



Online Personal Care Product Shopping Behaviour Among Millennials In Gujarat

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Abstract: This study examines online personal care product shopping behaviour through cross-tabulation analysis of 652 Gujarat millennials. Primary data were collected via structured questionnaires using Excel and SPSS for descriptive analysis. Younger cohort shows highest purchase frequency while self-employed and service professionals lead due to occupational flexibility. Females dominate both frequent and rare purchases, favouring Nykaa. Amazon maintains universal dominance across demographics. Value factors—discounts, reviews, pricing—drive decisions, with skincare leading. Findings recommend Amazon-centric youth campaigns, gender-specific platforms, and occupation-tailored promotions to optimise conversions in this digitally active regional market.

Index Terms - Personal care Products, Online shopping, Millennials.

I. INTRODUCTION

India's e-commerce sector has experienced explosive growth, propelled by widespread smartphone penetration, affordable high-speed internet and robust digital payment infrastructure, positioning the country as one of the world's fastest-expanding online markets. The beauty and personal care segment, projected to reach US\$33.08 billion in revenue by 2025, has seen online sales surge by 39% between June and November 2024 alone, outpacing offline channels as younger consumers increasingly favour digital platforms for skincare, haircare, grooming and hygiene products.(1)

The COVID-19 pandemic served as a catalyst, accelerating online adoption amid lockdowns and health concerns, with consumers discovering convenience, variety and promotions that persisted post-restrictions. However, personal care products remain challenging for full online transition due to reliance on sensory attributes like texture and fragrance, leading to hesitation over quality, authenticity and returns, which widens the gap between search intent and actual purchases.(2)

Millennials (aged 29–44) dominate this shift, representing tech-savvy, digitally native consumers with rising incomes and strong social media influence, particularly in regions like Gujarat where urbanisation and self-care trends amplify demand. Yet, demographic variations—such as age, gender, occupation and income—shape their platform preferences, purchase frequency and decision factors, with limited Gujarat-specific empirical insights hindering targeted digital strategies.(3)

This paper bridges the gap by analysing descriptive and cross-tabulation data from 652 Gujarat millennial online personal care purchasers, drawn from a larger study, to profile behaviours and uncover demographic associations.

II. REVIEW OF LITERATURE

2.1 Online Shopping

Online purchasing involves obtaining products and services through internet-connected devices, covering the entire process from information search and product assessment to transaction completion and after-sales support (Pavlou, 2003) (Chiu et al., 2014). Digital platforms offer comprehensive product specifications, sophisticated filtering capabilities, customised suggestions and varied payment methods, although they encounter elevated consumer concerns regarding product inconsistencies, transaction safety and shipping complications (Gefen et al., 2003) (Chen & Dubinsky, 2003).

2.2 Personal Care Products

The personal care category encompasses skincare, haircare, grooming essentials, hygiene products and wellness solutions used for bodily maintenance, aesthetic enhancement and health preservation (Draelos, 2010) (Goyal & Agarwal, 2014). These items generate significant consumer engagement because of their direct skin contact, tactile quality expectations and noticeable effects on personal appearance (Ajitha & Sivakumar, 2017) (Gurupandi et al., 2024).

2.3 Millennials and Online Behaviour

Millennials, born between the early 1980s and mid-1990s, exhibit strong digital proficiency, higher education levels and extensive social network participation, fuelling e-commerce growth via smartphone applications, user ratings and opinion leaders (Ajitha & Sivakumar, 2017) (Nair & Menon, 2017). Within the Indian context, this cohort values accessibility while maintaining caution toward personal care risks, with characteristics such as age and gender affecting preferred platforms and buying regularity (Gurupandi et al., 2024) (Xu et al., 2020).

III. RESEARCH METHODOLOGY

This study employed a descriptive research design with non-probability purposive sampling, targeting 652 millennial respondents from Gujarat who had purchased personal care products online. Primary data were collected through a structured questionnaire, while M.S. Excel and SPSS 25 software facilitated the analysis. Descriptive statistics and cross-tabulation techniques were specifically applied to examine demographic profiles and associations with online shopping behaviour patterns.

IV. OBJECTIVES OF THE STUDY

To examine demographic differences in online personal care product shopping behaviour among millennials in Gujarat using cross-tabulation analysis.

