Gen-z- virtual pick up behavior
"The evolving landscape of the organic beauty and personal care"

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Abstract

Organic Cosmetic is one of the shining business in India. The Generation –z is the most opted category for this current cosmetic industry and they are the reason to push upward trend of the market overall. GEN-Z is more beauty conscious compared all in general. Organic is one of the attractive mantra for the marketers to attract and swift the shopper's mindset towards organic cosmetics. Virtual possibility is the great opportunity for this generation to boost up the sales virtually rather than bricks and mortar. The researcher made attempt to understand these generation virtual perception and pick up of the organic cosmetics products. It examines the characteristics of female shoppers in this sector, including buying habits (product kind, regularity, etc.) and the desires and favorites of the core clientele for this particular retail format. The outline of online consumers in this business is established in the study. It also looks at the variables influencing the decision to purchase these things online. Additionally, it outlines what customers anticipate from an e-commerce website in order to provide an engaging purchasing experience.

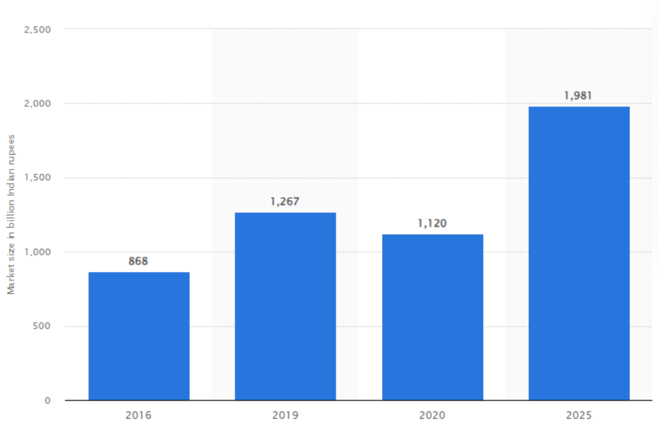
***Key Words: Organic cosmetics, Beauty and Personal Care Industry, Virtual Purchase, Shopper's Behavior, Media and Preferences*.**

1. INTRODUCTION

A wide range of goods intended to improve or change one's look are produced, marketed, and sold under the umbrella of the organic cosmetic industry, a lively and expansive industry. These products can include makeup, hair care, fragrance, and personal care items in addition to skincare products like cleansers and moisturizers. The industry contributes significantly to meeting the various needs of customers worldwide in terms of grooming and beauty.

The cosmetics industry in India has expanded dramatically as a result of changing lifestyles and improved awareness. India ranks fourth in the globe with regard to of value generated through the personal care and cosmetic goods industry in 2022. Few businesses dominate the worldwide cosmetics sector, including Unilever, Procter & Gamble, and L'Oréal. Despite their huge success in India, domestic competitors now compete on an equal playing field as new organic brands enter the market. Nonetheless, because Western firms were unable to match the demand for items suitable for Indian skin types, local businesses such as Mama Earth, Khadi Essentials Plum, and Soul Tree were able to offer their handmade cosmetics and personal care goods.

Strategic Trends and Influences:



source:-https://www.statista.com/statistics/1309259/india-beauty-and-personal-care-industry-market-size/

In 2020, the Indian beauty and personal care industry is expected to be valued one trillion Indian rupees. This sector's market size is expected to exceed two trillion Indian rupees by 2025.

Some general trends that were observed in virtual shopping for beauty and personal products in India:

E-commerce Dominance: Sales of cosmetics and personal care items have been rising on e-commerce sites like Amazon, Flipkart, and other sites that cater to the beauty industry. This pattern is probably going to continue as more people in India become digitally literate.

Virtual Try-Ons: Virtual reality (VR) and augmented reality (AR) technologies are being used more and more to provide online virtual try-ons for cosmetic and personal care items. This enables customers to digitally test skincare goods, makeup, and hair colors prior to purchasing.

Personalized Recommendations: AI-driven algorithms deliver personalized product suggestions based on individual preferences, previous purchases, and skin type. As a result, the overall purchasing experience of customers is enhanced.

Social Commerce: Purchasing decisions are greatly influenced by social media platforms, particularly for younger consumers. A lot of beauty firms use social commerce to let customers buy products straight from social media platforms.

Online Beauty Communities: Beauty and personal care-focused blogs, social media groups, and online forums have become more and more popular. Before making a purchase, customers frequently consult these communities for guidance, opinions, and suggestions.

