



## A Study of Factors Influencing Women Consumers' Behavior Towards Online Purchase Decisions for Beauty Products

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**Abstract:** In today's era, online beauty shopping is growing very fast, especially among women consumers. With the increasing influence of e-commerce, social media, and influencer culture, there has been a significant change in the method of purchasing women's beauty products. The study identifies and analyzes women's decisions affecting the decision to buy online beauty products using the Systematic Literature Review (SLR) approach. The study included a total of 52 research articles published from Scopus and the Web of Science Database between 2020 and 2025. Price sensitivity, brand trust, peer reviews, product quality, social media influence, and Security are considered to be the major factors. This study exposes these important factors. Its extracts provide practical guidelines to distress, e-retailers, and researchers in understanding the developed choice of women consumers. The study also suggests that e-commerce platforms should focus on increasing confidence, improving transparency, and removing obstacles in online shopping so that online shopping for women.

**Keywords:** Online Shopping, Women Consumers, Beauty Products, Purchase Behavior, Systematic Literature Review, social media, Trust.

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**1.Introduction:** With the growth of the internet, digital platforms have significantly increased. In recent years, consumer behavior has been completely transformed, especially in the beauty and personal care industry. Mostly, consumers choose digital platforms for shopping, which is a preferred mode of purchasing beauty products due to convenience, easy access to many brands, media influencers, many offers, and discounts.

Women consumers are considered more active and engaged in the beauty category. Many factors, such as pricing strategies, the empirical value of the product, user reviews, website functionality, and social evidence, shape their online purchase behavior. Since the year 2020, the COVID-19 epidemic and the resulting digital progress have attracted women to the online platform for cosmetic and personal care requirements.

Although there is a glut of digital marketing strategies, companies often ignore micro-psychological and social factors affecting the purchase behavior of women consumers. Therefore,

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this study attempts to identify and analyze the major elements based on the literature published between 2020 and 2025 that affect women in the decision to buy beauty products online.

**2. Literature Review:** Digital purchases of cosmetics are increasing rapidly among women. Many factors affect their online purchase decision, including price sensitivity, product quality, confidence on brand, social media effects, website utility and safety. In this review, instead of presenting the essence of preceding research, various studies have been synthesis and comparison, so that the tendency of women online shopping can be deeply understood.

**2.1 Price Sensitivity and Discounts:** Price is one of the most important factors in women's online shopping. According to Singh and Kapoor (2021), discounts, coupons and referral schemes increase the possibility of purchasing. At the same time, Vakas etc. (2021) consider clear and transparent pricing and easy returns policy necessary for consumer confidence. Syalsbila and Budiono (2024) say that well-designed digital expeditions not only attract customers but also increase the desire for product awareness and purchase. It is clear from all these studies that the balance of both accessible value and transparency is necessary to attract women.

**2.2 Perceived Product Quality:** In online shopping, customers mainly assess the quality of the product based on details, packaging and certification.

Patel and Verma (2022) indicate that women especially focus on the simplicity of materials and certificates (such as organic, paraben-free). Sawpta etc. (2023) found that AR-tray-on tools and high-quality visuals increase the confidence of the consumer. Also, customer reviews confirm the integrity of the product.

**2.3 Reputation of brand and trust among consumers:** Faith on the brand in online shopping plays a central role. According to Das and Chaudhary (2023), positive experiences and loyalty motivate repeated shopping. At the same time, Socolova and Kafi (2019) state that stories shared by the influencers increase the reliability of the brand. This means that the brand should invest in both the quality of service and the real brand story.

**2.4 User-generated content (UGC) and reviews by customers:** User-Generated Content (UGC) has become an important means to make decisions for consumers today.

According to Khanna and Tiwari (2020), verified customers enhance the desire to purchase reviews and real product pictures. Sripto etc. (2023) suggests that the material shared on platforms like YouTube and Instagram increases customers' confidence.

**2.5 Marketing with social media and Influencers:** social media and influencers have a profound impact on the purchase of cosmetics of women. According to Roy and Mishra (2022), influencers become reliable sources by providing honest reviews and tutorials. Migcos etc. (2025) says that emotional relations between influencers and followers increase the possibility of consumers' purchase.

