A Study of Innovative Trends in E-Commerce with Reference to Beauty and Personal Care Industries

Poonam Ramchandra Gupta[1], Dr. Saumitra Sushil Sawant[2]

[1]Research Scholar, K.P.B. Hinduja College of Commerce, Mumbai, India
[2]Research Supervisor, K.P.B. Hinduja College of Commerce, Mumbai, India

Corresponding Author: Poonam Ramchandra Gupta

ABSTRACT

The beauty and personal care industry in Mumbai is undergoing significant shifts due to evolving e-commerce trends. However, the interplay between customer satisfaction, technological innovations, and brand influencer marketing remains underexplored. This study examines the relationships between customer satisfaction and purchase sources, gender-based perceptions of augmented reality (AR) and virtual reality (VR), and age-based influences of brand influencers on e-commerce growth. A descriptive research design was employed, using non-probability convenience sampling to collect data from 115 participants through an online survey. Primary data were gathered via structured questionnaires, while secondary data were sourced from industry reports and academic literature. The Chi-Square Test of Independence was applied to analyze the data using SPSS. The findings of the research study revealed that 64% of respondents shows positive sentiments with their online shopping experiences, although customer satisfaction was not significantly influenced by the source of purchase. AR/VR technologies were positively perceived by 57% of respondents, with no significant gender differences in their effectiveness. Both genders valued AR/VR equally, indicating their universal appeal. Conversely, age significantly influenced perceptions of brand influencers, with younger consumers (18–25 years) considering them essential to e-commerce growth. This study highlights the need for businesses to enhance customer experiences through improved product quality and service, invest in user-friendly AR/VR technologies, and tailor marketing strategies to diverse demographic segments. The research contributes to a deeper understanding of consumer behaviour in the beauty and personal care e-commerce sector, offering actionable insights for businesses to thrive in a competitive landscape.

Keywords: E-Commerce, Beauty and Personal Care, Customer Satisfaction, AR/VR Technology, Brand Influencers.

INTRODUCTION

E-commerce has completely changed how people shop for beauty and personal care products. It offers convenience, better prices, and detailed product information, making it easier for customers to choose what they need. Social media also plays a big role in influencing what people buy, while businesses benefit from reaching more customers, saving costs, and understanding their preferences better. Although online shopping can't fully replace the experience of visiting a store, it offers unique, personalized features that customer's love.

E-commerce, or online shopping, allows people to buy and sell products and services online. It works like a virtual marketplace

where customers can browse, select, and receive their purchases at home. In the beauty industry, this has replaced traditional shopping habits, such as waiting in long lines or window shopping. Platforms like Amazon, Flipkart, Nykaa, and Purplle now make it easy for customers to explore a wide range of products from the comfort of their homes. This has become especially popular among young Indian shoppers who prefer the ease and comfort of online shopping.

Advanced technologies like artificial intelligence (AI) and augmented reality (AR) have made online shopping even better. Features like virtual try-ons, personalized product suggestions, and customer reviews help shoppers make better choices. E-commerce platforms have also focused on inclusivity by offering a wide range of products for all genders, skin tones, and needs. This makes online shopping a convenient and inclusive experience, reshaping how people discover and buy beauty and personal care products.

LITERATURE REVIEW

Sindhuja & Malarvizhi (2023). The study conducted a thorough examination of Purplle, a well-known Indian cosmetic e-commerce company. It looked into Purplle's history, progress, financial situation, and plans for the future. The study used a case study approach to assess Purplle's financial performance, competitive analysis, business models, and revenue. Secondary sources, such as periodicals, journals, and websites, were used to conduct a thorough analysis on Purplle, an e-commerce start-up. Purplle, according to the experts' thorough analysis, is a prominent cosmetic retailing brand next to Nykaa and Mamaearth, with excellent prospects and growth. To compete, it offers a diverse selection of global products as well as a number of other services using cutting-edge technology.

