study will most likely look into how e-WOM, which includes online recommendations and reviews as well as social media marketing efforts, affects consumers' impressions of brand image and willingness to buy cosmetic products online. Jayad and Wahyu may use quantitative research methods like surveys or regression analysis to investigate the links between e-WOM, social media marketing activities, brand image, and purchase interest. The study may also look into moderating factors like consumer demographics, product characteristics, and online platform engagement to see how e-WOM and social media marketing strategies affect consumer attitudes and behaviors towards e-commerce cosmetic products. The study's analysis of these correlations is anticipated to shed light on the significance of digital marketing methods in developing brand image and boosting purchase interest in the e-commerce cosmetics business.

Ekasari (2024) in his investigation focused on building marketing strategies for local cosmetics firms that use digitization to improve sales performance. The study will most likely look into how local cosmetics companies may use digital tools and platforms to market their products more efficiently, reach a larger audience, and enhance sales in a

competitive industry. Ekasari may explore many facets of digital marketing, including as social media marketing, e-commerce techniques, influencer collaborations, and customer relationship management systems designed exclusively for the local cosmetics industry. The analysis is likely to provide practical insights and recommendations for local cosmetics brands looking to harness the power of digitization to boost sales and achieve long-term market growth through a combination of theoretical frameworks and empirical research, which may include case studies or surveys.

CONCLUSION

According to the studies, the majority of the authors of the survey want to highlight the transformational power of digital platforms in altering consumer behavior. According to studies, digital marketing activities, particularly those conducted through social media channels, have a substantial impact on women's views and intentions to purchase cosmetics online. Positive electronic word-of-mouth, influencer referrals, and interactive content all help to create brand trust and increase buy intentions. Personalized marketing methods targeted to the interests of women consumers in Kochi are particularly efficient in acquiring and retaining clients in the online cosmetic sector. Overall, the literature emphasizes the significance of properly using digital marketing to communicate with female consumers and increase sales in Kochi's vibrant and competitive cosmetics business.

CHAPTER 3

“INFLUENCE OF DIGITAL MARKETING ON WOMEN’S ONLINE PURCHASE INTENTIONS FOR COSMETIC PRODUCTS: A THEORETICAL FRAMEWORK”

3.1 THEORETICAL FRAMEWORK

3.1.1 Overview of the Online Purchase Intention

Online Purchase Intention refers to a consumer's willingness to engage in online transactions. Online transactions involve retrieving, transferring information, and purchasing products (Pavlou, 2003).

People are more likely to use a website if they can access and share information, while they are more likely to operate a website if they can purchase products. However, traditional approaches for capturing consumer attention, such as behavioral metrics, may not be effective in predicting actual purchases. This is because factors beyond their inclination may limit consumers.

The term "online experience" refers to the feelings and emotions a user experiences while conducting a transaction on the internet. Previous research suggests that an individual's emotional state can influence their decision to buy a product, particularly if they can easily navigate the information presented to them (Lynch et al., 2001; Xia, 2010). Customers who shop online usually have a better understanding of the information provided to them, leading to faster decision-making and less need for additional information retrieval (Xia, 2002). However, negative online experiences can have unpredictable outcomes. In 2003, Huang conducted a study and found that an individual's decision to use an online environment is influenced by emotional factors such as pleasure, arousal, and dominance. Research has shown that buyers' feelings towards internet buying vary depending on their experience and the product they are buying, whether it's positive or negative.

3.1.2 Brand image

Brand image refers to consumers' perceptions of a brand, including their beliefs, sentiments, and associations with the brand's identity, values, and products. It is the result of a variety of things, including visual features like logos, colors, and packaging, as well as intangibles like reputation, customer experiences, and messaging. A good brand image is critical for establishing trust, loyalty, and distinctiveness in the marketplace since it influences consumer preferences and buying decisions.

A brand's visual features, such as its logo, typography, and color palette, have a significant impact on its image. These aspects serve as a visual representation of the brand's identity and values, promoting identification and consistency across all touchpoints. A well-designed logo, for example, can elicit favorable feelings and associations with the company, while unified branding aspects foster a sense of professionalism and reliability.

Furthermore, a brand's reputation and perception in the marketplace have a significant impact on its image. Positive customer experiences, word-of-mouth recommendations, and reviews help to build a good brand image, but unfavorable publicity or product failures can harm it. Consistent delivery of high-quality products and services, together with effective communication of brand values and promises, is critical for developing and maintaining a positive brand image over time.

Beyond concrete product qualities, the brand image includes intangible factors like brand personality, values, and positioning. A brand's personality shows its features and traits that connect with customers on an emotional level. For example, a brand that portrays itself as innovative, socially responsible, or ambitious will attract customers who share similar ideals. Furthermore, effective brand positioning entails distinguishing the brand from competitors and occupying a distinct place in consumers' thoughts, depending on variables such as price, quality, or lifestyle connotations.

3.1.3 Online trust

Trust is a multi-faceted concept. Online shoppers' positive expectations for future purchases lead to trust, despite potential weaknesses in online transactions. Online trust is influenced by several factors, including privacy, dependability, and security (Camp, 2001). Security is a critical factor in building trust with shoppers during online commercial transactions, as it refers to their confidence in transmitting sensitive personal information. However, Janda, Trocchia, and Gwinner (2002) argue that consumers' willingness to share sensitive financial information online can be influenced by their perceived risks and attitudes towards such disclosures. It has been suggested by research conducted by Yousafzai, Pallister, and Foxall (2003); Pavlou (2003); Flavian and Guinaliu (2006); Gefen and Straub (2004); Wu and Cheng (2005); McCole and Palmer (2001) that trust is a crucial factor for successful online transactions.

For instance, when it comes to online transactions, trust is vital for online consumers. Egger (2006) emphasized that trust plays a significant role in online order placement and commercial transactions that involve consumers' personal and financial information. Additionally, Gefen (2000) stated that trust helps to foster customers' confidence that e-retailers do not engage in opportunistic behavior. Gefen and Straub (2004) and Jarvenpaa and Tractinsky (1999) also found that when there is an increase in customer trust, there is a corresponding increase in purchase intentions.

Kim and Shim (2002) discovered that consumers' comprehension of security significantly impacts their attitudes and intentions to buy online. According to Chen and Barnes (2007), secrecy refers to customers' confidence in third-party functioning during business transactions. Lee and Turban (2001) state that consumer trust in online purchases is positively influenced by privacy and security, despite the perceived risks of exchanging information. The reliability of a corporation affects both purchase intention and online trust (Koufaris and Hampton-Sosa, 2004; Balasubramanian, Konana, and Menon, 2003). Customers expect larger organizations to be more trustworthy while shopping online, and research suggests that a favorable company reputation leads to increased consumer trust.

3.1.4 E-WOM

The internet has made it easier for buyers to exchange information with each other at a low cost (Yu, Roy, Quazi, Nguyen, & Han, 2017; Kucukemiroglu & Kara, 2015). Traditional marketing methods have given way to new norms, where customers tend to trust electronic communication from organizations more (Shamhuyenhanzva et al., 2016). Digital, Social Media, and Mobile (DSMM) marketing has grown from being just a tool to a transformative vision that has an impact on both clients and advertisers (Lamberton & Stephen, 2016).

Word-of-mouth (WOM) is a subset of digital and social media marketing that refers to the sharing of personal experiences as a successful marketing tactic. This marketing technique has a significant impact on both clients and advertisers. Consumer attitudes are influenced by WOM, which can be used as an effective tool for advertising. According

to Abrantes, Seabra, and Lages (2013), consumers now discuss products, services, and experiences online, which is known as electronic word-of-mouth (EWOM). Any positive or negative assertion made by any person and accessible to a large number of individuals and organizations through the internet is referred to as EWOM.

Electronic word-of-mouth (EWOM) can significantly impact consumer behavior, including purchasing decisions and physical activities. Kao et al. (2016) suggest that EWOM can influence enterprises by effectively listening to consumer feedback. Exchanging ideas and actively listening to consumers have led to surprising insights and numerous proposals. Nowadays, EWOM has become the preferred method for businesses to communicate with their clients, replacing traditional media. Therefore, companies must prioritize promoting and managing EWOM in their communication strategy to maximize its impact.