V. RESULTS AND ANALYSIS OF STUDY

5.1 Demographic Profile of the Respondents

Figure 1: Age (in Years)

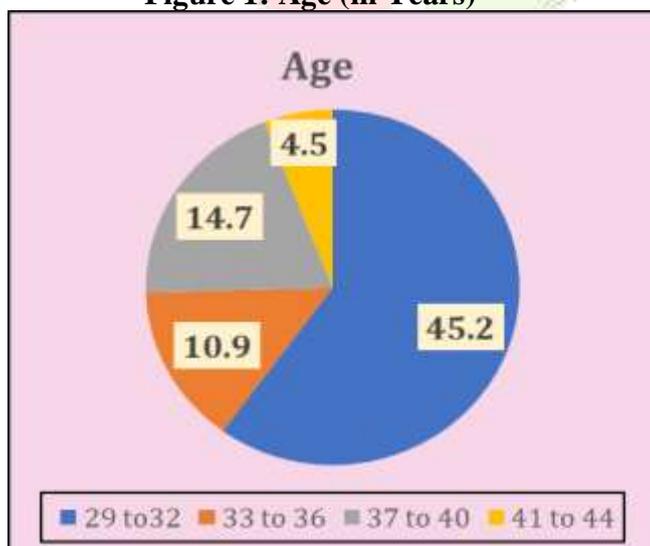
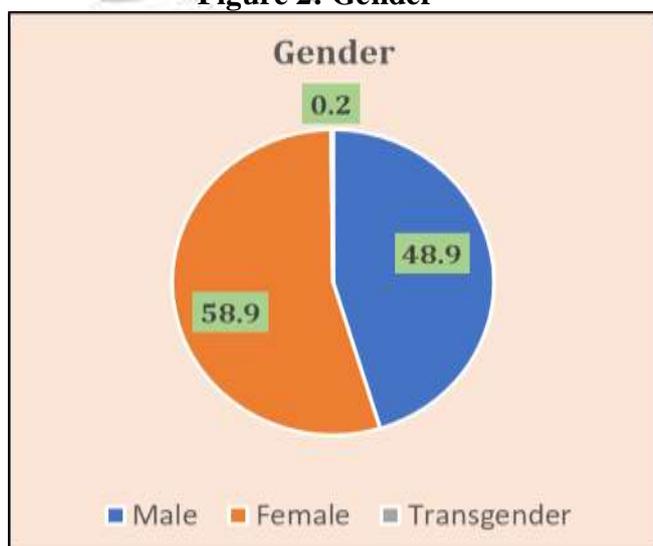


Figure 2: Gender



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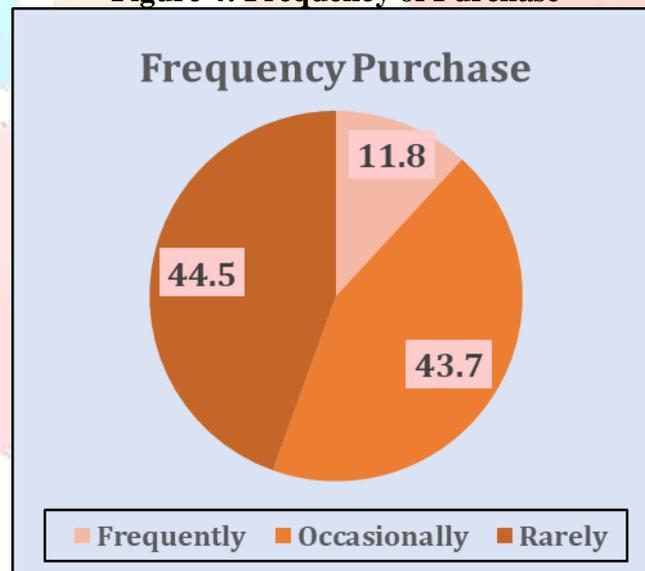
Figure 3: Occupation

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Interpretation:

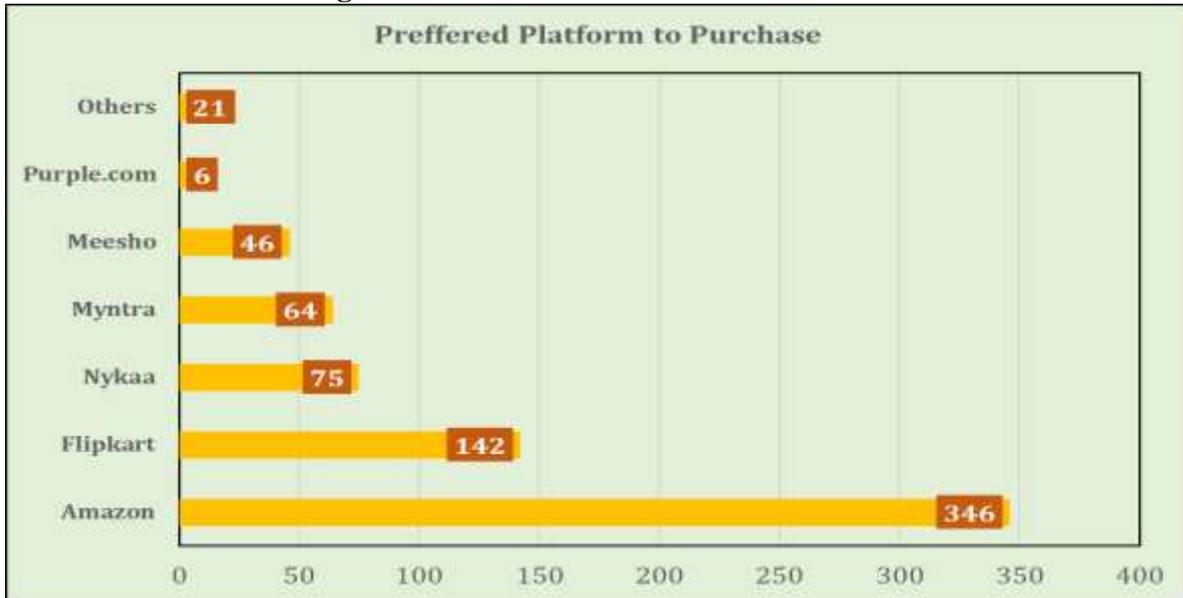
Figure 1 shows younger millennials (29-32 years) dominating at 45.2%, followed by 41-44 years at 29.1%; **Figure 2** reveals near gender parity with females at 50.9%, males at 48.9%, and transgender at 0.2%; **Figure 3** indicates self-employed (32.1%) and service employees (26.8%) lead online personal care purchasers. Overall, the demographic profile reveals a digitally active younger millennial cohort (29-32 years) with balanced gender representation and dominance of self-employed/service professionals, indicating that entrepreneurial flexibility and stable incomes drive online personal care shopping among Gujarat millennials who possess both time availability and purchasing power for e-commerce platforms.

5.2 Online Purchase Behaviour

Figure 4: Frequency of Purchase

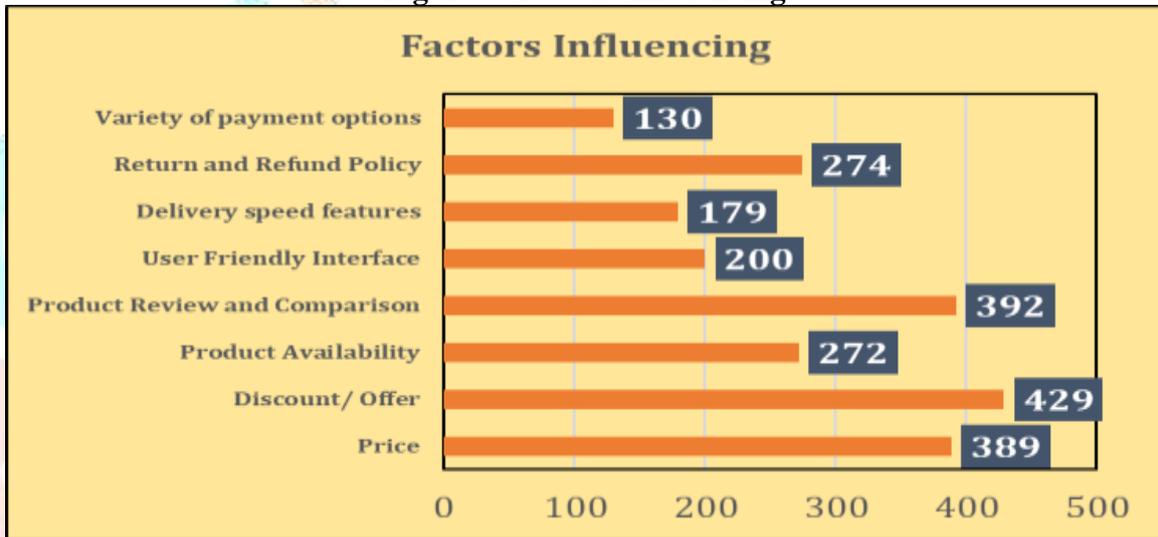
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Figure 5: Preferred Platforms to Purchase



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Figure 6: Factors Influencing



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Figure 7: Types of Product Purchased



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Figure 7: Monthly Average Amount Spend on Personal Care Products Online



