Impact Of Digital Marketing on Purchase of Cosmetic Products Among Women in Coimbatore District

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Abstract*—Cosmetic products are beauty and personal care items used to enhance appearance, improve skin health and maintain personal grooming. Women consumers are a major segment of the cosmetic industry, with their purchasing choices shaped by personal preferences, beauty needs, quality, and changing fashion trends. Various digital platforms, including social media, websites, online advertisements, and influencer promotions, play an important role in shaping women's buying decisions. Despite the growing influence of digital marketing, women consumers may face difficulties in identifying genuine product information, evaluating product quality, and trusting online promotions. This study examined the impact of digital marketing on the purchase of cosmetic products among women in Coimbatore District. The nature of the investigation is based on a descriptive research design. Both primary and secondary data have been utilised for the purpose of the study. For this purpose, the researchers have selected 172 women respondents from Coimbatore District through the random sampling method. A structured questionnaire consisting of a five-point Likert scale has been developed and distributed among the respondents to understand the influence of digital marketing on their cosmetic purchasing behaviour. The collected data have been coded, entered and tabulated using MS-Excel software for analysis. The sample data have been analysed using statistical techniques such as percentage analysis, mean score, standard deviation and ANOVA with the support of SPSS 26.0 software. Also, null hypotheses have been formulated and tested to examine whether significant differences exist in mean impact of digital marketing on purchasing across the selected demographic and purchasing behaviour variables of the respondents. The study justified from the analysis that high level impact of digital marketing is perceived by the women belonging to the age group of 21–30 years, purchasing makeup products, purchasing cosmetic products weekly, having 2–4 years of online purchasing experience and spending ₹1,001–₹2,000 monthly on online cosmetic purchases.

***Index Terms*—Digital Marketing, Cosmetic Products, Women Consumers, Purchasing Behaviour, Purchase Decisions, Social Media, Influencer Marketing, Online Advertising.**

I. INTRODUCTION

Cosmetic products are widely used to enhance physical appearance, maintain skin health, and improve personal grooming. They include skincare, makeup, haircare, and other beauty-related products. Digital marketing has become main part of modern business communication, particularly in the cosmetics industry. The rapid growth of the internet, smartphones and social media platforms has transformed the way women search for information, evaluate brands and purchase cosmetic products. Digital marketing refers to the promotion of products and services through online platforms such as websites, social media, search engines, email marketing and mobile applications. These platforms enable cosmetic companies to reach a wider audience, communicate directly with customers and promote their products effectively. The cosmetics industry offers a wide range of products, including skincare, haircare, makeup, perfumes and personal care items. Women are increasingly influenced by digital marketing activities while selecting cosmetic products. Social media advertisements, beauty influencers, online reviews, product demonstrations and customer testimonials play a significant role in creating product awareness and influencing purchasing decisions. Platforms such as Instagram, YouTube and Facebook provide opportunities for cosmetic brands to showcase their products through attractive images, videos and promotional campaigns. Digital marketing also helps women compare different cosmetic brands, understand product ingredients,

examine prices and evaluate customer feedback before making purchase decisions. Influencer marketing has become particularly influential because beauty influencers share product experiences, tutorials and recommendations that may develop consumer trust and interest. Furthermore, discounts, special offers, online shopping facilities and personalised advertisements encourage women to purchase cosmetic products through digital platforms. However, the effectiveness of digital marketing depends on several factors, including advertisement quality, brand reputation, product information, customer reviews and perceived product value.

II. REVIEW OF LITERATURE

According to Patil-Birje and Jha (2026) noticed that influencer credibility, emotional appeal and social validation were found to have a strong influence on consumers' purchasing decisions. Also, exposure to influencer content increased impulsive buying tendencies through behavioural factors such as emotional bias and herding behaviour. The study confirmed that influencer marketing acts as an important psychological stimulus that influences women's cosmetic purchase intentions and consumption behaviour. In case of Subha et al. (2026) mentioned that social media platforms significantly influence female consumers' awareness, product evaluation and purchasing decisions towards cosmetic products. Additionally, beauty influencers, online reviews and personalised advertisements were found to have a strong influence on consumer preferences. Also, younger consumers showed higher responsiveness to social media promotions compared to older age groups. The authors Monga and Gupta (2025) observed that digital marketing has a significant positive influence on brand awareness of cosmetic products. Also, social media platforms and influencer marketing were found to be effective in increasing brand visibility and consumer engagement. Further, online advertisements, product reviews and personalised campaigns helped improve brand recognition and consumer trust.