The technological revolution has made communication and personal connection more interactive than ever. The internet and social media have transformed traditional word-of-mouth by taking it to an electronic platform, which is known as EWOM. This new communication channel includes email, online forums, discussion boards, blogs, wikis, social networking sites, virtual communities, review sites, online shops, and company-owned websites. Digital channels can provide information in various formats, such as text, images, video, and animations. Therefore, creating a digital content strategy that addresses EWOM, a significant form of user-generated material, is crucial.

Online "word-of-mouth" refers to the exchange of information and product recommendations between individuals who are separated by distance and time. The most commonly used method today to obtain this type of information is electronic word-of-mouth (EWOM), which pertains to information about organizations that can impact customer perception of products. Verbal communication is not restricted by time or distance, allowing for swift and cost-effective dissemination of information. The internet provides a platform for people to share their opinions and ideas globally on topics that are important to them.

ADVANTAGES OF ONLINE PURCHASE INTENTION

- **Convenience and Accessibility:** Online shopping provides unrivaled convenience, allowing customers to browse and purchase things from the comfort of their own homes or while on the go with a variety of devices. This convenience eliminates the need to visit physical stores, saving time and effort for consumers with hectic schedules.
- **Wider Product Selection:** Online platforms allow access to a diverse range of products from local and worldwide brands, frequently with larger selections than brick-and-mortar retailers. This enables customers to browse a wide range of options, compare prices, read reviews, and discover niche or specialty products that may not be accessible locally.
- **24/7 Availability:** Unlike traditional retail businesses, which have set operation hours, internet shops are open 24 hours a day, seven days a week. This ongoing availability allows customers to shop whenever it is most convenient for them, whether it is late at night, on weekends, or holidays, fitting a variety of lifestyles and time zones.
- **Personalised purchasing Experience:** Online platforms utilize data analytics and algorithms to tailor the purchasing experience for each unique user. By analyzing past purchase behavior, preferences, and browsing history, online merchants can deliver tailored product recommendations, promotions, and content, increasing the relevance and appeal of their offers to each customer.
- **Price Comparisons and Discounts:** Online shopping allows consumers to easily compare prices from multiple stores, empowering them to locate the best bargains and discounts. Furthermore, internet-exclusive promotions, flash discounts, and coupon codes frequently result in cost reductions for customers, enticing them to make online purchases.
- **Conscientious Consumption:** Online buying can help environmentally and socially conscientious consumers adopt sustainable consumption habits. Many online shops provide environmentally friendly products, clear supply chain information, and

carbon-neutral shipping options, allowing customers to make educated decisions that correspond with their values.

- **Contactless Transactions and Safety:** Given public health concerns like the COVID-19 epidemic, online purchasing is a safer option than in-person retail transactions. Contactless payment methods and doorstep delivery reduce physical encounters, lowering the risk of infection from viruses or infections.

DISADVANTAGES OF ONLINE PURCHASE INTENTION

- **Lack of Tangible Experience:** One of the biggest disadvantages of internet buying is that customers cannot physically touch, feel, or test out things before purchasing. This can create doubt regarding product quality, fit, and suitability, particularly for things like apparel, cosmetics, and home furnishings that rely on sensory experience.
- **Shipping Costs and Delays:** Online purchases frequently include additional shipping and handling fees, particularly for expedited or overseas delivery. Furthermore, shipment delays or logistics challenges might interrupt the intended timeframe for obtaining products, generating frustration and annoyance for customers, especially if they require the things immediately.
- **Security and Privacy Concerns:** Online transactions include the transmission of sensitive personal and financial information over the Internet, which can be exposed to security breaches or cyber-attacks. Some consumers may be discouraged or hesitant to shop online due to concerns about data privacy, identity theft, or fraudulent activity.
- **Return and Exchange Procedure:** Returning or exchanging things purchased online might be more complicated and time-consuming than in-store transactions. Consumers may face difficulties such as restocking fees, return shipping expenses, or severe return policies, which can deter them from exercising their right to return things that do not match their expectations.
- **Dependence on Technology:** Online shopping is significantly reliant on internet access and digital gadgets like computers, cell phones, and tablets. Technical issues such as website glitches, payment processing errors, and device malfunctions can all disrupt the shopping experience and make it difficult for customers to complete transactions successfully.

- **Inauthentic or Counterfeit Products:** The anonymity of online marketplaces, combined with the expansion of third-party vendors, raises the possibility of encountering counterfeit or inauthentic products. Without the guarantee of purchasing from trusted retailers or authorized distributors, users may unwittingly purchase inferior or counterfeit goods, resulting in disappointment and loss of trust in online shopping platforms.
- **Environmental Impact:** The convenience of online purchasing has environmental costs, such as increased carbon emissions from transportation, excessive packaging waste, and the environmental footprint of online retail businesses. As e-commerce expands, addressing these sustainability issues becomes increasingly vital for reducing its environmental impact.

THE FACTORS AFFECTING ONLINE PURCHASE INTENTION

Various factors influence consumers' online purchasing intention, or their propensity to acquire products or services online. Here are some significant characteristics that influence online buying intention:

- **Perceived usefulness:** Consumers are more inclined to make online purchases if they believe they will benefit from them. This includes convenience, time savings, and access to a wider range of products.
- **Perceived ease of use:** If consumers perceive the online purchasing procedure as simple and convenient, they are more likely to plan to buy online. Website design, navigation, the checkout process, and payment alternatives all have an impact on usability.
- **Perceived trust:** Trust is an important aspect of online buying intention. Consumers must trust the website, the supplier, and the confidentiality of their personal and financial information. Website reputation, security seals, customer reviews, and return policies can all have an impact on trustworthiness.
- **Perceived risk:** Consumers may be hesitant to make online purchases if they perceive dangers such as security worries, product quality difficulties, or doubt about the seller's reliability. Providing precise information, guarantees, and assurances can help to reduce perceived risks.

- Social impact: Recommendations and opinions from friends, family, and online groups can affect customers' purchasing decisions. Positive reviews, ratings, and social media endorsements can all have an impact on how people perceive a product or service.
- Perceived delight: The enjoyment or satisfaction felt throughout the online purchasing experience can impact purchase intention. Personalized recommendations, interactive features, and engaging content can all help you enjoy your online buying experience.
- Perceived cost/value: When making purchasing decisions, consumers compare the cost of products or services to their perceived value. Pricing, discounts, promotions, and perceived benefits all influence perceived value and, ultimately, buy intention.
- Perceived control: Customers want to feel in control of their online shopping experience. Providing customization options, flexibility in delivery or payment methods, and open communication can boost consumers' sense of control and impact buy intent.
- Personal characteristics: Personal attributes, such as demographics, previous online buying experiences, attitudes, and preferences, can all influence online purchase intention. For example, younger consumers may be more comfortable with online buying than older ones.
- Cultural and situational aspects: Cultural norms, societal trends, and situational factors such as the urgency of the need, availability of alternatives, and external influences (e.g., economic conditions, and current events) can also impact online purchasing intention.

COSMETICS

Cosmetics are products that are used to improve or alter an individual's look. They are often used on the face, hair, skin, and nails. Cosmetics serve a variety of functions, including enhancing appearance, concealing flaws, and promoting skin health. Common forms of cosmetics are:

- **Makeup:** Makeup is used to enhance face characteristics, alter appearances, or create unique looks. This category covers items like foundation, concealer, blush, eyeshadow, mascara, lipstick, and eyeliner.
- **Skincare Products:** Skincare cosmetics are intended to cleanse, moisturize, protect, and treat the skin. They include cleansers, toners, moisturizers, serums, sunscreen, and acne treatments.
- **Haircare cosmetics** include items for cleaning, conditioning, styling, and treating hair. Shampoo, conditioner, hair serums, oils, masks, styling gels, and hair dyes all fall under this area.
- **Fragrances** are cosmetic products that provide pleasant fragrances to the body. They consist of perfumes, colognes, body sprays, and scented lotions.
- **Nail Care Products:** Nail care cosmetics are used to preserve and beautify nails. They consist of nail polish, nail polish remover, cuticle creams, and nail strengtheners.

Cosmetics are available in a variety of formats, including liquids, creams, powders, gels, and sprays. They can be applied with brushes, sponges, fingertips, or specific applicators. Cosmetics are usually used for aesthetic purposes, but they can also provide skincare advantages such as hydration, UV protection, and anti-aging properties.