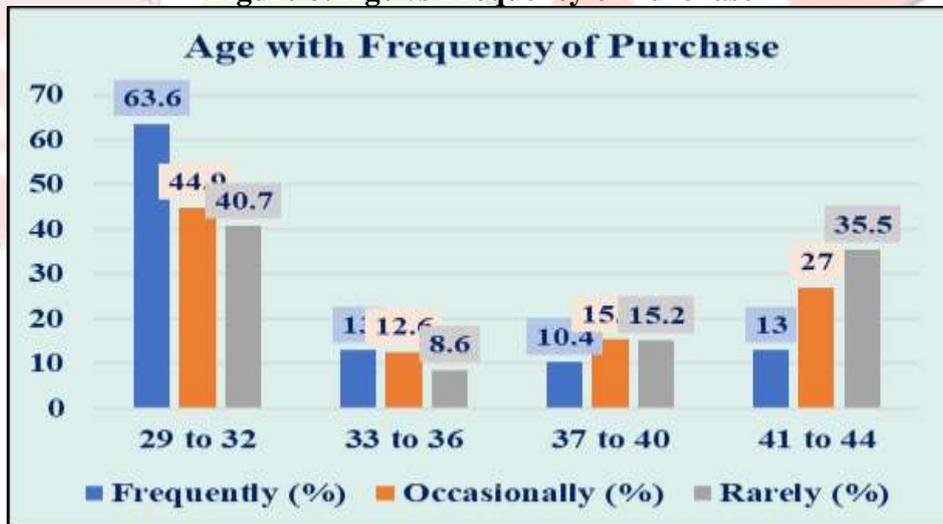
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Interpretation

Figure 4: Frequency of Purchase shows rarely purchasers dominating at 44.5% (290 respondents), occasionally at 43.7% (285), and frequently at 11.8% (77); **Figure 5: Preferred Platforms** reveals Amazon leading with 346 mentions (49.4%), Flipkart (20.3%), Nykaa (10.7%); **Figure 6: Factors Influencing highlights** discount offers (18.9%), product reviews (17.3%), and price (17.2%) as top drivers; **Figure 7: Types of Product Purchased** indicates skin care (26.8%), hair care (21.4%), and men's grooming (20.4%) leading; **Figure 8: Monthly Spend** confirms low expenditure with 40.2% spending <Rs.1,000 and 75% under Rs.2,000 monthly. Overall, Gujarat millennials exhibit moderate online engagement for personal care products, strong platform loyalty to Amazon, value-driven decision making through discounts/reviews, preference for skincare/grooming categories, and price-conscious spending patterns characteristic of emerging market digital consumers.

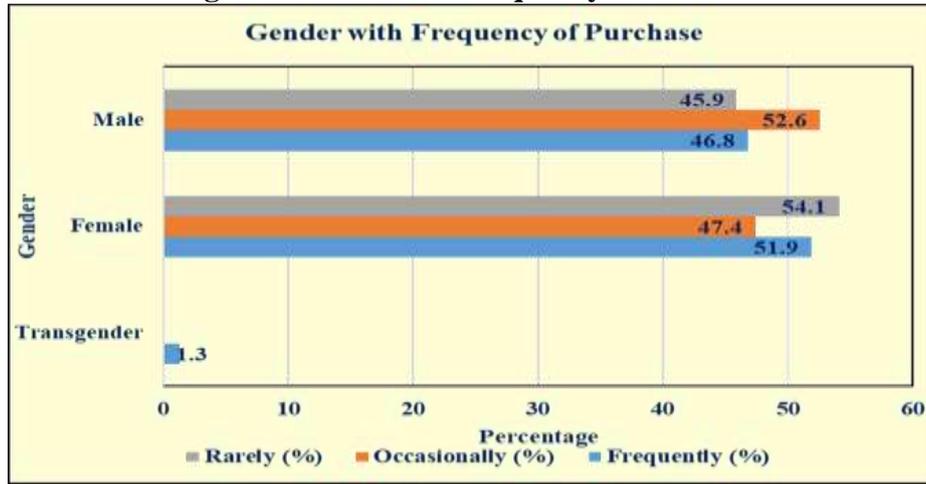
5.3 Cross Tabulation of Frequency of Purchase

Figure 8: Age vs Frequency of Purchase



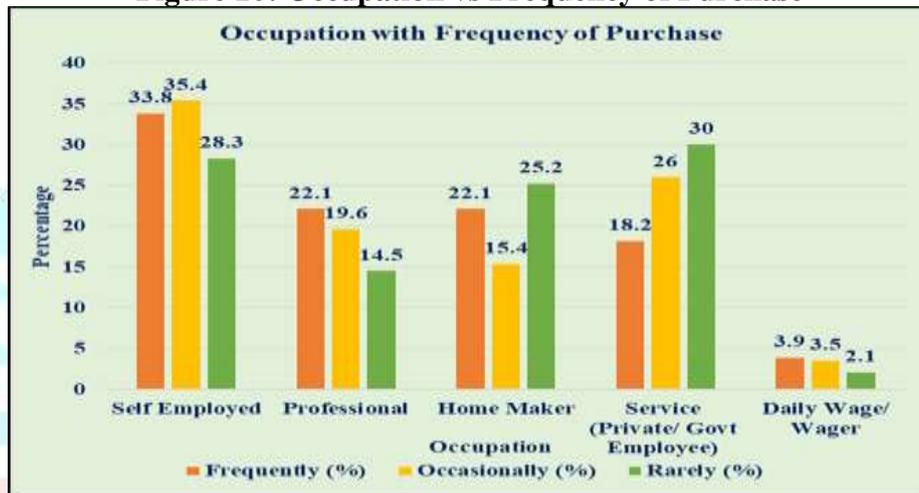
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Figure 9: Gender vs Frequency of Purchase