Rise of Indie Brands: In the virtual sphere, smaller, specialty, and independent beauty brands frequently find success. They may reach a large audience through e-commerce platforms without having to have a physical presence.

Health and Sustainability Focus: The components of beauty products and the effects of their decisions on the environment are becoming more and more apparent to consumers. These factors are frequently highlighted on virtual buying platforms, empowering customers to make wise and environmentally friendly decisions.

Need of the study

In recent years, rising E-commerce trends have culminated in a significant shift toward online purchase in the cosmetics and personal care sector. Analyzing consumer online buying behavior can help you understand their preferences, decision-making processes, and the elements that influence their selections. Businesses can better serve their customers by customizing their user experiences, product offers, and marketing strategies with the usage of this information. Businesses may maximize their digital advertising campaigns by researching online purchase behavior. This entails knowing which platforms work best, what kinds of material appeal to consumers, and when to interact with potential clients. The act of shopping online produces useful data that can be utilized for data-driven decision making.

2. REVIEW OF LITERATURE

Esiti, Blankson Governor (2020) concluded that the paper revealed that personal values for and perception of health and beauty strongly influence the propensity to purchase organic skincare products. Personal value for and awareness of the green environment, on the other hand, has no effect on the intention to purchase organic skincare products. Purchase intentions for organic personal care products are only expressed when they effectively communicate the ecological beauty and health benefits of utilizing organic personal care products.

Lakshmi Prabha, and Sindhuja (2022), declared health is a major motivation for purchasing organic products. Indian customers are aware of many organic cosmetics goods, but they believe that they are too pricey when compared to conventional products. According to the report, customers with at least a bachelor's degree and middle-aged persons earning more than $20,000 per month have a favorable opinion of natural beauty and personal care goods.

Sudha Ravishankar and Aditi Dhekle (2021), stated that the Instagram marketing has assisted Indian organic beauty brands in creating an inspiration on young women. It also validates that young women have evolved sufficiently to choose Indian natural beauty items for their self-care journey because they are chemical-free and safe to invest in. Many of the audience's favorite Instagram activities include seeking knowledge, education, and awareness, as well as watching product evaluations.

Bruno Fonseca-Santos, Marcos Antonio Corrêa, and Marlus Chorilli (2015), revealed that the issue of developing natural or organic cosmetics is to ensure stability, safety, and efficiency. On the other hand, there is no harmonization of these guides. Many natural ingredients can be employed in cosmetic products that have a biological role and a toxicity assessment. The usage of plants and herbs is increasing on the market of more sustainable cosmetic goods, allowing enterprises to gain a greater share of the market.

Minakshi Sharma, Rajneesh Mahajan, Manisha Goel, and Rajiv Sindwani((2021), It was discovered that 48% of the total investigations addressed cosmetic goods, including skincare and hair care based cosmetics. Green/natural cosmetics were the subject of 26% of the studies.Organic personal care items made up just 8 percent of the sample used for this study, indicating a distinct lack of research in this field. The underserved organic personal care market need attention. The personal care industry produced the greatest number of articles.

Vidhya and Ramesh (2018), the study discovered that the perceived service quality is rather low when compared to the predicted service quality of natural and chemical skin care products based on the mean and standard deviation. Natural skin care products, on the other hand, are more pleasing than chemical skin care procedures. According to the matched sample test results, there is a substantial difference in customer views of natural and chemical skin care products..

Vijaya Venkateswari and ManoJana Ranjani (2022) learned that consumers prefer organic cosmetic products that are good for skin and also have an impact on the consumer's mind, so the consumers are aware of the organic products and are gathering a lot of information before using a particular product, so the organic cosmetic products marketer can modify or innovate the product based on the consumer's preference. Marketers can introduce additional features to please all groups of consumers and motivate them to continue using services.

Cleber Barros and Rosana Bevenuto Guilhen Barr (2020), the cosmetics consumer now has a different perspective than the consumer two decades ago. Today's consumer is more concerned with preventing skin damage than with correcting that harm. Furthermore, emphasis is placed on the origin of products, with the most natural options being preferred. Furthermore, in most cases, this sort of consumer is already aware of the benefits of using this type of product and believes that they should take care of their skin with the same care and delicacy that cosmetic items are created with. Furthermore, the rise in education, internet use, and mobile device use is indisputable, creating information, knowledge, and communication between individuals. Thus, the better knowledgeable customers are, that is, the more aware of ethical and environmental issues, the greater their desire for organic products.