It is worth noting that cosmetics are controlled by government authorities in many countries to ensure their safety for consumer usage. Regulations frequently address substances, labeling, production procedures, and product claims to protect consumers from potential harm.

DIGITAL MARKETING ACTIVITIES

Digital marketing activities include a variety of techniques and tactics for promoting products, services, or brands through digital platforms. Here are some typical digital marketing activities:

- **Search Engine Optimisation (SEO)** is the process of optimizing website content and structure to enhance exposure and ranking on search engine results pages (SERPs) for relevant keywords.

- Material marketing is the process of creating and delivering valuable, relevant, and consistent material to attract and engage a target audience. Blog entries, articles, videos, infographics, podcasts, and other forms of content are all options.
- Social Media Marketing: Using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and Pinterest to interact with audiences, raise brand awareness, and generate engagement and website traffic.
- Email marketing is the process of sending targeted emails to prospects and customers to build relationships, deliver personalized information, promote products or services, and generate conversions.
- Pay-per-click (PPC) advertising is the practice of running paid advertising campaigns on search engines (Google Ads) or social media platforms (Facebook Ads, Instagram Ads, Twitter Ads) to direct targeted visitors to websites and landing pages.
- Influencer Marketing: Working with influencers, bloggers, or social media personalities to promote businesses or services and reach their targeted audiences.
- Affiliate marketing entails collaborating with affiliates or publishers to promote items or services on their platforms in exchange for a percentage of sales produced via their referral links.
- Online public relations and outreach entail developing relationships with online journalists, bloggers, and influencers to acquire coverage, mentions, or backlinks that can increase brand awareness and reputation.
- Website optimization and conversion rate optimization (CRO) are the processes of improving the user experience, design, and performance of websites to enhance conversions and improve the efficiency of digital marketing initiatives.
- Mobile marketing entails tailoring marketing efforts to mobile devices, such as mobile-friendly website design, mobile apps, SMS marketing, and location-based targeting.
- Data Analytics and Performance Tracking: Monitoring and analyzing key performance indicators (KPIs) such as website traffic, conversion rates, click-through rates (CTR), return on investment (ROI), and customer lifetime value (CLV) to assess digital marketing effectiveness and optimize strategies.

These digital marketing activities can be blended and modified to meet the specific goals, target audience, and industry of a company. Businesses that use digital platforms efficiently can raise brand visibility, attract a larger audience, drive website traffic, create leads, and eventually increase sales and revenue.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

In this chapter, I conducted a thorough analysis of the data gathered for my study to obtain significant insights and interpretations for the current research issue. I started by providing an overview of the objectives of the study, considered the variables used in the study like online purchase intention, brand image, trust, and attitude towards E-WOM, and stressed the importance of data analysis in achieving these objectives. Then, moved into the specifics of our data-gathering procedure, making sure that the data sources used are trustworthy and transparent. The methods used to get the dataset ready for analysis are then described. With a well-defined analytical framework hope to find important insights that clarify the research issues that have been put forth. I want to present a cogent story that highlights the significance of the findings in expanding knowledge in my field of study in the future. In the analysis first step I did the reliability check of the data collected, and normality checking after these steps the analysis of the data collected started.

TABLE 4.1-RELIABILITY TESTING

Reliability Statistics

Cronbach's Alpha	No of Items
.833	4

Interpretation

Cronbach's Alpha value of .833 indicates a high level of internal consistency among the four items contained in the measurement tool. This shows that the scale's items accurately assess a single underlying construct with little measurement error. Cronbach's Alpha values above .70 are generally regarded as acceptable, while values above .80 imply strong dependability. As a result, in this context, the scale's dependability is strong, indicating that the items consistently measure the intended construct and can be relied on for

appropriate assessment or analysis. When interpreting the scale's overall reliability, it is crucial to take into account other elements such as item content and context.

TABLE 4.2 NORMALITY TESTING

Estimated Distribution Parameters					
Normal Distribution		Trust	EWOM	Brand	Online
	Location	3.4343	3.4724	3.4914	4.2895
	Scale	.56464	.52778	.57848	.77459

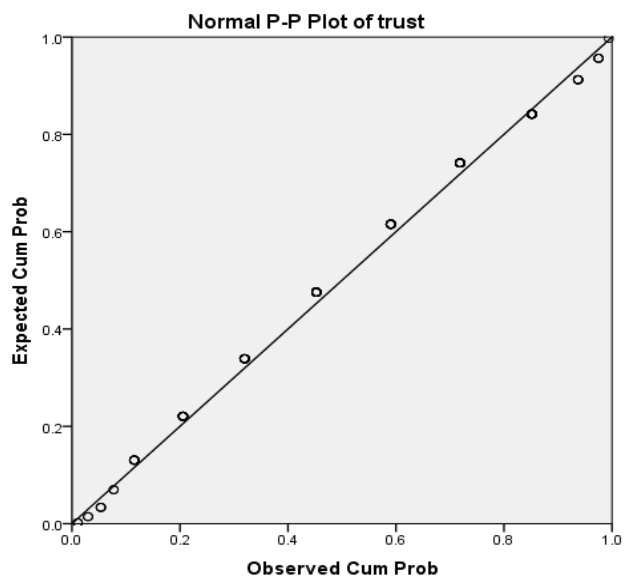


Figure 4.1

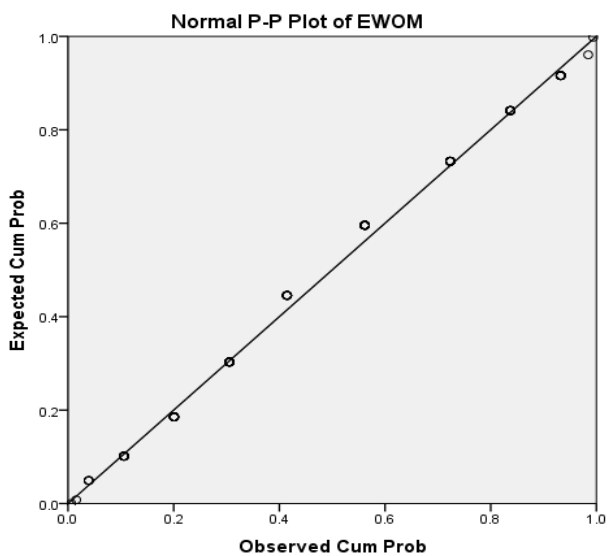


Figure 4.2

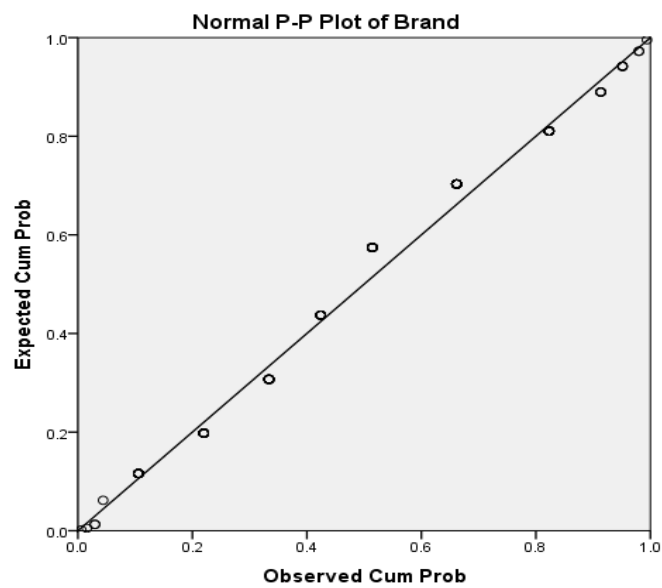


Figure 4.3

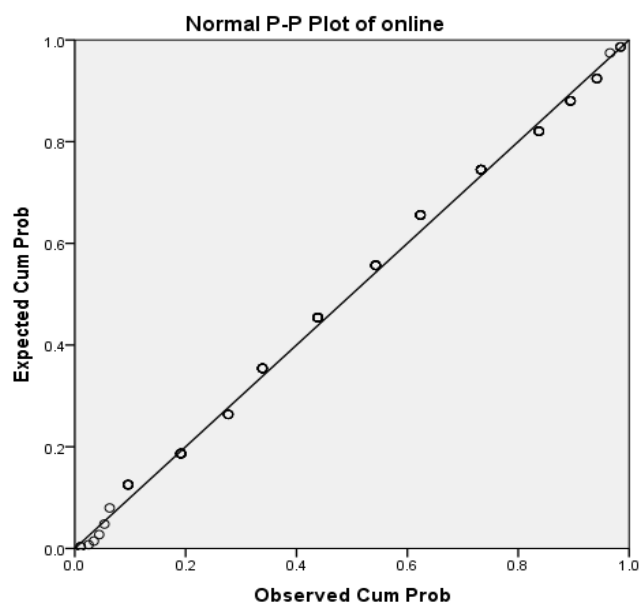


Figure 4.4

Interpretation

Based on the estimated distribution parameters provided for awareness, responsibility, and betrayal, it is assumed that these variables follow a normal distribution that can be observed through the p-p plot charts.