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Figure 10: Occupation vs Frequency of Purchase



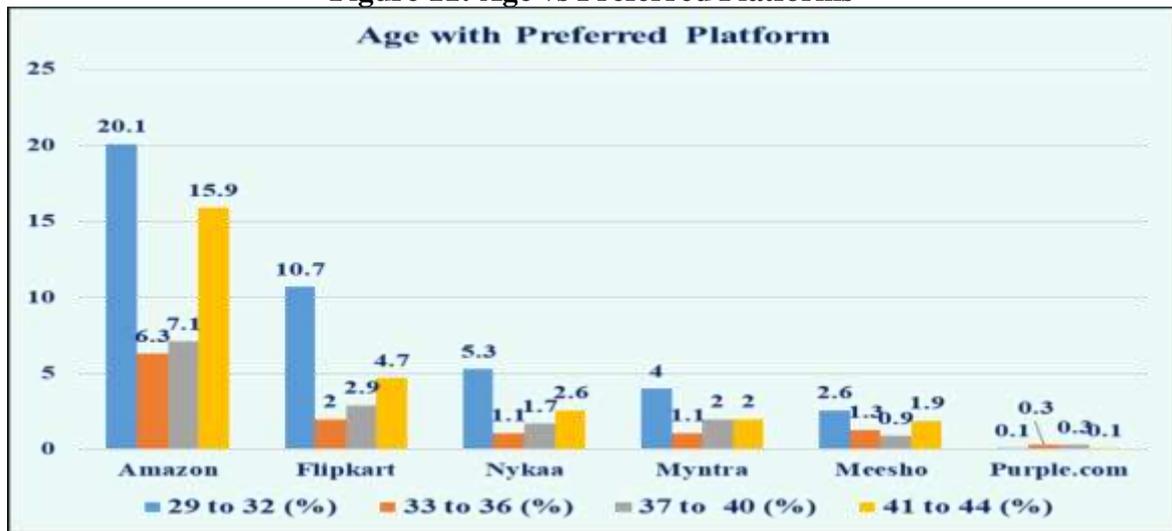
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Interpretation

Figure 8: Age vs Frequency of Purchase shows 29–32 years dominating frequent purchases (63.6%, 49 respondents) while 41–44 years lead rare purchases (35.5%, 103); **Figure 9: Gender vs Frequency** reveals females higher in frequent (51.9%, 40) and rare (54.1%, 157) categories, males in occasional (52.6%, 150); **Figure 10: Occupation vs Frequency** indicates self-employed topping frequent buys (33.8%, 26) and service employee’s rare buys (30%, 87). Overall, younger millennials (29–32 years) and self-employed individuals exhibit the highest online purchase frequency for personal care products, while older groups (41–44) and service workers prefer rare purchases, with females showing broader engagement across frequencies, underscoring age and occupational flexibility as key drivers of e-commerce adoption in Gujarat.

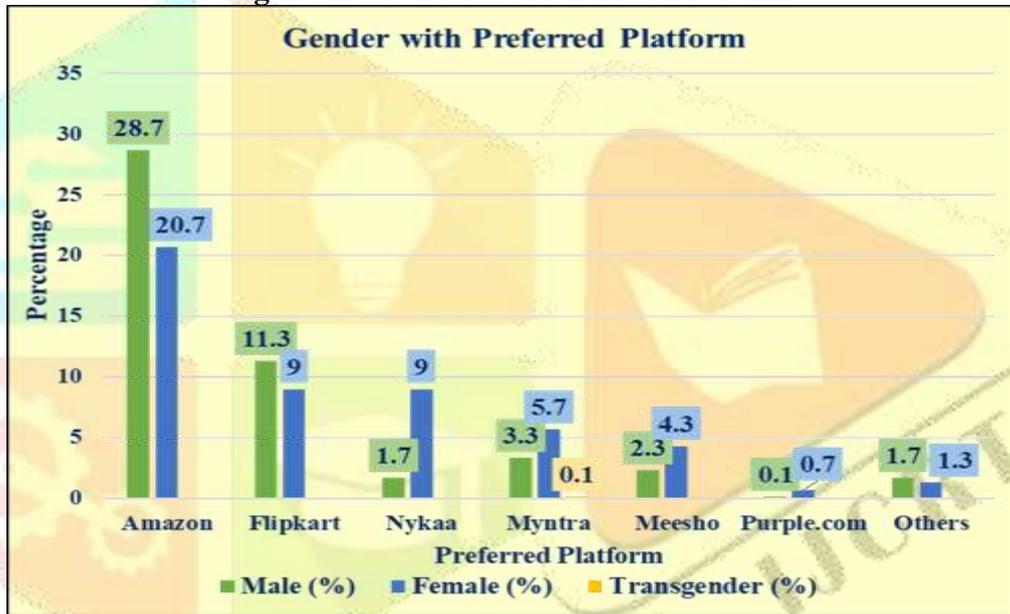
5.4 Cross Tabulation of Preferred Platforms