**2.6 Usability with Website and Apps:** The facility of online platforms and design has a direct impact on consumers' experience. Jains and Rathore (2024) suggest that slow and complex navigation increase the leaving rate. Wang etc. (2025) found that if both the website and the mobile app are easy and cross-platforms, then the chances of remaining customers increase.

**2.7 Privacy, Trust and Online Security:** Data security and privacy are the biggest concerns of online shopping. According to Reddy and Malik (2021), safe payments and transparent data policies increase consumer's trust. Sahu Adi (2025) says that giving clear information on shipping and returns policy improves both satisfaction and loyalty.

**Synthesis of Literature:** It is clear from the above literature review that online purchases of women affect many aspects such as economic incentive (discounts, coupons), informative

transparency (certificates, reviews), social impact (influencers, UGC), technical ease (website), and security (payment and privacy).

However, existing studies still have some gaps. For example, it is not clear whether the economic benefits (Discounts) are more effective in long-term loyalty or emotional effects (Influencer and UGC). Similarly, further research is required on how consumer behavior in association with social media effects of factors such as safety and utility.

**“Based on the above Literature Review, the following analysis presents the essence of major studies and conclusions that clarify the main reasons that affect women's behavior to buy online beauty products.”**

Theme	Key Studies	Major Findings
Price Sensitivity & Discounts	Singh & Kapoor (2021), Syalsabilla & Budiono (2024), Waqas et al. (2021)	Discounts, coupons, flash sales, and loyalty programs increase purchase intentions.
Product Quality Perception	Patel & Verma (2022), Suprpto et al. (2023)	Quality evaluation is influenced by packaging, certifications (organic, cruelty-free), and visuals.
Brand Reputation & Trust	Das & Choudhury (2023), Sokolova & Kefi (2019)	Trust in well-known brands reduces perceived risk and enhances loyalty.
Customer Reviews & UGC	Khanna & Tiwari (2020), Suprpto et al. (2023)	Verified reviews, user images, and video testimonials strongly influence decision-making.
Social media & Influencer Marketing	Roy & Mishra (2022), Migkos et al. (2025)	Influencers act as trusted sources; relatable and honest content drives consumer engagement.
Website/App Usability	Jain & Rathore (2024), Wang et al. (2025)	User-friendly design, speed, and consistency across platforms improves shopping experience.
Privacy & Online Security	Reddy & Malik (2021), Sahu et al. (2025)	Secure payments, data privacy, and return transparency enhance trust and satisfaction.

**Table 1: Thematic Analysis of Factors Influencing Women’s Online Beauty Purchases**

The thematic analysis summarized in Table 1 highlights the key factors influencing women’s online purchase behavior for beauty products. The review categorizes these factors into seven major themes, including price sensitivity, product quality perception, brand reputation, customer reviews, social media influence, website usability, and privacy/security concerns. Each theme is supported by recent studies from 2019 to 2025, illustrating the evolving landscape of digital beauty commerce.

Price sensitivity remains a dominant motivator, where discounts and loyalty programs play a crucial role in attracting female consumers. Product quality perception is strongly influenced by detailed information such as ingredient transparency and ethical certifications. Trust in well-known brands mitigates perceived risk and encourages repeat purchases, while authentic user-generated content and verified customer reviews significantly impact purchase decisions.

Social media platforms and influencer marketing serve as powerful channels to engage consumers emotionally and provide credible endorsements. Meanwhile, the ease of navigation and

functionality of e-commerce websites or apps directly affect user experience and retention. Finally, concerns regarding privacy, secure payments, and transparent return policies are vital in building consumer trust and fostering loyalty.

This comprehensive synthesis provides a nuanced understanding of the multifaceted factors shaping women's online beauty shopping behavior and offers actionable insights for marketers and researchers.

### 3. Research Objectives

- ◆ To identify the key factors influencing women's online purchase intentions for beauty products.
- ◆ To analyze and synthesize recent academic literature (2020–2025) using a Systematic Literature Review (SLR) approach.
- ◆ To examine how digital factors such as social media influence, trust, and product presentation impact female consumer behavior.