TABLE 4.3 Age

Age	Frequency	Percent	Cumulative percent
18-24	63	60%	60
25-34	14	13.3%	73.3
35-44	15	14.28%	87.58
45-54	9	8.5%	96.08
Above 54	4	3.8%	99.88
Total	105	99.88	

The data reveals a clear image of the age range among the 105 participants. The majority of the participants were young adults, with 60% falling between the ages of 18 and 24. As the age groups progressed, the number of participants gradually decreased, indicating that the older age groups were underrepresented. It is noteworthy that only 3.8% of the sample was over 54 years of age. This age distribution shows a significant inclination towards young age groups, which may have implications for targeted interventions or marketing campaigns aimed at a young audience.

TABLE 4.4 Monthly income

Monthly income	Frequency	Percent	Cumulative percent
Less than 2000	54	51.4%	51.4
20000-40000	19	18.1%	69.5
40001-60000	14	13.3%	82.8
60001-80000	10	9.5%	92.3
Above 80000	8	7.6%	99.9

Total	105	99.9	
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The data shows the monthly income distribution of 105 individuals. Over half of the sample earns less than 2000 units per month. As income categories increase, the frequency of individuals decreases. Specifically, 18.1% of individuals earn between 20000 and 40000, 13.3% earn between 4000 and 60000, and 9.5% earn between 60001 and 80000. Additionally, 7.6% of individuals earn more than \$80,000 per month. These insights reveal a wide range of income levels within the sample, with a significant number of low-wage earners. The data can be used to inform economic studies, allocate resources more effectively, and tailor marketing approaches to different income segments of the population.

TABLE 4.5 Educational Qualification

Educational Qualification	Frequency	Percent	Cumulative percent
10/12 equivalent	7	6.7%	6.7
Degree/Diploma	47	44.8%	51.5
Master's degree	46	43.8%	95.3
Others	5	4.8%	100
Total	105	100	

The dataset shows that out of 105 individuals, 44.8% have a degree or diploma, while 43.8% possess a master's degree. Only 6.7% of the respondents have qualifications equivalent to 10th or 12th grade, whereas 4.8% belong to other categories. These results indicate a high level of educational attainment among the sample, which could be useful in various assessments such as employment demographics, educational policy considerations, and targeted outreach efforts to specific educational groups.

TABLE 4.6

You trust information about cosmetic products found online (e.g., reviews, and influencer recommendations).

Trust	Frequency	Percent	Cumulative percent
--------------	------------------	----------------	---------------------------

Strongly disagree	8	7.6%	7.6
Disagree	21	20%	27.6
Neutral	40	38.1%	65.7
Agree	31	29.5%	95.2
Strongly agree	5	4.8%	100
Total	105	100	

Among 105 individuals, opinions on the reliability of online information about cosmetic products vary widely. 38.1% were neutral, 29.5% agreed, and 20% disagreed. A smaller fraction strongly agreed (4.8%) or disagreed (7.6%). These insights are crucial for marketers, influencers, and cosmetic brands to consider when developing strategies to build trust in their products.

TABLE 4.7

Online ads have a big impact on buying cosmetic products.

Advertisement	Frequency	Percent	Cumulative percent
Strongly disagree	4	3.8%	3.8
Disagree	6	5.7%	9.5
Neutral	32	30.5%	40
Agree	56	53.3%	93.5
Strongly agree	7	6.7%	100.2
Total	105	100.2%	

This data shows that 105 people hold different opinions on the influence of web marketing on cosmetic product purchases. 53.3% believe online ads have a significant impact, 30.5% are neutral, 5.7% disagree, and 6.7% strongly agree. This information helps advertisers and cosmetic manufacturers adjust their marketing campaigns effectively.

TABLE 4.8

Online marketing can contribute to the creation of unrealistic beauty standards that impact cosmetic choices.

Marketing	Frequency	Percent	Cumulative percent
Strongly disagree	4	3.8	3.8
Disagree	13	12.4	16.2
Neutral	30	28.6	44.8
Agree	49	46.7	91.5
Strongly Agree	9	8.6	100
Total	105	100	

The data provides insights into the impact of online marketing on developing unrealistic beauty standards and influencing cosmetic choices among a sample of 105 people. Notably, a significant majority of respondents, 46.7%, agree that online marketing contributes to the formation of unrealistic beauty standards. Another 28.6% are neutral on the issue, while a smaller minority of 12.4% dislike or strongly disagree (3.8%) with this concept and 8.6% strongly agree. This distribution indicates that the majority of people understand the potential impact of online marketing on creating unrealistic beauty ideals and are concerned about its influence on customer perceptions and cosmetics purchasing decisions.

TABLE 4.9

The constant bombardment of beauty trends and new product launches online might create a feeling of needing to "keep up" with trends, impacting your purchasing decisions.

Bombardment	Frequency	Percent	Cumulative percent
Strongly disagree	0	0	0
Disagree	11	10.5%	10.5
Neutral	29	27.6%	38.1

Agree	58	55.2%	93.3
Strongly Agree	7	6.7%	100
Total	105	100	

A majority of 105 people agree that the constant internet bombardment of beauty trends influences purchasing decisions. 55.2% believe it fosters pressure to keep up with trends. 10.5% disagree, none strongly. 6.7% strongly agree. This universal acknowledgment of the pressure from beauty trends and product releases online significantly affects customer behavior in cosmetics.

TABLE 4.10

Online praise plays a significant role in influencing my opinion of cosmetic brands.

Praise	Frequency	Percent	Cumulative percent
Strongly disagree	3	2.9%	2.9
Disagree	10	9.5%	12.4
Neutral	33	31.4%	43.8
Agree	53	50.5%	94.3
Strongly Agree	6	5.7%	100
Total	105	100	

Online praise has a significant impact on the attitudes of cosmetic brands among 105 people. 50.5% feel it has a considerable influence, while 31.4% are neutral, and 9.5% disagree. This distribution highlights the importance of online praise in shaping customer attitudes and influencing purchasing decisions.

TABLE 4.11

I would be interested in trying virtual try-on technology for cosmetic products before purchasing.

Virtual	Frequency	Percent	Cumulative percent
Strongly disagree	8	7.6%	7.6

Disagree	12	11.4%	19
Neutral	31	29.5%	48.5
Agree	46	43.8%	92
Strongly Agree	8	7.6%	100
Total	105	100	

According to the study, a significant number of people are interested in trying out virtual try-on technology for cosmetic products before buying them. 51.4% of respondents either agree or strongly agree with this idea, while only 19% disagree or strongly disagree. The remaining 29.5% of respondents are neutral on the topic. These findings suggest that there is a strong demand for virtual try-on technology as a means of evaluating cosmetic products before making a purchase.

TABLE 4.12

I always consider digital whispers before making a purchasing decision

Whispers	Frequency	Percent	Cumulative percent
Strongly disagree	1	1%	1
Disagree	14	13.3%	14.3
Neutral	31	29.5%	43.8
Agree	45	42.9%	86.7
Strongly Agree	14	13.3%	100
Total	105	100	

According to the study, a significant proportion of respondents consider digital whispers, or online evaluations and recommendations, while making purchasing decisions. Specifically, 42.9% of respondents agree and 13.3% strongly agree with the statement, indicating a dependence on digital whispers for advice. Meanwhile, 29.5% are neutral, indicating a receptivity to its influence. On the other hand, a smaller minority of respondents disagreed (13.3%) or strongly disagreed (1%) with the idea of contemplating digital whispers. Overall, the findings show that online evaluations and suggestions have

a considerable impact on customer purchase behavior, highlighting the importance of firms maintaining a positive online reputation.

TABLE 4.13

Click-click chatter plays a significant role in influencing my opinion of cosmetic brands.