In view of Reena and Jossy (2025) assessed that digital marketing and online advertisements have a considerable influence on the buying behaviour of women consumers towards cosmetic products. Further, the increasing use of the internet and online shopping platforms has contributed to changes in women's purchasing habits. The study pointed out that the growing demand for cosmetic products, particularly herbal and organic products, among Indian consumers whereas digital marketing and the expansion of online retailing have created significant opportunities for the growth of the cosmetic industry. The study of Sultana (2021) indicated that online advertising has a considerable influence on women's selection of cosmetic brands through online platforms. Also, women consumers were found to be receptive to online advertisements displayed on social media platforms and shopping applications. Moreover, respondents belonging to the age group of 26–40 years were highly influenced by online advertisements, resulting in changes in their purchasing behaviour. The researchers Kiruthika and Vijay Karthigeyan (2020) revealed that women consumers were dissatisfied with the convenience of purchasing cosmetic products through online platforms. In addition, delays in the delivery of cosmetic products were also identified as an important factor contributing to consumer dissatisfaction. The analysis indicated the importance of product quality and efficient service delivery in improving customer satisfaction.

III. STATEMENT OF THE PROBLEM

The rapid development of digital technology has significantly transformed the marketing and purchasing practices of consumers, particularly in the cosmetics industry. Digital marketing platforms such as Instagram, Facebook, YouTube, websites and online shopping applications have become important channels for promoting cosmetic products among women. Attractive advertisements, beauty influencer recommendations, online reviews, product demonstrations and promotional offers play a significant role in creating product awareness and influencing purchasing decisions.

However, women may experience difficulties in identifying suitable cosmetic products due to misleading advertisements, fake reviews, exaggerated product claims and variations in product quality. Although digital marketing provides convenient access to product information and wider brand choices, its actual influence on women's purchasing

decisions may differ. In Coimbatore District, the increasing use of digital platforms has created new opportunities for cosmetic companies to reach women consumers. This study aims to analyse the impact of digital marketing on the purchase of cosmetic products among women in Coimbatore District.

IV. OBJECTIVES OF THE STUDY

- To study the demographic profile of the women who purchase cosmetic products through digital marketing in Coimbatore district.
- To examine the impact of digital marketing on purchase of cosmetic products among women in the study area.

V. HYPOTHESIS OF THE STUDY

- There is no significant difference in mean impact of digital marketing on purchasing with regard to type of products buying online.
- There is no significant difference in mean impact of digital marketing on purchasing with regard to frequency of purchasing.
- There is no significant difference in mean impact of digital marketing on purchasing with regard to spending amount monthly for purchasing.

VI. RESEARCH METHODS

This study is based on a descriptive research design and survey method. Both primary and secondary data have been used for the purpose of the study. Primary data were collected through a self-structured questionnaire consisting of the demographic profile of women respondents and statements relating to the impact of digital marketing on the purchase of cosmetic products. The responses regarding the impact of digital marketing were measured using a five-point Likert scale. The secondary data were collected from published research articles, books, journals, magazines and various internet sources. The sample size was fixed at 172 women respondents from Coimbatore District, selected through the random sampling method. The collected data were systematically coded, classified and analysed using statistical techniques such as percentage analysis, mean score, standard deviation and ANOVA with the support of SPSS version 26.0 software.

VII. RESULT AND DISCUSSION

7.1. Demographic Profile of the Students

The following table presents the demographic profile of the women and their purchasing behaviour towards online cosmetic products, along with the mean score and standard deviation of digital marketing impact.

Table 1: Demographic Profile and Impact of Digital Marketing on Purchasing

No.	Variables Name	Number of Respondents	Percentage	Mean Score	SD
1	Age				
	• Upto 20 years	51	29.7	3.71	0.57
	• 21-30 years	60	34.8	3.85	0.48
	• 31-40 years	43	25.0	3.64	0.58
	• Above 40 years	18	10.5	3.43	0.64
	Total	172	100.0		
2	Types of Products Buying Cosmetic Products Online				
	• Skincare products	32	18.6	3.71	0.59
	• Haircare products	14	8.1	3.54	0.52
	• Makeup products	45	26.2	3.83	0.48
	• Personal care products	56	32.6	3.81	0.52
	• Fragrances	25	14.5	3.45	0.63
	Total	172	100.0		
3	Frequency of Purchasing Cosmetic Products Online				
	• Weekly	48	27.9	3.89	0.41
	• Monthly	62	36.0	3.84	0.48