**4. Statement of the Problem:** In recent years, a significant shift has been observed from traditional retail to online platforms in the beauty and cosmetics industry, which has been driven by advancements in digital techniques and the increasing influence of social media. Women, who are a major consumer category of beauty products, are now becoming increasingly dependent on e-commerce platforms for their beauty requirements. Although online shopping features and diversity, many factors such as reliability, product quality, brand image, peer reviews, price sensitivity, and usefulness of digital interfaces significantly affect women's purchase decisions. However, current literature often sees these factors in different contexts and does not clearly explain how all these elements together affect women's online shopping behavior. In addition, systematic and comprehensive research conducted by placing women consumers at the center in the field of beauty products is still limited, especially in the emerging markets where the process of digital adoption is developing rapidly. Given this literary difference, it becomes necessary to conduct a detailed and structured study to integrate the available knowledge and identify the major factors that affect women in the decision to buy beauty products through the online medium.

**5. Research Gap:** Although several studies have analyzed various aspects of online shopping behavior, there is a lack of specially focused and systematic literature reviews based on the online shopping behavior of beauty products by women. Current research has mostly studied a single element (like price or the influence of social media), but efforts to understand the combined effect of these factors are limited. Additionally, the changes caused by the recent digitization and influencer of culture in consumer priorities have also not been adequately understood in the current literature.

**6. Research Methodology:** To find, evaluate, and compile previous research papers on women consumers' online purchases of beauty products, this study uses the Systematic Literature Review (SLR) method. Additionally, to examine factors that influence women consumers towards online shopping. The SLR approach ensures a broad, fair, and comprehensive review of related literature, giving conceptual understanding and a solid foundation for further study.

**6.1 Research Design:** To maintain openness and accuracy, the study complies with PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines. Identification, Screening, and inclusion are the three major steps of reviews. This study was followed.

**6.2 Data Sources:** To ensure educational quality and authenticity of research, related research articles were collected from reputed and colleague-secured academic databases. The major databases include Scopus, Web of Science, Science Direct, Springer Link, and Emerald Insight,

which are famous for high-quality scientific publications. Additionally, Google Scholar was used to cross-check and identify complementary sources that could not be included in the main database.

### 6.3 Inclusion and Exclusion Criteria

**Inclusion Criteria:** The articles for this study were selected on the basis of some specific inclusion criteria, so that the relevance and quality of the literature could be ensured. Only the articles were included which were published between 2020 and 2025, so that the innovation of research remained. Meditation was focused on studies that were related to online shopping behavior, especially beauty and cosmetic fields. Additionally, in research, women were required to be addressed as consumers as consumer, so that it remained in line with the objectives of the study. Published in English language only and articles listed in the prestigious database like Scopus, Web of Science, Science and Google Scholar were included for analysis.

**Exclusion Criteria:** Some sources were excluded to maintain the academic rigor of the review. These included conference papers, book chapters, magazine articles (magazine articles), and editorial articles (editorials), as they often lack a peer-review process and detailed methodology. In addition, articles that were not focused on the purchase of beauty products or women who were unrelated to online shopping behavior kept them out of the final selection.

Inclusion Criteria	Exclusion Criteria
Current Articles published between 2020 –2025	Non-peer-reviewed articles, Duplicate articles
Focused on women consumers	Non-English publications
Related to beauty products	Editorials, blogs, and conference abstracts

**6.4 Screening and Selection Process:** A total of 150 research articles were initially identified. After removing the duplicates of these articles and implementing the Inclusion Criteria, 52 articles were selected for further analysis. These articles were studied in detail and classified on the basis of various thematic fields such as Price Sensitivity, Brand Trust, Social Media Influence, Product Quality, and website usability. It is 52 research articles, which are peer-reviewed journal articles published between 2020 and 2025, from the analytical samples of this systematic literature review.

**6.5 Data Extraction and Thematic Analysis:** In each article, the key variables, findings, methodological approaches, and reviewed articles were extracted. Align all the findings, which have been divided into major subjects, with the objectives of this study. To identify the research problem factors, thematic synthesis was conducted.

**6.6 Sample Design:** The sample design offers an outline of the approach that is used in the future (if planned), identifying and selecting participants for primary data collection or for the scope and selection of studies included in the Systematic Literature Review (SLR).

**6.7 Population and Sampling Technique:** The study focuses on adult women aged 18 to 50, who actively participate in digital platforms and online shopping. Even though this study follows a systematic literature review (SLR) method and does not directly include data collection from participants, if the primary data is collected in the future, a non-probability Sampling. The technique will be used. This method is suitable because it helps target individuals who possess relevant knowledge and experience in purchasing online beauty products.