Figure 11: Age vs Preferred Platforms



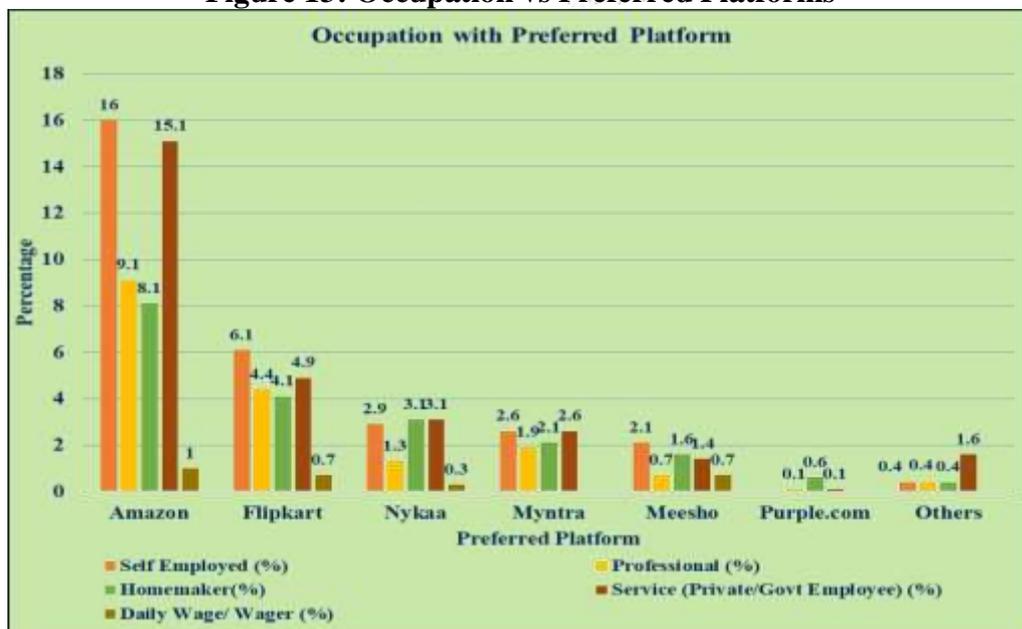
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Figure 12: Gender vs Preferred Platforms



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Figure 13: Occupation vs Preferred Platforms



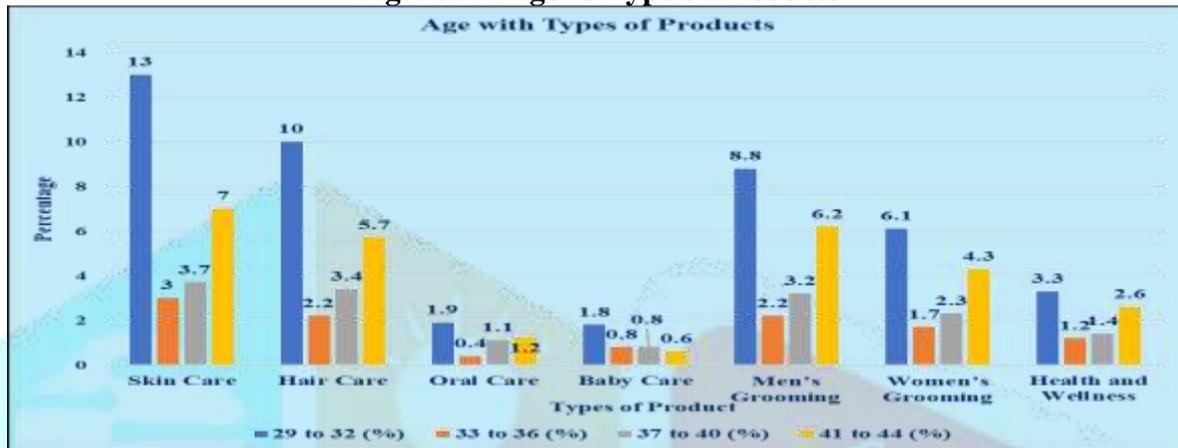
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Interpretation

Figure 11: Age vs Preferred Platforms shows Amazon dominating across ages (49.4% overall), with 29–32 years highest at 20.1% and 41–44 years at 15.9%; Flipkart follows (20.3%), Nykaa/Myntra preferred more by younger groups. **Figure 12: Gender vs Preferred Platforms** reveals Amazon leading for both (males 28.7%, females 20.7%), but females strongly favour Nykaa (9.0% vs males 1.7%) and Myntra/Meesho. **Figure 13: Occupation vs Preferred Platforms** indicates self-employed/service employees top Amazon users (16% and 15.1%), homemakers prefer Nykaa (3.1%). Overall, Amazon commands universal preference among Gujarat millennials regardless of age, gender or occupation, while beauty-focused platforms like Nykaa attract females and homemakers, and younger/working groups show multi-platform diversity, highlighting the need for general marketplaces to maintain dominance through reliability while niche sites target gender/occupation-specific segments.

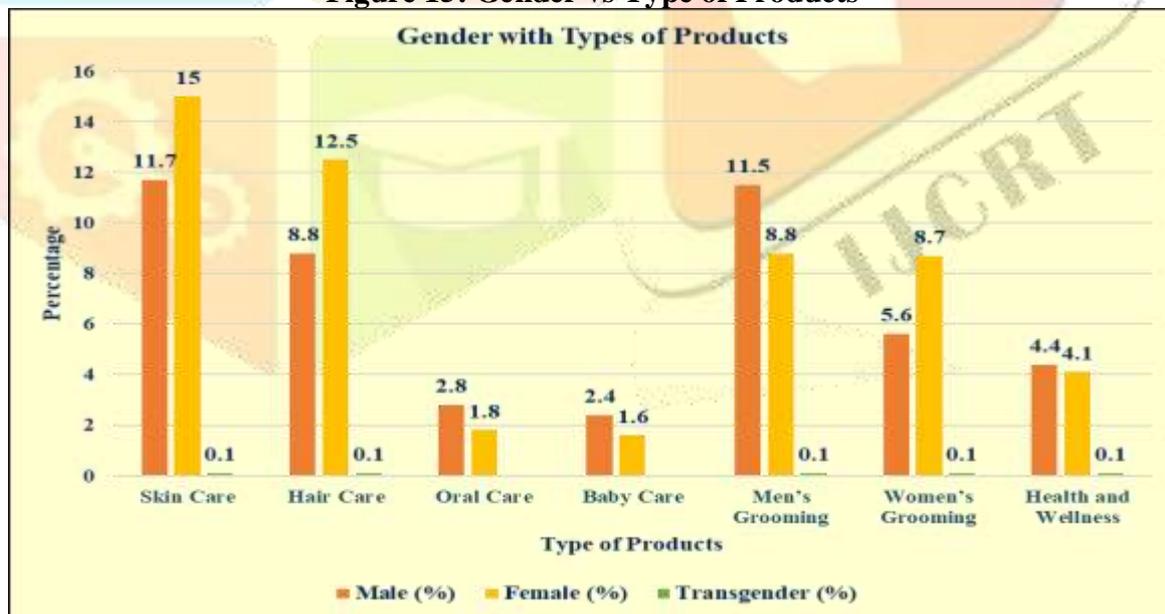
5.5 Cross Tabulation of Type of Products