Click-Click	Frequency	Percent	Cumulative percent
Strongly disagree	2	1.9%	1.9
Disagree	20	19%	20.9
Neutral	49	46.7%	67.6
Agree	2	25.9%	93.5
Strongly Agree	7	6.7%	100.2
Total	105	100.2	

The results reveal that "click-click chatter" does not appear to have a substantial impact on respondents' evaluations of cosmetic brands. The majority of respondents, 46.7%, are neutral on the subject, while 19% disagree and 6.7% strongly disagree with it. Interestingly, a lower minority (25.9%) agree or strongly agree. These findings reveal that online talk or buzz surrounding cosmetic products on digital platforms may not have a significant impact on customer opinions, as evidenced by the majority remaining indifferent or disagreeing with the assertion.

TABLE 4.14

Online paid sponsorships make me suspicious about claims made about the product.

Paid sponsorship	Frequency	Percent	Cumulative percent
Strongly disagree	3	2.9%	2.9
Disagree	6	5.7%	8.6
Neutral	31	29.5%	38.1
Agree	53	50.5%	88.6

Strongly Agree	12	11.4%	100
Total	105	100	

According to the research, a large majority of respondents are skeptical of product claims made through online sponsored sponsorships. Specifically, 50.5% agree and 11.4% strongly agree with this emotion, for a total of 61.9% support. In contrast, only 8.6% disagree or strongly disagree. Furthermore, 29.5% of respondents remain neutral on the subject. These findings reveal broad skepticism among consumers about the reliability and authenticity of product claims related to online sponsored sponsorships, implying that such marketing methods may not always be well received.

TABLE 4.15

I am familiar with various cosmetic brands available online.

Familiar	Frequency	Percent	Cumulative percent
Strongly disagree	1	1%	1
Disagree	12	11.4%	12.4
Neutral	30	28.6%	41
Agree	49	46.7%	87.7
Strongly Agree	13	12.4%	100.1
Total	105	100	

According to the data, the vast majority of respondents are aware of the many cosmetic brands offered online. Specifically, 46.7% agree and 12.4% strongly agree with this statement, for a total of 59.1% support. In contrast, only 12.4% disagree or strongly disagree. Furthermore, 28.6% of respondents remain neutral on the subject. These findings demonstrate a high level of consumer awareness of various cosmetic brands available through online platforms, reflecting a wide variety of brand recognition in the online cosmetic sector.

TABLE 4.16

Online reviews and influencer recommendations influence my choice of cosmetic brand.

Online reviews	Frequency	Percent	Cumulative percent
Strongly disagree	5	4.8%	4.8
Disagree	10	9.5%	14.3
Neutral	37	35.2%	49.5
Agree	44	41.9%	91.4
Strongly Agree	9	8.6%	100
Total	105	100	

The statistics show that internet reviews and influencer recommendations have a considerable impact on respondents' cosmetic brand preferences. Specifically, 41.9% agree and 8.6% strongly agree with this viewpoint, for a total of 50.5% support. In contrast, only 14.3% disagree or strongly disagree. Furthermore, 35.2% of respondents remain neutral on the subject. These findings illustrate the significant impact of online reviews and influencer endorsements on consumer decisions in the cosmetic business, emphasizing the relevance of digital platforms in brand evaluation and selection.

TABLE 4.17

I trust cosmetic brands that utilize authentic user-generated content in their marketing.

User-generated	Frequency	Percent	Cumulative percent
Strongly disagree	3	4.8%	4.8
Disagree	9	15.2%	20
Neutral	29	31.4%	51.4
Agree	52	34.3%	85.7
Strongly Agree	12	14.3%	100
Total	105	100	

According to the findings, the majority of respondents trust cosmetic brands that use authentic user-generated content in their marketing campaigns. 34.3% agree and 14.3% strongly agree with this feeling, for a total of 48.6% in favor. Conversely, 20% disagree or strongly disagree. Furthermore, 31.4% of respondents remain neutral on the subject. These findings show the importance of user-generated content in increasing consumer trust and credibility for cosmetic firms, as well as the value of authenticity in marketing efforts.

TABLE 4.18

Cosmetic brands should offer clear and easy-to-understand return policies for online purchases.

Clear	Frequency	Percent	Cumulative percent
Strongly disagree	2	1.9%	1.9
Disagree	11	11%	12.9
Neutral	27	27%	39.9
Agree	43	43%	82.9
Strongly Agree	22	22%	104.9
Total	105	104.9	

The data reveals that respondents strongly support cosmetic brands providing clear and easy-to-understand return policies for online purchases. Specifically, 43% agree and 22% strongly agree with this viewpoint, for a total of 65% support. In contrast, only 12.9% disagree or strongly disagree. Furthermore, 27% of respondents remain neutral on the subject. These findings emphasize the importance of clear return policies in fostering consumer confidence and happiness when purchasing cosmetic products online.

TABLE 4.19

I am concerned about the privacy of my data when interacting with cosmetic brands online.

Privacy	Frequency	Percent	Cumulative percent
Strongly disagree	3	2.9%	2.9
Disagree	8	7.6%	10.5
Neutral	35	33.3%	43.8
Agree	46	43.8%	87.6
Strongly Agree	13	12.4%	100
Total	105	100	

The findings show that a sizable majority of respondents are concerned about the protection of personal data while dealing with beauty brands online. 43.8% agree and 12.4% strongly agree with this feeling, for a total of 56.2% in favor. In contrast, only 10.5% disagree or strongly disagree. Furthermore, 33.3% of respondents remain impartial on the subject. These findings reveal a widespread concern among consumers about the safety of their personal information when dealing with beauty firms online, emphasizing the importance of brands addressing and reassuring customers about data protection procedures.

TABLE 4.20

I would participate in interactive quizzes or challenges offered by cosmetic brands on social media.

Quizzes	Frequency	Percent	Cumulative percent
Strongly disagree	5	4.8%	4.8
Disagree	29	27.6%	32.4
Neutral	32	30.5%	62.9
Agree	34	32.4%	95.3
Strongly Agree	5	4.8%	100.1
Total	105	100.1	

According to the research, participants in interactive quizzes or challenges presented by cosmetic businesses on social media show modest interest. While 32.4% agree and 4.8% strongly agree with this statement, bringing the total to 37.2% in favor, a considerable percentage (32.4%) remains neutral. However, a significant number (32.4%) disagree or strongly disagree. These data demonstrate a mixed mood towards connecting with cosmetic businesses via interactive quizzes or challenges on social media, implying that although some are open to such activities, others may not be.

TABLE 4.21

High-quality product images and detailed descriptions make me more likely to purchase online.

High Quality	Frequency	Percent	Cumulative percent
Strongly disagree	3	2.9%	2.9
Disagree	8	7.6%	10.5
Neutral	35	33.3%	43.8
Agree	46	43.8%	87.6
Strongly Agree	13	12.4%	100
Total	105	100	

The data reveals that high-quality product photos and thorough descriptions have a considerable impact on respondents' online shopping decisions. Specifically, 43.8% agree and 12.4% strongly agree with this idea, for a total of 56.2% support. In contrast, only 10.5% disagree or strongly disagree. Furthermore, 33.3% of respondents remain impartial on the subject. These findings highlight the necessity of providing clear, detailed, and visually appealing product information to increase consumer confidence and the likelihood of purchasing cosmetic products online.

TABLE 4.22

Clear and secure checkout process on a website influences my online purchase decision.

Clear	Frequency	Percent	Cumulative percent
Strongly disagree	2	1.9%	1.9
Disagree	7	6.17%	8.07
Neutral	38	36.2%	44.27
Agree	48	45.7%	89.97
Strongly Agree	10	9.5%	99.47
Total	105	99.47	

According to the findings, a website's straightforward and secure checkout process has a considerable influence on respondents' online purchase selections. This assertion is supported by 55.2% of respondents, with 45.7% agreeing and 9.5% strongly agreeing. In contrast, only 7.07% disagree or strongly disagree. Furthermore, 36.2% of respondents remain neutral on the subject. These findings emphasize the necessity of a simplified and secure checkout procedure in increasing consumer confidence and facilitating online cosmetic product transactions.

TABLE 4.23

Discount coupons or promotional offers online influence my decision to buy a cosmetic product.