Ustymenko (2023). This study focuses into the complexities of cosmetic marketing evolution, revealing advancements that are influencing how cosmetics are sold and perceived. The study's methods include extensive literature research to track market narratives, statistical analysis to evaluate market dynamics and forecasts, and a comparison approach to establish the relative relevance of each trend. According to the findings of this study, the beauty industry is undergoing a massive transformation, driven by five major trends: Clean Beauty, Artificial Intelligence and Big Data, Men's Cosmetics, Multifunctional Cosmetics, Sustainability, and Consumer Loyalty.

Kalyani (2021). The purpose of this study is to look at how the COVID-19 pandemic has affected the sales of cosmetics and personal hygiene products. The study is descriptive, looking at the perspectives of beauty and personal hygiene product sellers on the issues they experienced during the pandemic. The study included 180 retail vendors selling cosmetics and personal hygiene products in Mumbai, including store managers and assistant managers, and data was obtained via convenience sampling. The survey found that demand for beauty and cosmetic products has decreased significantly, but demand for personal hygiene products has increased

Shah (2020). This study discusses search engine marketing (SEM) or e-commerce conceptual knowledge, literature review, and existing and future elements of e-commerce in the Indian context. This paper provides an outline of India's E-Commerce future and explores the future growth categories in India's E-Commerce. Discover numerous variables that will be critical for the future growth of Indian E-commerce. And they represent various opportunities for retailers, wholesalers, producers, and individuals. In this research, researchers discovered that overall e-commerce in India's growing industry will grow tremendously in the future years. And address the various forms of e-commerce businesses, and important characteristics of enterprises involved in e-commerce application, review the expansion of e-commerce in both physical and financial terms, and assess the benefits received.

Prasad et al. (2019). This paper examines the buying behaviour of women consumers using online platforms for cosmetics and personal care products, focusing on demographics, buying patterns, and customer needs. It also identifies factors influencing online shopping choices and consumer expectations. The study aims to understand women consumers' buying patterns, expectations, and deterrents in the beauty and personal care industry, while also examining the influence of demographics on online shopping expectations. This study examines women shoppers' perceptions of beauty and personal care products online, collecting 167 responses using convenience sampling. The study employs Exploratory Factor Analysis and ANOVA to analyse expectations and deterrents in online shopping for beauty and personal care products, utilizing various statistical methods in this research, One Way Analysis of Variance is used to examine the impact of respondents' demographic variables on the different aspects of consumer expectations for online purchases of beauty and personal care products. A comparison of consumer expectations has also been done, taking into account different demographic aspects. It is found in the study that only Age influences the following Consumer Expectations at the 5% level of Significance. In this research null hypothesis is accepted in all other cases implying that the other demographic variables – occupation, income, and education do not influence buyer expectations.

NEED FOR THIS STUDY:
This study examines innovative e-commerce trends in Mumbai's beauty and personal care industry, a rapidly growing sector in a major metropolitan market. With limited literature on these trends, the research fills a critical gap by exploring the relationship between customer satisfaction and purchase sources, gender-based perceptions of AR/VR technologies in online shopping, and age-related views on brand influencers. Insights from this study will guide businesses in tailoring strategies to consumer preferences, enhancing shopping experiences, and optimizing targeted marketing, contributing to the broader understanding of e-commerce innovation in regional markets.

PROBLEM STATEMENT:
In the rapidly evolving beauty and personal care industry, customer satisfaction, technological innovations, and brand influencer-driven marketing strategies have become key drivers of consumer behaviour and business growth. However, understanding how these factors interact and influence purchasing decisions, especially in the context of online shopping, remains an underexplored area. The role of the source from which customers purchase beauty products, the impact of advanced technologies like AR/VR in enhancing shopping experiences, and the varying influence of brand influencers on different age groups need further examination. There is a need to explore the relationship between customer satisfaction and purchase sources, the gender-based differences in perceptions of AR/VR technologies, and the age-based perception of brand influencers in the growth of e-commerce platforms.