Figure 14: Age vs Type of Products



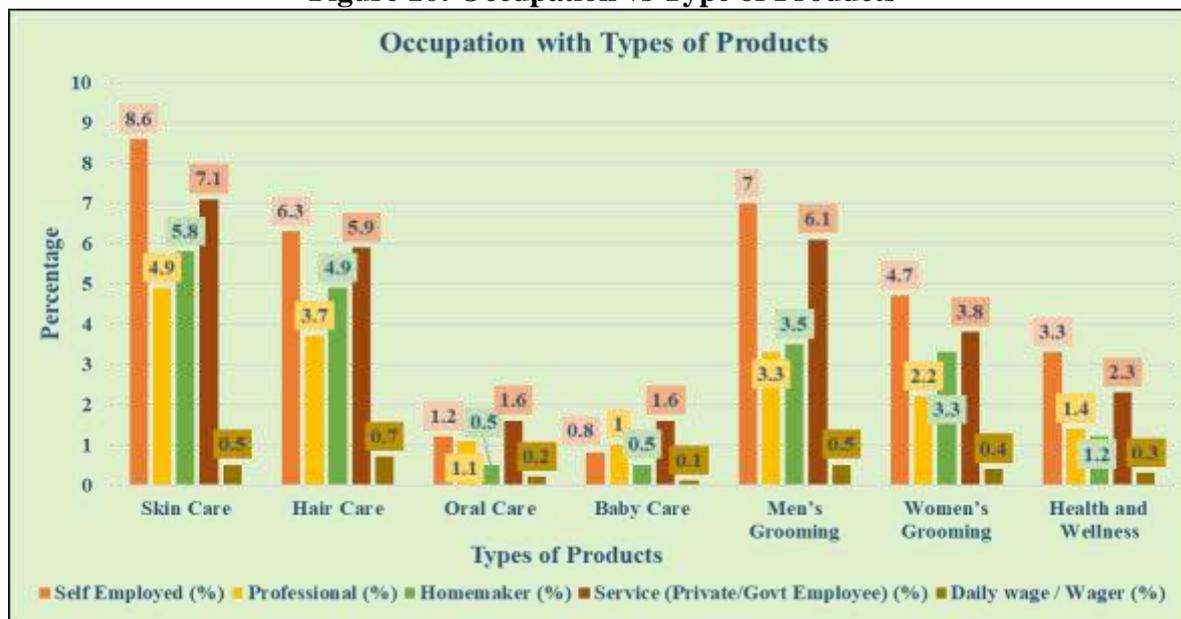
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Figure 15: Gender vs Type of Products



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Figure 16: Occupation vs Type of Products



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Interpretation

Figure 14: Age vs Type of Products shows skin care leading across ages (29–32: 27.5%, 41–44: 25.3%), hair care strong in younger groups (22.4%), men's grooming peaks in 37–40 years (22.1%). **Figure 15: Gender vs Type of Products** reveals skin care dominant for females (28.6% vs males 24.9%), men's grooming highest for males (25.4% vs 15.0%), hair care balanced. **Figure 16: Occupation vs Type of Products** indicates self-employed favour skin/hair care (28.0%, 23.1%), homemakers lead women's grooming (18.2%). Overall, skin care emerges as the universal top category among Gujarat millennials, with clear gender segmentation in grooming (males higher) and age patterns favouring core essentials among younger/older groups while professionals show diverse preferences, enabling brands to tailor online assortments by demographic for optimised conversions.

VI. FINDINGS OF THE STUDY

Analysis demonstrates that millennials aged 29–32 years, comprising 45.2% of respondents, show the strongest online purchase frequency (63.6% of frequent buyers) alongside broader platform utilisation, while self-employed respondents (32.1%) and salaried service professionals dominate due to occupational flexibility and financial stability. Gender distribution remains balanced (females 50.9%, males 48.9%), though women lead both frequent (51.9%) and infrequent (54.1%) purchases while exhibiting stronger preference for Nykaa (9.0% vs 1.7% for males). Amazon maintains overwhelming platform leadership at 49.4% across all demographic segments, reflecting marketplace consolidation. Decision-making centres on value factors—discount offers (18.9%), product reviews (17.3%), and pricing (17.2%)—while skincare products consistently rank highest (26.8%) across groups, accompanied by distinct gender-based grooming preferences and conservative spending where 75% allocate less than Rs.2,000 monthly.

VII. PRACTICAL IMPLICATION

E-commerce platforms should prioritise younger and entrepreneurial segments through Amazon-focused promotional campaigns featuring discounts and rapid delivery, while cultivating gender-targeted assortments—beauty platforms like Nykaa for female consumers and expanded men's grooming sections for males. Enhancing review credibility, simplifying return processes, and maintaining product authenticity will convert occasional browsers into loyal repeat customers. Occupational segmentation warrants tailored approaches: service professionals require time-saving fast delivery options, while self-employed entrepreneurs respond to assortment variety and bulk discount schemes, collectively maximising revenue potential within Gujarat's digitally engaged millennial population.

VIII. CONCLUSION

This cross-tabulation investigation systematically uncovers demographic influences on online personal care product purchasing behaviour among 652 Gujarat millennials, establishing younger cohort leadership (29–32 years), occupational drivers (self-employed/service professionals), Amazon's unparalleled platform dominance, and persistent value consciousness through discount/review sensitivity. The findings illuminate

strategic pathways for digital retailers to bridge persistent intention-behaviour gaps prevalent in sensory-dependent categories, enabling precise audience segmentation, optimised platform positioning, and conversion-focused merchandising that leverages regional consumption patterns. By documenting these granular behavioural associations within an underexplored geographic context, the study contributes foundational empirical evidence supporting targeted e-commerce expansion strategies in India's rapidly evolving personal care digital marketplace, while highlighting avenues for future multi-regional comparative analyses and longitudinal purchase tracking among evolving millennial consumer segments.

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