Lamberto Zollo, Rocío Carranza, Monica Faraoni, Estrella Díaz, and David Martín-Consuegra (2021) reported that this study introduces a new construct (social reassurance) that explains the psychological mechanisms driving the organic PCPs buying process through the use of a socio-anthropological approach. The effects of eWOM (Electronic - Word of Mouth) on the process that have historically been examined by marketing literature have been interpreted differently in light of this new methodology. Social reassurance has been shown to be useful in analyzing customer attitudes toward organic products by utilizing the social proof theory.

Kumari, Dr. V. Sampath,(2021) observed that while individuals like to buy organic personal care brands, they are not entirely satisfied with them. The correlation study found a significant and positive relationship between consumer preference and satisfaction with organic personal care brands. According to the Friedman test, the most important factor influencing consumers' preference for organic personal care brand and pricing, followed by quality, good results, eco-friendliness, 100% natural, no side effects, aroma, quantity, advertisement, and packaging.

Manveer Kaur* and Dr. Ambika Bhatia (2018) find that the increase in natural and organic product consumers in India is attributed to a variety of factors. Furthermore, consumer knowledge about environmental protection has resulted in a shift in mind-set toward natural and organic goods. Higher education students are more aware of and favourable about organic and natural items; they are more frightened and concerned about the negative impacts of synthetic and non-organic products. As a result, this demonstrates that awareness of organic and natural products is higher in financially comfortable and salaried individuals.

Amberg N, Fogarassy C (2019), the results demonstrate that three groups can be established based on customer behavior in the cosmetics sector. One of these is totally green, meaning it purchases only natural cosmetics, another likes chemical cosmetics, and a third is mixed, meaning it purchases both natural and chemical cosmetics. These clusters represent variances in customer sentiment that are most likely the result of a variety of reasons. Consumers choose natural cosmetics, even if they are more expensive than chemical cosmetics, because they value both their personal health and the environment. Other consumers believe in classic, time-tested brands, but they are also open to new products and brands.

Ravindran and Janaki Priya (2023), there was no correlation between educational level and attitude toward the quality of organic products in the study. The results of the tests revealed that there is no difference between the respondent's age and their attitude toward the influence of the organic product on their lifestyle, and further tests concluded that there is a difference between the respondent's means of income and their opinion about the pricing of the organic product.

3. RESEARCH DESIGN

This study concerns to the views of teen-agers (Girls) virtual shoppers only at maximum age group of 25 years and bought organic beauty and personal care products online at minimum one time. Questionnaire is designed with major factors covering both positive and negative perspectives by using 5 point scale. The questionnaire is circulated only among the Gen-Z category (Generation Z as "members of the generation of people born between the mid-1997 and mid-2012) consumers and collected 288 respondents across major metro cities by using convenience sampling. Statistical methods were used to analyze and validate the factors. Exploratory Factor Analysis was performed in this article to uncover expectations and deterrents to online shopping for beauty and personal care products. ANOVA was used to determine the role of demographics on expectations in this shopping experience.

Objectives of the Study

- To understand the demographics of teenagers and their buying patterns
- To identify the characteristics that influence online shopping for beauty and personal care items.
- To investigate the impact of customer demographics on their online buying expectations.

Limitations of the study

- The study scans the viewpoints of lasses (Gen-Z) customers only with age limit of 25 Years.
- Bricks and Mortars category of shoppers are not considered even if many of them are there.
- The study is limited to metro cities considered due to assumptions of cosmetic users more number is metro cities than other locations.

4. RESULTS AND DISCUSSION

Table: 4.1.Showing the respondents age group

Age Of Respondents (in years)	Frequency	Percentage
Below 18 Years	62	21.50%
18-20 years	112	39.00%
21-23 years	91	31.50%
Above 23 years	23	8.00%
Total	**288**	**100%**

Table 4.1 is representing the different age group of the respondents, its reveal that, most of the customers (39.00%) are in the age set of 18-20 and followed by 32% respondents are between 21 to 23 years. The rest of them are below 18 years (8%) and above 23 years (21%) category age group. This data further revealed that the age group between 18 Years and 23 years are highest in using of organic beauty and personal care products. Mostly these age group of the more conceivably college students and above 23 years category also in 21% perchance for working categories.

Table: 4.2. Working and studying status of the respondents

Respondents Education	Frequency	Percentage
High Secondary	62	21%
Under Graduate (UG)	154	48%
Postgraduate (PG)	61	23%
Working Professional	23	8%
Total	**288**	**100%**

From the table 4.2, it is clearly 48% of the customers are Under Graduates (UG) and 23% of them are belongs to Post graduate category. 21% of them are high school and only 8% are working professionals.

Table 4.3 Respondents Monthly Income (In Rupees)

Income Level	Frequency	Percentage
< 3000	51	18%
3001 to 5000	84	29%
5001 to 8000	116	40%
8001 to 10000	22	8%
>10000	16	6%
Total	**289**	**100%**

- Due to millennial category the age group is restricted to maximum of 25 (i.e. 1997-2023), so it is assumed that the majority of the respondents income as parents supporting money, within that their expense is expected on shopping

  Table 4.3 representing the income category of the respondents, 40% of the respondents are being 5001 to 8000 income category , after that 29% of the respondents are 3001 to 5000 category. The income is of the major constrain for these category of the respondents due to most of them belong to pursing their education.

Table 4.4 Respondents Monthly Expenses Budget for shopping of Organic beauty and personal care products (In Rupees)

Spending Level	Frequency	Percentage
< 1000	185	64
1001 to 2000	72	25
2001 to 3000	14	5
3001 to 4000	10	3
>4000	7	2
Total	**288**	**100**

Table 4.4 depicts that the spending behavior towards purchasing of organic beauty and personal care products with in their available income. 64% of the respondents are spending less than Rs1000 as a monthly expenses, it might be their income is dependent income, it leads to restrict their spending behavior accordingly. 25% of them are spending 1001 to 2000 category. The reason is assumed that due to their dependent income the spending pattern is less, nevertheless they might be interest to buy more beauty and personal care products.

Table 4.5- Respondents usage frequency of organic beauty and personal care products.

Usage pattern of Cosmetics	Frequency	Percentage
Everyday	196	68%
Once or twice a week	59	20%
Only on occasions	22	8%
On weekends only	11	4%
Total	**288**	**100%**

Table 4.5 reveled that almost most of them are using organic beauty and personal care products daily that is 68%. This showing the evolving trends of organic beauty and personal care products industry. Only 20% of the respondents frequency is once or twice a week. They might be using other than organic cosmetics also. Occasionally and weekends category are 8% and 4% respectively. Finally it is understood that daily usage of beauty and personal care products is almost their routine. It will help the marketers to penetrate the market with nice strategy would help to attract more customers towards organic mantra.

Table 4.6. Representing the websites used to shopping

Websites used to shopping	Number of respondents	Percentage
Amazon.in	38	13%
Myntra.com	24	8%
Oriflame site	30	10%
Flipkart.com	7	2%
Clickoncare.com	6	2%
Snapdeal.com	8	3%
Healthgenie.in	8	3%
Nykaa.com	72	25%
Bigbasket.com	15	5%
Medplusmart.com	8	3%
Kama Aayurvedic	36	13%
Vlccpersonalcare.com	10	3%
Club factory	9	3%
Others	17	6%
Total	**288**	**100%**

Table 4.6 showed that the 25% of the respondents are preferred online portal is Nykaa.com to buy their organic beauty and cosmetic products. Kama Ayurvedic and Amazon, these two virtual sellers are having same percentage

i.e. is 13% of the preferred next to Nykka. This will represent nevertheless Amazon is the leading online portal in India, while the shoppers when they search for the organic beauty and personal care products they prefer only specific cosmetic website only rather than other category. The other online beauty and cosmetic marketers are there in their consumer list. If they take initiate to stick their organic beauty and personal care products, there is a room to market their products successfully.

Table 4.7 Criteria while purchasing Beauty Products:

Criteria	Frequency	Percentage
Product Information	91	32%
Advertisement	21	7%
Customer Reviews	89	31%
Brand Name	63	22%
Offers and discounts	24	8%
Total	**288**	100%

From the Table 4.7, it is understood that as in marketing, Product information, customer review (Online word of Mouth), and Brand is more important to lance and endure with existing competitors and market. Nonetheless advertisement and offers and all getting less importance in beauty and cosmetic industry rather than user's opinion and product information.

Table 4.8 Factors inducing while Online Purchases of Beauty and Personal Care Products

According to Table 4.8, respondents were asked to induct 24 assertions on a 5-point scale of affability. Following that, the responses were submitted to exploratory factor analysis using the principal component approach. The sample's sampling adequacy and statistical significance were determined, as shown below.