No.	Variables Name	Number of Respondents	Percentage	Mean Score	SD
	• Once in 3 months	38	22.1	3.34	0.64
	• Occasionally	24	14.0	3.67	0.57
	Total	172	100.0		
4	Period of Purchasing Online Cosmetic Products				
	• Less than 2 years	38	22.1	3.54	0.59
	• 2 – 4 years	60	34.9	3.74	0.60
	• Above 4 years	74	43.0	3.73	0.53
	Total	172	100.0		
5	Spending Amount monthly for online buying products				
	• Below ₹500	36	20.9	3.65	0.58
	• ₹501–₹1,000	63	36.6	3.67	0.57
	• ₹1,001–₹2,000	49	28.5	3.89	0.43
	• Above ₹2,000	24	14.0	3.37	0.65
	Total	172	100.0		

- It is mentioned from the above table that 29.7% of the respondents belong to the age group of upto 20 years, followed by 34.8% belonging to the age group of 21–30 years, 25.0% belonging to the age group of 31–40 years and 10.5% belonging to the age group of above 40 years.
- From the analysis, it is displayed that 18.6% of the respondents purchase skincare products, followed by 8.1% purchasing haircare products, 26.2% purchasing makeup products, 32.6% purchasing personal care products and 14.5% purchasing fragrances.
- It is observed from the analysis that 27.9% of the respondents purchase cosmetic products online weekly, followed by 36.0% purchasing monthly, 22.1% purchasing once in three months and 14.0% purchasing occasionally.
- It is illustrated from the analysis that 22.1% of the respondents have been purchasing cosmetic products online for less than 2 years, followed by 34.9% for 2–4 years and 43.0% for above 4 years.
- From the analysis, it is justified that 20.9% of the respondents spend below ₹500 monthly on online cosmetic purchases, followed by 36.6% spending ₹501–₹1,000, 28.5% spending ₹1,001–₹2,000 and 14.0% spending above ₹2,000.

7.2. Impact of Digital Marketing on Purchasing

This study explored that the impact of digital marketing on purchasing of selected women who purchase cosmetic products through online in Coimbatore district. For this purpose, this study has developed eight statements with the help of 5 points Likert's scaling method for understanding the opinion of the women about their impact of digital marketing on purchasing cosmetic products. The mean score and SD of the respective statements are given in the following table.

Table 2: Impact of Digital Marketing on Purchasing

No.	Statement	Mean	SD
1	Attractive product images influence my online purchase decisions	3.80	1.09
2	Social media influences my purchase of cosmetic products	3.88	1.12
3	Online reviews help me to choose cosmetic products	3.81	1.17
4	Influencers encourage me to try new cosmetic products	3.58	1.24
5	Online discounts motivate me to purchase cosmetic products	3.41	1.09
6	I compare cosmetic products through online platforms before purchasing.	3.72	1.28
7	Digital advertisements attract me to buy cosmetic products	3.84	1.35
8	Digital marketing helps me to know about new cosmetic brands.	3.48	1.14

It is noticed from the above table that the Cronbach's Alpha value for the statements relating to the impact

of digital marketing on purchasing is 0.927, indicating that the scale has good reliability and is suitable for further analysis. From the analysis, it is depicted that the respondents agreed that social media influences their purchase of cosmetic products, with a mean score and standard deviation of 3.88 and 1.12, respectively. In addition, digital advertisements attract them to buy cosmetic products, with a mean score and standard deviation of 3.84 and 1.35 respectively.

7.3. Testing of Hypothesis (ANOVA)

Relationship between Demographic Profile and Impact of Digital Marketing on Purchasing

This section has examined the relationship between the demographic profile and impact of digital marketing on purchasing of the selected women who buying online cosmetic products. In order to analyse the relationship between selected independent variables and impact of digital marketing on purchasing, a hypothesis has been developed and tested by using ANOVA.

Type of Products Buying Online and Impact of Digital Marketing on Purchasing

H_0: There is no significant difference in mean impact of digital marketing on purchasing with regard to type of products buying online.

Table 3: Type of Products Buying Online and Impact of Digital Marketing on Purchasing

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	3.284	4	0.821	2.631	0.036**
Within Groups	52.106	167	0.312		
Total	55.390	171			

Note: ** – Significant at 5% level

From the study, it is depicted that the 'p' value is lesser than 0.05 then the null hypothesis is rejected. Hence, there is a significant difference in mean impact of digital marketing on purchasing with regard to type of cosmetic products buying online by the women.

Frequency of Purchasing and Impact of Digital Marketing on Purchasing

H_0: There is no significant difference in mean impact of digital marketing on purchasing with regard to frequency of purchasing.

Table 4: Frequency of Purchasing and Impact of Digital Marketing on Purchasing

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	7.082	3	2.361	8.209	0.000*
Within Groups	48.309	168	0.288		
Total	55.390	171			

Note: * – Significant at 1% level

From the study, it is confirmed that the 'p' value is lesser than 0.05 then the null hypothesis is rejected. Therefore, there is a significant difference in mean impact of digital marketing on purchasing with regard to frequency of purchasing cosmetic products by the women.