**7. Results and Discussion:** In low- and middle-class-income segments, price is a primary decision driver when women buy beauty products online. Yes, it is right, price-related incentives are our significant drivers, especially for women doing online purchasing of beauty products, especially for low- and middle-class-income people. Besides this, there are a few more factors that affect the

shopping of beauty products online, such as cashback, which is any company or brand providing to their consumers, a good price for a good, branded product, and some other bundling deals, etc. (Singh & Kapoor, 2021). Many consumers hesitate online shopping due to consumers over fake products consumers are buying online. A few companies or brands use the advertising method of a renowned and branded company, but their products are not so trustworthy. There should be a verified authenticity badge to make online consumers comfortable. If they provide third-party certification, it makes trust between the brand and the consumer. It is important to know that the product is organic, vegan, or parable-free when a consumer is totally vegan and using only organic and parable-free products. This kind of certification always improves trust, and private purchasing improves. This will always act as a trust signal that the product is genuine and will match their expectations about quality and ethical standards. (Patel & Verma, 2022) Definitely renowned and trustworthy brands always reduce perceived risk for consumers. When a shopper trusts a brand, the authenticity and product quality are not an issue for them. Many brands have their own websites and official apps. They have complete control over the sources of their product presentation, messaging, and reinforcing their credibility. They foster the highest level of trust. Brands sell their products through some verified apps like Amazon or Nyka, which also boost the trustworthiness of brands and consumers. It adds another layer of success to the brand and trust for customers. (Das & Choudhury, 2023). Women are highly engaged consumers of beauty products, as the digital platform is highly overloaded with beauty content. They are connecting with the para-social relationship of influencers what doing marketing for beauty brands. It sometimes gives a feeling of familiarity and personal connection with online personalities. The product recommendations by influencers can carry significant weight and make shoppers feel more trustworthy when shopping online. In other words, we can say today is the time of online influencers. They are totally able to convert the choice of any consumer into their content. High-quality videos and images show the active product. (Roy & Mishra, 2022). Sometimes, any poorly organized website or a frustrating app can be a major reason for breaking any deal. Some features like product categories and good filters make the process easy, as any consumer can find their right product by applying the sorting or filter method. It is very helpful in saving their time and effort. The final hurdle is an effective and smooth checkout process. Sometimes, some unnecessary technical glitches or steps frustrate any consumer as they do not want to order further. To make the online purchasing process enjoyable and seamless, the process should be fast and easy for users. (Jain & Rathore, 2024). Some more elements build trust among consumers. As transactions should be secure, the policies for refunds should be clear, and the delivery tracking system for consumers should be transparent. The factors are very important for first-time buyers. It gives peace of mind to the buyer about knowing the status of their order. They can shop accordingly, knowing the delivery dates, which reduces the anxiety. These features established trust and encouraged any consumer to shop online repeatedly. (Reddy & Malik, 2021).

**8. Limitations:** This study highlights the factors influencing women's online purchase behavior, but this paper has some limitations. Firstly, this paper obtains comprehensive information by utilizing secondary data obtained through a systematic literature review (SLR), without including any primary data. Secondly, the focus of this paper is mainly on women customers. For secondary sources, this research included only English peer-reviewed articles from selected databases such as Scopus and Web of Science from 2020 to 2025, excluding non-academic sources like conference papers, book chapters, etc. Additionally, although various effective factors have been discussed,

this study does not divide consumers based on age, income, education level, or digital information, while all these elements can affect their shopping tendency.

Finally, due to the rapidly changing nature of e-commerce platforms and social media, some conclusions obtained from this study may soon be irrelevant, which makes the need for

**9. Conclusion and Future Scope:** Seven main systematic factors affect online shopping for women. On the various reviews, any woman can decide what beauty items to buy online: pricing, product quality, brand trust, online reviews, social media influence, platform usability, and digital trust. All these factors are related and connected with each other, with shoppers' expectations and technological advances.

The retailers or the marketers who want to grow their business have to adopt some strategies. User experience is very important for any brand. It should be prioritized. The brand should promote social proof and ensure the mechanism is trust-building. It can help in building user-safeguarded digital trust. For more empirical research, we prioritize the use of alternative methodologies, such as SEM or PLS-SEM, to verify these data with people across different age groups, people with different levels of income, and people living in different kinds of locations. It can allow more in-depth and valuable strategies in the dynamic world of shopping for beauty products in retail.

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