Factor No.	CP No.	Description	Factor Loads	Factors
1	01	Encouraging user-experience while shopping online	0.742	Convenience
	02	Online shopping is convenient and comfortable	0.737	
	03	Online marketers provide more clarity with respect toproduct information	0.684	
	04	online shopping easier than visiting a store	0.676	
	05	product information is good while shopping online	0.663	
2	11	My Perception is matching with product reliability and users reviews.	0.821	Trustworthiness
	10	My purchases are private	0.721	
	14	Prefer online shopping to the stated delivery of items.	0.711	
	12	Online shopping for me is very reliable due to users motivation	0.636	
	07	online shopping due to the flexible payment methods	0.587	
3	22	I can earmark itemsto shop for later	0.772	Flexibility
	21	I can use my time according to my work schedule	0.650	
	09	Convenient returns and refund policy	0.622	

	06	Good offers and discounts	0.566	
	20	Shopping online is more relaxed rather than bricks and mortar	0.552	
4	24	I Can buy demanded products and many brands from different location.	0.714	Assort ment
	23	Online marketers offering all brands within their virtual store with many options	0.601	

Table 4.9: Table representing KMO and Bartlett's Test Results:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.944
Bartlett's Test of Sphericity	Approx. Chi-Square	2532.349
	Df	276
	Sig.	0.000

Source: Computed Data

Table 4.9 shows that the data decreased to 24 factors and extraction using the Primary Components Method revealed four aspects of online consumer expectations. These have been named suitably. Statement cp 08 has been irrelevantly grouped. However, because it had the lowest loading of 0.516, it was excluded. Items with a load greater than 0.55 are deemed extremely good by Comrey and Lee (1992). Because of their low variance, cp15, cp16, cp18, and cp19 have been suppressed. Cp 17 emerged as a single variable component and has thus been excluded from the debate. As a result, the data reduction of buyer expectation variables revealed the presence of four major buyer expectation elements. These have been grouped and appropriately termed Convenience, Trustworthiness, Flexibility, and Variety. Demographic demographics have an impact on what customers want for shopping personal care and beauty goods online. Using One Way Analysis of Variance, the influence of respondents' demographic variables on the various components of consumer desires for shopping organic Cosmetics and Personal Care items online is investigated. A comparison of inciting factors depending on demographic parameters has also been conducted. The null hypothesis (H0) is used in each scenario because demographic characteristics such as age, education, income, and expenses have no effect on buyer expectations while making online transactions.

Table 4.10 showing results of One-Way Analysis of Variance (ANOVA)

Shoppers expectation Factors	**Age**		**Education**		**Income**		**Expenses**	
	F Value	**P**	**F Value**	**P**	**F Value**	**P**	**F Value**	**P**
Convenience	**4.747**	**0.001**	0.746	0.590	1.249	0.294	0.413	0.799
Trustworthy	**4.576**	**0.002**	1.999	0.082	1.102	0.350	0.705	0.590
Flexibility	2.073	0.087	1.131	0.346	1.267	0.287	0.612	0.655
Assortment	**3.281**	**0.013**	1.454	0.208	1.236	0.298	0.075	0.990

Source: Computed Data

According to Table 4.8, only Age has a 5% influence on the following Consumer Expectations: Convenience (F=4.747, P=0.001), Trustworthy (F=4.576, P=0.002), and Assortment (F=3.281, P=0.013). As a result, in all other circumstances, the null hypothesis is accepted, meaning that the other demographic characteristics - age, education, income, and expenses - have no influence on consumer expectations.

Summary of Findings

The vast majority of respondents are between the ages of 18 and 28. They are mostly students or recent grads with low income, and their shopping habits reflect this. 68% and 20% of respondents, respectively, use cosmetics and personal care items every day or once or twice a week. Nykaa.com has emerged as the most popular site for both Beauty and Personal Care items, surpassing Amazon and Kama Aayurvedic. At the time of purchasing, the most essential criteria were customer reviews and product information. When purchasing beauty items, the brand name was also an important consideration. Age was the only demographic component that influenced consumer expectations. It had an impact on three factors: convenience, trustworthiness, and variety.

Scope for further Research

This study is focused only on Gen-Z category, their age is one of the major drawback on spending behavior towards organic beauty and personal care products. The further research can apply for the home maker working, employees, like IT employees, Retail Industry, Educational Institutions and so on. Even the study can also apply for the women perspective on organic cosmetics when compare to Non organic cosmetics. Men’s perspective on organic cosmetics also possible areas to conduct the research to understand the different opinions.

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