OBJECTIVE OF THE STUDY:
1) To investigate the relationship between customer satisfaction levels and the source from which customers purchase beauty and personal care products.
2) To examine the association between gender and the perceived effectiveness of AR/VR try-on technologies in enhancing the online shopping experience.
3) To understand how different age groups, perceive the role of brand influencers in the growth of e-commerce platforms.

HYPOTHESES OF THE STUDY:
H_0: There is no significant association between customer satisfaction levels and the purchase source for beauty and personal care products.
H_1: There is a significant association between customer satisfaction levels and the

purchase source for beauty and personal care products.

H₀: There is no significant association between gender and the perception of the effectiveness of AR/VR try-on experiences in assisting customers during online shopping.
H₂: There is a significant association between gender and the perception of the effectiveness of AR/VR try-on experiences in assisting customers during online shopping.

H₀: There is no significant relationship between age groups and their perception of the role of brand influencers in the growth of e-commerce platforms.
H₃: There is a significant relationship between age groups and their perception of the role of brand influencers in the growth of e-commerce platforms.

MATERIALS & METHODS
Research Methodology:
Research Design: This study used a descriptive research approach to investigate and understand innovative developments in e-commerce, specifically within the beauty and personal care (BPC) business in Mumbai. This design aimed to describe the characteristics, attitudes, and preferences of the target audience without manipulating any variables.

Sampling: Non-probability convenience sampling will be employed to recruit participants for the online survey. While acknowledging its limitations in generalizability, this method allows for efficient data collection within a reasonable timeframe.
Sampling Area: The study will focus on Mumbai City as the sampling area to understand how innovative e-commerce trends are shaping the Beauty and Personal care industry within this specific urban environment.

Sample Size: 115 responses were collected for this study.

Data Collection:
A. Primary Data:
A structured questionnaire hosted on a Google Form platform served as the primary data collection tool. This questionnaire primarily consisted of multiple-choice questions designed to efficiently gather reliable data relevant to the research objectives.

B. Secondary Data:
o Extensive secondary data collection will be conducted from various reliable sources such as:
o Industry reports and publications
o Academic journals and articles
o E-commerce platform websites and social media pages
o Market research data

Data Analysis:
The study employs the Chi-Square Test of Independence using SPSS to analyse relationships across all hypotheses. It examines the association between customer satisfaction and purchase sources, gender and perceptions of AR/VR try-on effectiveness, and age groups with perceptions of brand influencers' roles in e-commerce growth.

Limitation of the Study:
o Non-probability sampling limits generalizability.
o Sample sizes might not be sufficient for saturation or significant results.
o Online survey excludes individuals without internet access or uncomfortable with online participation.
o Findings specific to Mumbai and related to only Beauty and Personal care industry there.

STATISTICAL ANALYSIS
Data Analysis and Interpretation:

Table 1: Demographic Details of the Respondents

Demographic Factors	Classifications	No. of Respondents	Percentage
Age	18-25	54	47.00 %
	26-35	42	36.50 %
	36-50	16	13.90 %
	Above 50	03	2.60 %
	TOTAL	115	100
Gender	Male	43	37.39
	Female	72	62.61
	TOTAL	115	100
Family Income level	Upto Rs. 10000	41	35.70
	Rs.10001-20000	25	21.70
	Rs.20000-30000	20	17.40
	Above Rs. 30000	29	25.20
	TOTAL	115	100

Source: Primary Data

Analysis and Interpretation of Demographic Profile of Respondents:

The demographic profile of the respondents can be analysed across three key factors: age, gender, and family income level.

Age Distribution:

The largest age group is 18-25 years old, with 54 respondents (47%) of the respondents. The second-largest age group, with 42 respondents (36. 5%). Above 50 years' age is smallest group, with only 3 respondents (2.6%).
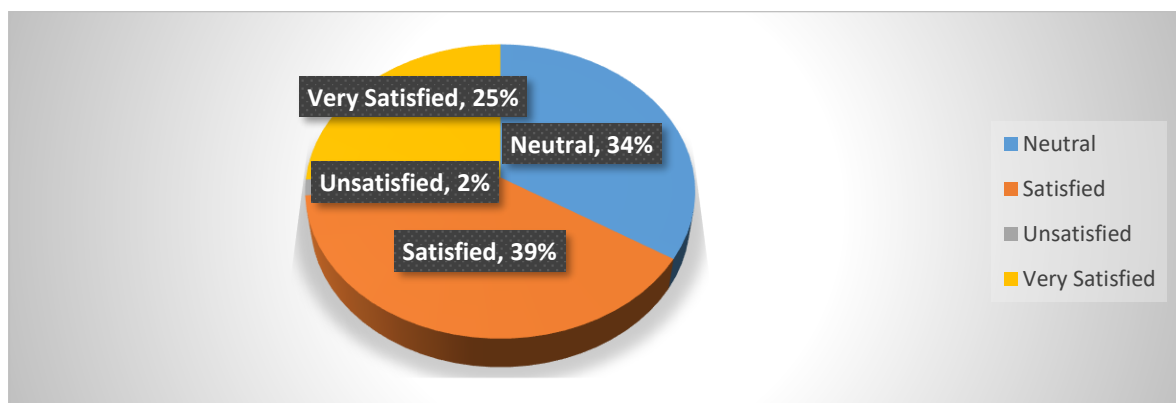
Gender Distribution:

Females make up a larger portion (62.61%) of the respondents compared to males (37.39%).

Family Income Distribution:

The highest percentage of respondents (35.7%) falls under the income level of up to Rs. 10000. This suggests that a significant portion of the respondents come from a lower-income background.

Table 2: level of customer satisfaction with their experience when purchasing beauty and personal care products through e-commerce

In general, what level of customer satisfaction with their experience when purchasing beauty and personal care products through e-commerce?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	39	33.9	33.9	33.9
	Satisfied	45	39.1	39.1	73.0
	Unsatisfied	2	1.7	1.7	74.8
	Very Satisfied	29	25.2	25.2	100.0
	Total	115	100.0	100.0	

Source: Primary Data

This pie chart shows the satisfaction levels of customers who bought beauty and personal care products online. The majority of people were "satisfied" (39%) or "very satisfied" (25%). The most common response was "Neutral" (34%), and only (2%) were unsatisfied.

Interpretation: Customer Satisfaction Levels

**Positive Sentiment:** Combining "Satisfied" (39%) and "Very Satisfied" (25%) shows a positive overall sentiment. 64% of customers were at least satisfied with their experience.

Low Dissatisfaction: Only 2% of customers were unsatisfied, indicating the e-commerce platform avoids major issues related to beauty and personal care products.

Neutral Majority: Similar to the previous analysis, 34% of customers were neutral. This suggests that a significant portion of the customer base had an unexceptional experience, neither particularly positive nor negative.

Table 3 - Distribution of Purchase Sources for Beauty and Personal Care Products

From where do you buy beauty and personal care products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience Store	48	41.7	41.7	41.7
	Medical Shop	21	18.3	18.3	60.0
	On-line	28	24.3	24.3	84.3
	Shopping mall	18	15.7	15.7	100.0
	Total	115	100.0	100.0	
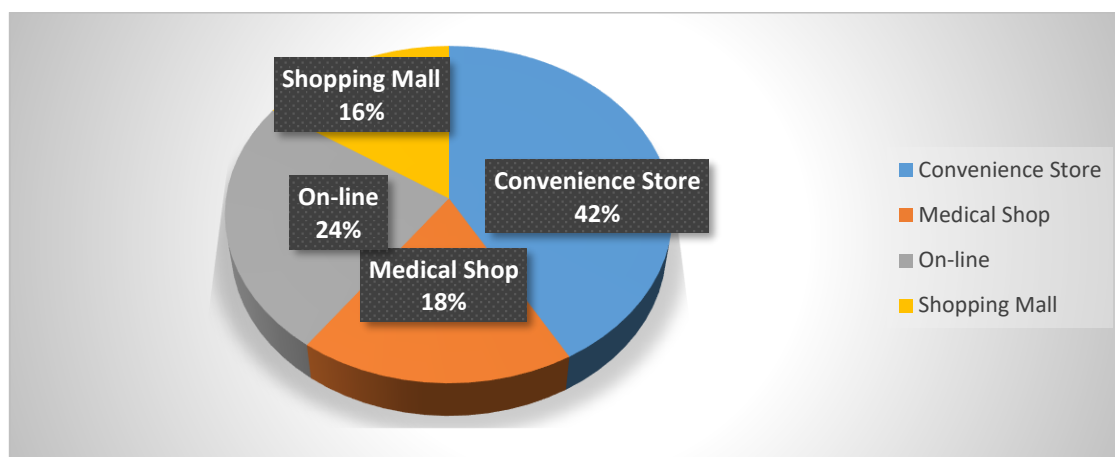
Source: Primary Data

The pie chart shows that distribution of Purchase Sources for Beauty and Personal Care Products.

Convenience Stores (41.7%): The majority of respondents prefer purchasing from convenience stores, suggesting their accessibility and ease of use might play a significant role in customer choice

Online (24.3%): Online shopping is the second most popular option, highlighting the growing trend toward e-commerce for convenience and variety

Medical Shops (18.3%): The 18.3% preference for medical shops indicates a segment of consumers who value health-related considerations or require specific products that are not readily available elsewhere

Shopping malls (15.7%): shopping malls are the least chosen source, likely due to factors such as limited accessibility or preference for quicker purchases.

Hypothesis Testing 1:

H₀: There is no significant association between customer satisfaction levels and the purchase source for beauty and personal care products.

H₁: There is a significant association between customer satisfaction levels and the

purchase source for beauty and personal care products.

Table 4: Crosstabulation of Level of Satisfaction *Source of Purchase.

In general, what level of satisfaction did you have with the beauty and personal care product or service provided by e-commerce websites? * From where do you buy beauty and personal care products? Crosstabulation

			From where do you buy beauty and personal care products?				Total
			Convenience Store	Medical Shops	Online	Shopping mall	
In general, what level of satisfaction did you have with the beauty and personal care product or service provided by e-commerce websites?	Neutral	Count	17	10	8	4	39
		% within in general, what level of satisfaction did you have with the beauty and personal care product or service provided by e-commerce websites?	43.6%	25.6%	20.5%	10.3%	100.0%
	Satisfied	Count	16	8	14	7	45
		% within In general, what level of satisfaction did you have with the beauty and personal care product or service provided by e-commerce websites?	35.6%	17.8%	31.1%	15.6%	100.0%
	Unsatisfied	Count	0	1	0	1	2
		% within In general, what level of satisfaction did you have with the beauty and personal care product or service provided by e-commerce websites?	0.0%	50.0%	0.0%	50.0%	100.0%
	Very Satisfied	Count	15	2	6	6	29
		% within In general, what level of satisfaction did you have with the beauty and personal care product or service provided by e-commerce websites?	51.7%	6.9%	20.7%	20.7%	100.0%
Total		Count	48	21	28	18	115
		% within in general, what level of satisfaction did you have with the beauty and personal care product or service provided by e-commerce websites?	41.7%	18.3%	24.3%	15.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.726[a]	9	.295
Likelihood Ratio	11.628	9	.235
N of Valid Cases	115		

Chi-Square Test Results:

The p-value for the Pearson Chi-Square test is 0.295, which is greater than the standard significance level ($\alpha = 0.05$). This suggests 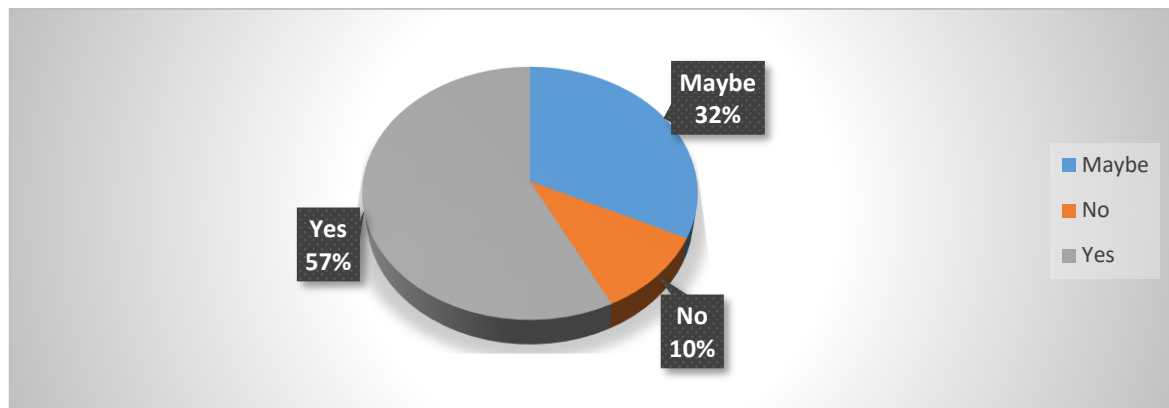that the observed association between customer satisfaction levels and the purchase source is not statistically significant.

Fail to reject H₀: There is no significant association between customer satisfaction levels and the purchase source for beauty and personal care products based on the data.

The lack of statistical significance implies that customer satisfaction levels are independent of the purchase source in this sample.

Table 5 - Augmented Reality and The Virtual Reality Try-On Experience

Do you think that Augmented Reality and The Virtual Reality Try-On Experience assist customers in 'trying' products during their online shopping journey?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Maybe	37	32.2	32.2	32.2
No	12	10.4	10.4	42.6
Yes	66	57.4	57.4	100.0
Total	115	100.0	100.0	

Source: Primary Data

The pie chart indicated that Most of the respondents (57%) believe virtual reality and augmented reality tools can help customers try on products online. While a good portion (32%) are unsure, this suggests there's room for this technology to grow. A small number (10%) don't think it's helpful, highlighting the need for well-designed and user-friendly AR/VR experiences. The data suggests that a majority (66/115 = 57.4%) of respondents believe Augmented Reality (AR) and Virtual Reality (VR) try-on experiences can assist customers in "trying" products during their online shopping journey. This indicates a positive outlook on the technology's potential to enhance the online shopping experience.

Hypothesis Testing 2:
H₀: There is no significant association between gender and the perception of the effectiveness of AR/VR try-on experiences in assisting customers during online shopping.
H₂: There is a significant association between gender and the perception of the effectiveness of AR/VR try-on experiences in assisting customers during online shopping.

Table 6: Crosstabulation of Gender * Augmented Reality and The Virtual Reality Try-On Experience.

Gender * Do you think that Augmented Reality and The Virtual Reality Try-On Experience assist customers in 'trying' products during their online shopping journey? Crosstabulation						
			Do you think that Augmented Reality and The Virtual Reality Try-On Experience assist customers in 'trying' products during their online shopping journey?			Total
			Maybe	No	Yes	
Gender	Female	Count	24	7	41	72
		% within Gender	33.3%	9.7%	56.9%	100.0%
	Male	Count	13	5	25	43
		% within Gender	30.2%	11.6%	58.1%	100.0%

Total	Count	37	12	66	115
	% within Gender	32.2%	10.4%	57.4%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.181[a]	2	.914
Likelihood Ratio	.180	2	.914
N of Valid Cases	115		

Result from Chi-Square Test:
The p-value is 0.914, which is much greater than the threshold of 0.05.
This means we fail to reject the null hypothesis (H$_0$).

Interpretation:
There is no statistically significant association between gender and the perception of AR/VR try-on experiences' effectiveness during online shopping. The Chi-Square test demonstrates no significant association between gender and the perception of AR/VR try-on experiences' effectiveness. Both male and female customers are equally likely to perceive AR/VR as beneficial during their online shopping journey.

The analysis reveals that both male and female respondents perceive the effectiveness of AR/VR try-on experiences similarly, with no significant differences in their responses. Gender is not a determinant in shaping these perceptions, as indicated by the lack of statistical significance. This suggests that businesses implementing AR/VR technology can anticipate comparable acceptance levels across genders, allowing them to focus on universal marketing and user experience strategies rather than gender-specific approaches.

Table 7: Role of Brand Influencer for Growth of E-Commerce Platform.

Do you think brand influencers plays a major role for growth of E-Commerce platform ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	19	16.5	16.5	16.5
	No	10	8.7	8.7	25.2
	Yes	86	74.8	74.8	100.0
	Total	115	100.0	100.0	
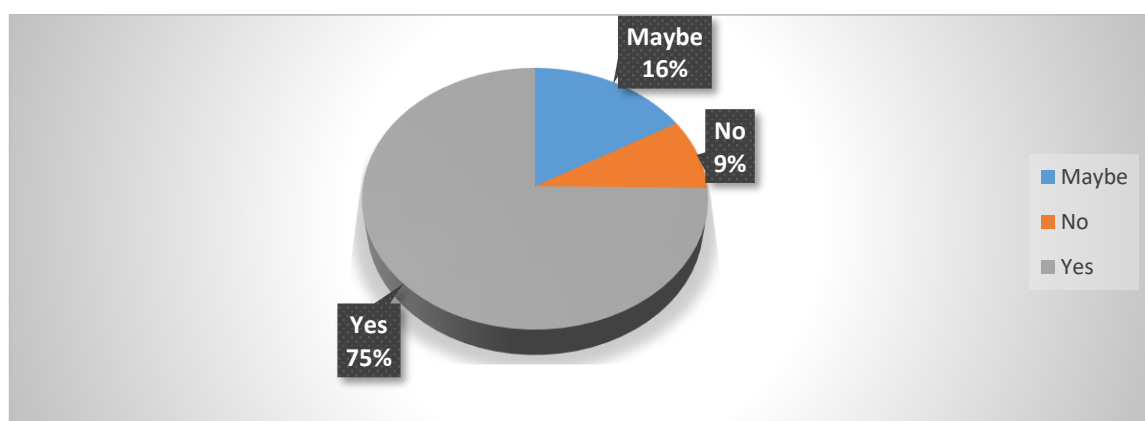
Source: Primary Data

The data shows that a majority (75%) of respondents believe brand influencers play a major role for growth of E-commerce platform. This suggests that brand influencers are seen as an important marketing strategy for E-commerce businesses. It's worth noting that a significant number of respondents (16%) are unsure about the impact of brand influencers. This could be due to a variety of factors, such as

the type of E-commerce business, the target audience, and the way that brand influencers are used. (9%) respondents believe brand influencers do not play a major role. Overall, the data suggests that brand influencers are a valuable tool for E-commerce businesses.

Interpretation:
The results show a strong positive correlation between brand influencer marketing and the perceived growth of e-commerce platforms. Here's a breakdown:
- **74.8%** of respondents believe brand influencers play a major role in the growth of e-commerce platforms.

- Only **8.7%** disagree, indicating a significant majority see a positive impact.
- **16.5%** were answered "maybe".

Hypothesis Testing 3:
H_0: There is no significant relationship between age groups and their perception of the role of brand influencers in the growth of e-commerce platforms.
H_3: There is a significant relationship between age groups and their perception of the role of brand influencers in the growth of e-commerce platforms.

Table 8: Crosstabulation of Age * Brand Influencers Role for Growth of E-Commerce Platform

Age * Do you think brand influencers plays a major role for growth of E-Commerce platform? Crosstabulation						
			Do you think brand influencers plays a major role for growth of E-Commerce platform?			Total
			Maybe	No	Yes	
Age	18-25	Count	10	2	41	53
		% within Age	18.9%	3.8%	77.4%	100.0%
	26-35	Count	6	4	34	44
		% within Age	13.6%	9.1%	77.3%	100.0%
	36-50	Count	2	2	11	15
		% within Age	13.3%	13.3%	73.3%	100.0%
	Above 50	Count	1	2	0	3
		% within Age	33.3%	66.7%	0.0%	100.0%
Total		Count	19	10	86	115
		% within Age	16.5%	8.7%	74.8%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.785^a	6	.010
Likelihood Ratio	12.346	6	.055
N of Valid Cases	115		

The Chi-Square test was used to examine the relationship between age groups and perceptions of the role of brand influencers in the growth of e-commerce platforms. The null hypothesis (H_0) proposed that there is no significant relationship between age and perception, meaning that age does not influence how individuals view brand influencers. The alternative hypothesis (H_3) suggested that a significant relationship exists, with different age groups holding distinct views on the role of influencers. The Chi-Square test result yielded a p-value of 0.010, which is less than the commonly accepted significance level of 0.05. This allows us to reject the null hypothesis in favour of the alternative hypothesis, indicating that there is indeed a significant relationship between age and perceptions of brand influencers. In practical terms, this means that age influences how people perceive the effectiveness of brand influencers in e-commerce. Younger age groups, such as those between 18-25, are more likely to believe that brand influencers have a major role in e-commerce growth, while older age groups (especially above 50) may not view influencers as crucial. This

finding suggests that marketers targeting younger audiences should prioritize influencer marketing, while those targeting older consumers may need to consider alternative strategies.

RESULTS

The study highlighted several important trends in e-commerce within Mumbai's beauty and personal care industry. A majority of customers (64%) expressed satisfaction with their online shopping experience, showing that e-commerce is generally well-received. However, the study found that customer satisfaction was not significantly influenced by where customers buy beauty products, whether from convenience stores, online platforms, or other sources. Regarding augmented reality (AR) and virtual reality (VR) try-on technologies, most customers (57%) agreed that these tools help in trying products online. Interestingly, there were no significant differences between male and female perceptions of the effectiveness of these technologies, meaning that both genders equally value AR/VR experiences. Finally, age played a significant role in how people view brand influencers. Younger consumers (18-25 years) are more likely to see influencers as essential to the growth of e-commerce, while older consumers (above 50) show less enthusiasm for this form of marketing.

CONCLUSION

This research provides insights into the evolving dynamics of the beauty and personal care e-commerce sector in Mumbai. The research highlights critical insights into the evolving dynamics of the beauty and personal care e-commerce sector in Mumbai, focusing on customer satisfaction, technological integration, and the influence of brand marketing strategies. While customer satisfaction is generally positive, there is no significant link between satisfaction and the source of purchase, indicating that businesses should focus on improving other factors like product quality

and service. Regarding AR/VR technology, the study found that both male and female customers view these tools similarly, making AR/VR a universal solution for enhancing the online shopping experience. The study also highlights the growing importance of brand influencers in the beauty and personal care industry, with younger consumers (18-25) valuing influencers more than older consumers. These findings suggest that businesses should adapt their marketing strategies based on demographic preferences, particularly in the use of influencers.

In conclusion, this study provides valuable insights into the emerging trends in e-commerce and how different demographic factors influence customer preferences and behaviour in the beauty and personal care industry. By understanding these patterns, businesses can tailor their strategies to enhance customer satisfaction, embrace new technologies like AR/VR, and optimize marketing efforts based on age demographics, ensuring long-term growth and success in the competitive e-commerce landscape.

SUGGESTIONS

Improve Customer Experience: Focus on enhancing product quality, customer service, and delivery efficiency, as satisfaction is independent of purchase source. Address neutral responses by personalizing the shopping experience.

Adopt AR/VR Technologies: Invest in intuitive and user-friendly AR/VR features, as both genders perceive these tools positively. Educate hesitant users to encourage wider adoption.

Tailored Marketing Strategies: Leverage influencer marketing to target younger audiences (18–25), who view influencers as crucial. Use alternative strategies, such as customer testimonials, for older consumers (50+).

Expand Research Scope: Extend the study to diverse regions and income groups for broader applicability and insights into e-commerce trends.

Engage Younger Demographics: Create targeted campaigns involving influencers and interactive online experiences to capitalize on the younger generation's preferences.

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