Discount Coupons	Frequency	Percent	Cumulative percent
Strongly disagree	5	4.8%	4.8
Disagree	16	15.2%	15.2
Neutral	33	31.4%	51.4
Agree	36	34.3%	85.7
Strongly Agree	15	14.3%	100
Total	105	100	

According to the findings, discount coupons or promotional offers online influence the shopping decisions of the vast majority of respondents when it comes to cosmetic

products. Specifically, 34.3% agree and 14.3% strongly agree with this statement, bringing the total to 48.6% in favor. In contrast, only 20% disagree or strongly disagree. Furthermore, 31.4% of respondents remain neutral on the subject. These findings demonstrate the significant impact of discount coupons and promotional offers on consumer behavior regarding online cosmetic purchases, emphasizing the importance of such incentives in driving sales.

TABLE 4.24

The variety and variability of cosmetic products online is a major advantage over physical stores.

Variety	Frequency	Percent	Cumulative percent
Strongly disagree	1	1%	1
Disagree	8	7.6%	8.6
Neutral	25	23.8%	32.4
Agree	49	46.7%	79.1
Strongly Agree	22	21%	100
Total	105	100	

According to the findings, a large majority of respondents believe that the diversity and unpredictability of cosmetic products available online is a considerable benefit over physical stores. Specifically, 46.7% agree and 21% strongly agree with this viewpoint, for a total of 67.7% support. In contrast, only 8.6% disagree or strongly disagree. Furthermore, 23.8% of respondents remain neutral on the subject. These findings support the widely held opinion among consumers that online platforms provide a wider choice of cosmetic products than traditional brick-and-mortar stores, demonstrating a significant benefit of online shopping in this area.

TABLE 4.25

Free shipping and hassle-free return policies increase my comfort with online cosmetic purchases.

Free shipping	Frequency	Percent	Cumulative percent
Strongly disagree	2	1.9%	1.9
Disagree	2	1.9%	3.8
Neutral	32	30.5%	34.3
Agree	44	41.9%	76.2
Strongly Agree	25	23.8%	100
Total	105	100	

According to the study, the presence of free shipping and easy return policies considerably increases respondents' comfort with online cosmetic purchases. A large majority of respondents, 65.7%, agree (41.9%) or strongly agree (23.8%) with this statement. In contrast, only 3.8% disagree or strongly disagree. Furthermore, 30.5% are neutral on the subject. These findings highlight the significance of such policies in instilling confidence and comfort in customers while making online cosmetic purchases.

TABLE 4.26

I feel comfortable and secure making online purchases for cosmetics purchases.

Comfortable	Frequency	Percent	Cumulative percent
Strongly disagree	2	1.9%	1.9
Disagree	14	13.3%	15.2
Neutral	43	41%	56.2
Agree	38	36.2%	92.4
Strongly Agree	8	7.6%	100
Total	105	100	

The statistics show that respondents have varied feelings about the ease and security of purchasing cosmetics online. While 36.2% agree and 7.6% strongly agree with feeling comfortable and secure, for a total of 43.8% in favor, a sizable proportion (15.2%) disagree or strongly disagree. Furthermore, 41% of respondents remain neutral on the

subject. These findings indicate that, while a sizable proportion of respondents are comfortable making cosmetics purchases online, there is still a considerable proportion who have qualms or uncertainties about the process.

TABLE 4.27

Digital marketing can offer educational content on proper product usage and benefits.

Educational content	Frequency	Percent	Cumulative percent
Strongly disagree	5	4.8%	4.8
Disagree	9	8.6%	13.4
Neutral	32	30.5%	43.9
Agree	38	36.2%	80.1
Strongly Agree	21	20%	100
Total	105	100	

According to research, opinions on the effectiveness of digital marketing in providing educational content about product usage and benefits vary. While a significant percentage of respondents agree (36.2%) and strongly agree (20%) that digital marketing can offer such instructional information, there is also considerable neutrality (30.5%). However, a lower proportion of respondents disagree (8.6%) or strongly disagree (4.8%) with this statement. Overall, the majority of respondents recognize the ability of digital marketing to provide educational content about product usage and benefits, indicating a promising path for marketers to engage and educate their target audience.

HYPOTHESIS TESTING

1.) H0: Trust has no relationship with online purchase intention.

Correlations			
		online	trust
online	Pearson Correlation	1	.612**
	Sig. (2-tailed)		.000
trust	Pearson Correlation	.612**	1
	Sig. (2-tailed)	.000	
**. Correlation is significant at the 0.01 level (2-tailed).			

TABLE 4.28

INTERPRETATION

The correlation value of .612** suggests a strong positive association between online activity and trust, implying that as online participation grows, so does trust. This finding is statistically significant at the 0.01 level, indicating that it was unlikely to occur by chance. The strong link emphasizes the importance of online interactions in creating trust views, pointing to a possible trend in which people who engage more regularly online build higher levels of trust.

CONCLUSION

We reject the null hypothesis and there is a relationship between online purchase intention and trust.

REGRESSION TEST

2.) H0: Trust has no significant influence on online purchase intention.

TABLE 4. 31 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 ^a	.375	.368	.61555
a. Predictors: (Constant), trust				

TABLE 4.29**TABLE 4.32 ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.372	1	23.372	61.685	.000 ^b
	Residual	39.026	103	.379		
	Total	62.398	104			
a. Dependent Variable: online						
b. Predictors: (Constant), trust						

TABLE 4.30

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.406	.372		3.780	.000
	trust	.840	.107	.612	7.854	.000
a. Dependent Variable: online						

TABLE 4.31**INTERPRETATION**

The regression analysis shows that the predictor variable "trust" has a considerable influence on the online behavior variable, with a standardized coefficient (Beta) of .612, implying that trust accounts for a substantial percentage of the variance in online activity ($R^2 = .375$). The statistically significant model ($F = 61.685$, $p < .001$) suggests that the correlation between trust and online behaviour is not due to chance. The positive coefficient shows that as trust increases, so does online engagement. Overall, the findings emphasize the importance of trust in determining online behavior, as well as the potential benefit of encouraging trust-building measures in digital settings to improve user engagement and interaction.

CONCLUSION

We reject the null hypothesis since trust has significant influence on online purchase intention.

3)H0: Brand image has no relationship with online purchase intention.

Correlations			
		online	Brand
online	Pearson Correlation	1	.651**
	Sig. (2-tailed)		.000
Brand	Pearson Correlation	.651**	1
	Sig. (2-tailed)	.000	
**. Correlation is significant at the 0.01 level (2-tailed).			

TABLE 4.32

INTERPRETATION

The Pearson correlation coefficient of .651** indicates a strong positive relationship between online activity and brand perception, signifying that as online engagement increases, so does the favorability of the brand.

CONCLUSION

We reject the null hypothesis because there is a relationship between online purchase intention and brand image.

REGRESSION TEST

4)H0: Brand image has no significant influence on online purchase intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 ^a	.424	.418	.59077
a. Predictors: (Constant), Brand				

TABLE 4.33

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.451	1	26.451	75.789	.000 ^b
	Residual	35.948	103	.349		
	Total	62.398	104			
a. Dependent Variable: online						
b. Predictors: (Constant), Brand						

TABLE 4.34

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.246	.354		3.515	.001
	Brand	.872	.100	.651	8.706	.000
a. Dependent Variable: online						

TABLE 4.35**INTERPRETATION**

The regression analysis shows that the predictor variable "Brand" has a strong influence on the online behavior variable, with a standardized coefficient (Beta) of .651, implying that brand perception accounts for a significant fraction of the variance in online activity (R Square = .424). The model's statistical significance (F = 75.789, $p < .001$) suggests a causal association between brand perception and online behavior.

CONCLUSION

We reject the null hypothesis since brand image has significant influence on online purchase intention.

5.) H0: EWOM has no relationship with online purchase intention

Correlations			
		online	EWOM
online	Pearson Correlation	1	.497**
	Sig. (2-tailed)		.000
EWOM	Pearson Correlation	.497**	1
	Sig. (2-tailed)	.000	
**. Correlation is significant at the 0.01 level (2-tailed).			

TABLE 4.36

INTERPRETATION

The Pearson correlation coefficient of .497** suggests a moderate positive association between online activity and electronic word-of-mouth (EWOM), meaning that as online involvement rises, so does the incidence of electronic word-of-mouth communications. This correlation is statistically significant at the 0.01 level, indicating that the link between internet activity and EWOM was unlikely to arise by accident.