Spending Amount monthly and Impact of Digital Marketing on Purchasing

H_0: There is no significant difference in mean impact of digital marketing on purchasing with regard to spending amount monthly.

Table 5: Spending Amount monthly and Impact of Digital Marketing on Purchasing

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	4.422	3	1.474	4.858	0.003*
Within Groups	50.968	168	0.303		
Total	55.390	171			

Note: * – Significant at 1% level

From the study, it is proved that the 'p' value is lesser than 0.05 then the null hypothesis is rejected. Accordingly, there is a significant difference in mean impact of digital marketing on purchasing with regard to spending amount monthly by the women.

VIII. FINDINGS

- It is indicated from the analysis that most of the respondents belong to the age group of 21–30 years. Also, a high level of impact of digital marketing on purchasing cosmetic products is perceived by respondents in the age group of 21–30 years.
- From the analysis, it is inferred that most of the respondents prefer purchasing personal care products through online platforms. Also, a high-

level impact of digital marketing on purchasing cosmetic products is perceived by respondents who purchase makeup products.

- It is identified that most of the respondents purchase cosmetic products online monthly. Further, a high-level impact of digital marketing on purchasing cosmetic products is perceived by respondents who purchase products weekly.
- It is observed from the analysis that most of the respondents have more than 4 years of experience in purchasing cosmetic products online. Also, a high level of impact of digital marketing on purchasing cosmetic products is perceived by respondents who have been purchasing online cosmetic products for 2–4 years.
- From the analysis, it is noted that most of the respondents spend ₹501–₹1,000 monthly on online cosmetic purchases. Also, a high level of impact of digital marketing on purchasing cosmetic products is perceived by respondents who spend ₹1,001–₹2,000 monthly.
- It is revealed from the mean score analysis that the respondents agreed that 'social media influences purchase of cosmetic products' and 'digital advertisements attract to buy cosmetic products' with a mean score of 3.88 and 3.84 respectively.
- The ANOVA justified that there is a significant difference in mean impact of digital marketing on purchasing with regard to type of cosmetic products buying online by the women.
- It is asserted from the 'F' test that there is a significant difference in mean impact of digital marketing on purchasing with regard to frequency of purchasing cosmetic products by the women.
- From the ANOVA, it is determined that there is a significant difference in mean impact of digital marketing on purchasing with regard to spending amount monthly by the women.

IX. SUGGESTIONS

- It is displayed from the findings that high level impact of digital marketing on purchasing cosmetic products is perceived by respondents in the age group of 21–30 years because they are more exposed to digital platforms. So, cosmetic companies should develop age-based advertisements, personalised promotions and attractive digital campaigns to encourage women of all age groups to purchase cosmetic products.
- From the study, it is observed that high level impact of digital marketing on purchasing cosmetic products is perceived by respondents who purchase makeup products because they are more influenced by online beauty promotions. Hence, cosmetic companies should promote skincare, haircare, personal care and fragrance products through product demonstrations, beauty tutorials and influencer marketing to increase online purchases.
- The findings mentioned that high level impact of digital marketing on purchasing cosmetic products is perceived by respondents who purchase products weekly because they frequently interact with online shopping platforms. Accordingly, online retailers should introduce regular advertisements, attractive discounts and new product promotions to encourage continuous purchasing behaviour.
- It is indicated that high level impact of digital marketing on purchasing cosmetic products is perceived by respondents who have been purchasing online cosmetic products for 2–4 years because of their familiarity with online shopping platforms. Therefore, cosmetic companies should provide personalised product recommendations, loyalty programmes and interactive digital campaigns to strengthen customer engagement.
- From the study, it is noticed that high level impact of digital marketing on purchasing cosmetic products is perceived by respondents who spend ₹1,001–₹2,000 monthly because they are willing to spend on cosmetic products through online platforms. So, cosmetic companies should introduce affordable product combinations, special discounts and attractive promotional offers to encourage women with different spending capacities to purchase cosmetic products.

X. CONCLUSION

This study focused on the impact of digital marketing on the purchase of cosmetic products among women in Coimbatore District. The study revealed that digital marketing plays an important role in influencing women's purchasing behaviour towards cosmetic products. Social media, digital advertisements, online reviews and attractive product images were identified

as important factors influencing women's purchasing decisions. Therefore, cosmetic companies and online retailers should strengthen their digital marketing strategies through attractive advertisements, influencer promotions, product demonstrations, customer reviews and special promotional offers.

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