CONCLUSION

We reject the null hypothesis because there is a relationship between online purchase intention and EWOM.

REGRESSION TEST

6.) H0: EWOM has no significant influence on online purchase intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 ^a	.247	.239	.67552
a. Predictors: (Constant), EWOM				

TABLE 4.37

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.397	1	15.397	33.740	.000 ^b
	Residual	47.002	103	.456		
	Total	62.398	104			
a. Dependent Variable: online						
b. Predictors: (Constant), EWOM						

TABLE 4.38

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.758	.441		3.989	.000
	EWOM	.729	.126	.497	5.809	.000
a. Dependent Variable: online						

TABLE 4.39

INTERPRETATION

The regression study shows that the predictor variable "EWOM" has a considerable influence on the online behavior variable, with a standardized coefficient (Beta) of .497, showing that electronic word-of-mouth accounts for a significant fraction of the variance in online behavior. This indicates that the correlation between electronic word-of-mouth and online behaviour is not due to chance.

CONCLUSION

We reject the null hypothesis since EWOM has significant influence on online purchase intention.

ONE WAY ANOVA TEST

7.) H0: There is no significant difference in online purchase intention, trust, brand image, EWOM based on age.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
trust	Between Groups	.616	4	.154	.473	.755
	Within Groups	32.540	100	.325		
	Total	33.157	104			
EWOM	Between Groups	.554	4	.138	.487	.745
	Within Groups	28.416	100	.284		
	Total	28.970	104			
Brand	Between Groups	1.536	4	.384	1.154	.336
	Within Groups	33.267	100	.333		
	Total	34.802	104			

TABLE 4.40

INTERPRETATION

The ANOVA results for age to trust, EWOM, Brand image reveal that there is no significant differences between gender groups for all three variables, as indicated by the p-values (trust: $p = .755$, EWOM: $p = 0.745$, Brand: $p = 0.336$), which are all greater than the conventional level of significance 0.05.

CONCLUSION

We accept the null hypothesis that there is no significance difference in online purchase behaviour, trust EWOM, brand image based on age.

8.) H0: There is no significance difference in online purchase intention, trust, brand image EWOM based on monthly income.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
trust	Between Groups	1.552	4	.388	1.227	.304
	Within Groups	31.605	100	.316		
	Total	33.157	104			
EWO M	Between Groups	.569	4	.142	.501	.735
	Within Groups	28.401	100	.284		
	Total	28.970	104			
Brand	Between Groups	2.122	4	.530	1.623	.174
	Within Groups	32.680	100	.327		
	Total	34.802	104			

TABLE 4.41

INTERPRETATION

The ANOVA results for monthly income to trust, EWOM, Brand image reveal that there is no significant differences between gender groups for all three variables, as indicated by the p-values (trust: $p = .304$, EWOM: $p = 0.735$, Brand: $p = 0.174$), which are all greater than the conventional level of significance 0.05.

CONCLUSION

We accept the null hypothesis that there is no significance difference in online purchase behaviour, trust EWOM, brand image based on monthly income.

9.) H0: There is no significance difference in online purchase intention, trust, brand image EWOM based on educational qualification.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
trust	Between Groups	.638	3	.213	.660	.578
	Within Groups	32.519	101	.322		
	Total	33.157	104			
EWOM	Between Groups	.326	3	.109	.384	.765
	Within Groups	28.644	101	.284		
	Total	28.970	104			
Brand	Between Groups	1.266	3	.422	1.270	.289
	Within Groups	33.537	101	.332		
	Total	34.802	104			

TABLE 4.42

INTERPRETATION

The ANOVA results for educational qualification to trust, EWOM, Brand image reveal that there is no significant differences between gender groups for all three variables, as indicated by the p-values (trust: $p = .578$, EWOM: $p = 0.765$, Brand: $p = 0.289$), which are all greater than the conventional level of significance 0.05.

CONCLUSION

We accept the null hypothesis that there is no significance difference in online purchase behaviour, trust EWOM, brand image based on educational qualification.

ONE SAMPLE T-TEST

One-Sample Statistics variable central value (strongly agre...)

	N	Mean	Std. Deviation	Std. Error Mean
trust	105	3.4343	.56464	.05510
EWOM	105	3.4724	.52778	.05151
Brand	105	3.4914	.57848	.05645
online	105	4.2895	.77459	.07559

TABLE 4.43

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
trust	7.881	104	.000	.43429	.3250	.5436
EWOM	9.171	104	.000	.47238	.3702	.5745
M						
Brand	8.705	104	.000	.49143	.3795	.6034
online	17.059	104	.000	1.28952	1.1396	1.4394

TABLE 4.44

INTERPRETATION

The one-sample test results show that the mean values for trust, electronic word-of-mouth (EWOM), and brand perception are considerably higher than the center value of 3, with all p-values <.001. This indicates that, on average, respondents highly agree with assertions about trust, EWOM, and brand perception. The mean differences in trust, EWOM, and brand perception are .43429, .47238, and .49143, respectively, which are all significantly greater than the test value of 3.

CHAPTER 5

FINDINGS SUGGESTIONS & CONCLUSIONS

5.1 FINDINGS

- The majority of the respondents were 18-24 age category buy products online age distribution shows a significant inclination towards young age groups, which may have implications for targeted interventions or marketing campaigns aimed at a young audience.
- Most of the respondents have an income of less than 20000. These insights reveal a wide range of income levels within the sample, with a significant number of low-wage earners. The data can be used to inform economic studies, allocate resources more effectively, and tailor marketing approaches to different income segments of the population.
- Most of the respondents have a graduate Degree. The results indicate a high level of educational attainment among the sample, which could be useful in various assessments such as employment demographics, educational policy considerations, and targeted outreach efforts to specific educational groups.
- Research shows that online sources, such as reviews and influencer recommendations, greatly impact customer purchasing decisions in the beauty business.
- Many people rely on these sources to learn about a product's effectiveness, quality, and suitability for their needs before making a purchase.
- Online marketing influences consumer perceptions and preferences for cosmetic items.
- Constant exposure to beauty trends and new product launches online can lead to FOMO (fear of missing out) or a need to "keep up" with trends, which can influence purchasing decisions.
- User-generated material, such as reviews, testimonials, and user-created photographs or videos, serves as social proof and helps customers to see how items operate in real-world scenarios.
- Transparency and authenticity can generate a sense of trust and connection with a company, ultimately influencing good purchasing decisions.
- Online sources like reviews, influencer recommendations, and marketing have a big impact on customer behavior in the cosmetics sector. Furthermore, firms that use

- authentic user-generated content in their marketing campaigns tends to acquire consumer trust and credibility.
- Internet praise and digital word-of-mouth have a significant impact on consumer impressions of cosmetic brands. Many consumers actively seek information from internet sources such as social media, blogs, and review websites to determine the reputation and efficacy of cosmetic goods.
- Positive reviews, recommendations from influencers, and endorsements from reliable internet sources can all have a big impact on consumers' attitudes and purchasing decisions.
- Digital whispers, or informal talks on social media platforms and online forums, help to shape customer impressions of cosmetic businesses. Consumers frequently discuss their product experiences, exchanging thoughts, ideas, and recommendations with others. These digital chats can sway the perceptions of people who are considering purchasing beauty products.
- The impact of internet-paid sponsorships on customer trust varies. While some customers may be skeptical of sponsored material, others may still value sponsored recommendations if they believe the influencer or source is reliable and trustworthy.
- Transparency about sponsored content, as well as disclosures of paid relationships, can help to reduce suspicions and improve customer trust.
- Digital marketing in the cosmetic sector can include educational content about product consumption, advantages, and proper application techniques. Brands frequently use digital channels to distribute tutorials, demos, and instructional content to educate consumers about their products and assist them in making informed purchasing decisions.
- Online reviews and influencer recommendations have a significant impact on customers' decisions when it comes to cosmetic companies. Many buyers rely on these sources to learn about product effectiveness, quality, and suitability before making a purchasing choice. Brands with a strong online presence and positive feedback from influencers and other users are more likely to win consumer confidence.
- Clear and simple return policies for online purchases are important considerations for consumers when selecting cosmetic businesses. Consumers like the simplicity and

assurance that they may simply return things if they are disappointed or the products do not fulfill their expectations. Brands that provide straightforward and customer-friendly return policies tend to boost consumer confidence and encourage customers to shop online.

- Privacy concerns about data protection and the use of personal information are also important considerations for customers when interacting with cosmetic companies online. Many consumers are hesitant to provide their personal information and want brands to prioritize privacy and security measures to protect their information.
- High-quality product photos, detailed descriptions, discount coupons, a wide range of products, free shipping, easy return policies, and a simple and secure checkout process are all important elements in customers' decisions to buy cosmetic products online. Brands and merchants who prioritize these factors can improve the online buying experience and develop consumer trust, resulting in increased sales and customer loyalty.
- Women in Kochi have a moderate to high level of online cosmetic purchase intention, with product quality, price, and brand reputation emerging as key influences.
- Demographic variables such as age, income, education, and occupation all play an important effect, with younger, higher-income, and more educated people being more likely to make online purchases.
- The findings provide useful information for cosmetic businesses and e-commerce platforms looking to further customize their marketing strategies and increase customer interaction in Kochi.
- The correlation matrix shows that there is a significant relationship between online purchase intention and trust.
- We reject the null hypothesis since trust has a significant influence on online purchase intention.
- The correlation matrix shows that there is a significant relationship between online purchase intention and brand image.
- We reject the null hypothesis since the brand image has a significant influence on online purchase intention.
- The correlation matrix shows that there is a significant relationship between online purchase intention and EWOM.

- We reject the null hypothesis since EWOM has a significant influence on online purchase intention.

5.2 SUGGESTIONS

The following suggestions are the outcome of the research.

- ❖ Collaborate with beauty influencers on Instagram, YouTube, and TikTok to promote your products via sponsored posts, tutorials, and reviews. Influencers can help your brand get traction and a reputation among their fans.
- ❖ To engage and inspire engagement from your audience, launch interactive campaigns such as hashtag challenges, prizes, and user-generated content contests. This creates a sense of community around your business and encourages user-generated content, which acts as true social proof.
- ❖ Implement email marketing campaigns based on individual preferences and purchasing history. Use segmentation to provide personalized product suggestions, unique deals, and instructional information to each member.
- ❖ Create augmented reality (AR) or virtual try-on solutions for your website or mobile app, allowing clients to test cosmetics before making a purchase. This realistic experience boosts trust in product selection and lowers the barrier to online purchases.
- ❖ Optimise your website and product pages with relevant keywords for cosmetic goods, ingredients, and trends. If you have physical stores, focus on local optimization to ensure presence in local search results for customers looking to shop nearby.
- ❖ Using a website, YouTube channel, or social media platforms, post useful material like makeup tutorials, skincare regimes, and beauty recommendations. Position your business as an industry authority, and provide valuable information that educates and inspires your target audience.
- ❖ Implement remarketing methods to re-engage website visitors who expressed interest in your products but did not make a purchase. Display customized advertising across many platforms to remind consumers of things they have viewed, abandoned in their cart, or previously purchased.

- ❖ Many people explore and shop for cosmetics on their smartphones, so make sure your website is mobile-friendly. Consider creating a separate mobile app that includes push alerts, loyalty programs, and unique offers to improve the shopping experience.
- ❖ Encourage satisfied clients to provide feedback and testimonials on your website, social media profiles, and third-party review sites. To gain the trust and credibility of potential buyers, highlight your positive experiences.
- ❖ Use analytics tools to monitor important performance indicators including website traffic, conversion rates, and customer engagement. Analyze the data to find trends, opportunities, and areas for improvement, so you can fine-tune your digital marketing tactics over time.
- ❖ Respondents have a positive disposition towards trust, electronic word of mouth, brand perception, and online behavior reflecting favorable attitudes and behaviors in these domains.

SCOPE FOR FURTHER RESEARCH

This finding creates fresh opportunities for further investigation in other relevant fields.

Following is a list of some of them:

- Examine the intricacies of customer behavior in the context of digital marketing for cosmetics. Investigate aspects such as demographic variances, psychographic profiles, and cultural influences on buying decisions. Examine how social media influencers, user-generated material, and online reviews shape customer perceptions and preferences.
- Examine the efficacy of new digital marketing methods in the cosmetics business. This could include a study on how technologies like augmented reality (AR) and virtual reality (VR) affect consumer engagement and purchase intent. Assess the effectiveness of interactive content formats, personalized recommendations, and omnichannel marketing tactics in generating online cosmetic product sales.
- Conduct cross-cultural research to better understand how digital marketing techniques differ between areas and cultures. Investigate how cultural values, beauty standards, and regulatory frameworks affect digital marketing strategies and customer behavior in the cosmetics business. Compare and contrast the marketing

methods used by multinational cosmetic businesses in various areas to find best practices and potential for localization.

5.3 CONCLUSION

The impact of digital marketing on online cosmetic product purchases is evident, and there are various options for additional research. As consumer behavior evolves in the digital age, knowing the complicated mechanics of digital marketing tactics becomes critical for cosmetic firms seeking to compete in the competitive online scene. From utilizing the power of social media influencers to incorporating novel technologies like augmented reality, there are numerous ways to interact and influence consumers throughout their shopping journey.

Furthermore, as the cosmetics sector shifts towards sustainability and ethical standards, there is a rising need to study how digital marketing may support these principles. Consumers are becoming more aware of the environmental and social ramifications of their purchasing decisions, making it critical for firms to implement transparent and responsible marketing strategies. This type of research can shed light on the efficacy of ethical branding activities, as well as their impact on consumer perceptions and digital purchase behavior.

Cross-cultural studies also provide useful insights into the worldwide environment of digital marketing for cosmetic products, emphasizing the significance of localization and cultural relevance. Researchers can find tactics that appeal to varied audiences around the world by researching regional variances in consumer tastes, beauty standards, and digital consumption behaviors. Finally, continuous research in these areas will not only improve our understanding of the relationship between digital marketing and online cosmetic product purchases but will also guide strategic decision-making for firms looking to prosper in an ever-changing digital ecosystem.

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APPENDIX

QUESTIONNAIRE

Section 1: Demographics

1. Age

- 18-24
- 25-34
- 35-44
- 45-54
- Above 55

2. Monthly income

- Less than 20000
- 20000-40000
- 40001-60000
- 60001-80000
- Above 80000

3. Educational qualification

- 10/12 equivalent
- Degree/Diploma
- Master's Degree
- Others

Section 2: Trust

4. You trust information about cosmetic products found online (e.g., reviews, influencer recommendations).

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

5. Online ads have a big impact on buying cosmetic products.

- Strongly Disagree
- Disagree
- Neutral

- Agree
- Strongly Agree

6. Online marketing can contribute to the creation of unrealistic beauty standards that impact cosmetic brands.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

7. The constant bombardment of beauty trends and new product launches online might create a feeling of needing to "keep up" with trends, impacting your purchasing decisions.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

8. I would be interested in try on technology for cosmetic products before purchasing.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Section 3: Attitude towards E-WOM

9. Online praise plays a significant role in influencing my opinion of cosmetic brands

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly disagree

10. I always consider digital whispers before making a purchasing intention.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

11. Click-Click chatter plays a significant role in influencing my opinion of cosmetic brands.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

12. Online paid sponsorships make me suspicious about claims made about the product.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13. Digital marketing can offer educational content on proper usage and benefits.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

SECTION 4 : BRAND IMAGE

14. I am familiar with various cosmetic brands available online.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

15. Online reviews and influencer recommendations influence my choice of cosmetic brand.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

16. Cosmetic brands should offer clear and easy-to-understand return policies for online purchases.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree

- Strongly Agree

17. I am concerned about the privacy of my data when interacting with cosmetic brands online.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

18. I would participate in interactive quizzes or challenges offered by cosmetic brands on social media.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

SECTION 5: ONLINE PURCHASE INTENTION

19. High-quality product images and detailed descriptions make me more likely to purchase online.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

20. Discount coupons or promotional offers online influence my decision to buy a cosmetic product.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

21. The variety and variability of cosmetic products online is a major advantage over physical store.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree

- Agree
- Strongly Agree

22. Free shipment and hassle-free return policies increase my comfort with online cosmetic purchases.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

23. I feel comfortable and secure making online purchases for cosmetics.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

24. Clear and secure checkout process on a website influences my online purchase decision.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

25. I trust cosmetic brands that utilize authentic user generated content in their marketing.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree