

FANTASTIC FUTURE OF FEMALE-ORIENTED PRODUCTS: E-COMMERCE IN INDIA

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ABSTRACT

In the beginning, the e-commerce industry couldn't get sufficient response and business because of slow speed of internet, little consumer acceptance, and insufficient logistics infrastructure. But in the beginning of new millennium in 2000, significant development in e-business was well-noticed in the fields of travel and tourism, retail, group purchasing and educational services in first five years of new millennium. Thus, 2005 witnessed the second phase of growth of E-commerce. The private airlines (LCC) started selling the tickets online and the travel and tourism sector got increased. Consequently, the concept of the air travel has been changed from amenity to affordability for a larger section. The growth of online retail business was partly driven by changing urban consumes lifestyle and the need for convenience of shopping from home. After 2007, many online retail websites emerged on the scene.

Keywords: e-Commerce, Insufficient Logistics Infrastructure, LCC, Retail Business.

Introduction

The first wave of e-commerce has been noticed soon after the emergence of internet services in India in 1995. The economic liberalization and reforms in 1991, the Indian market was opened for MNCs and the information technology industry was the first one to get a head start. The new economic policies of the then government has swiped away the license raj and many other impractical hurdles and expedited the growth of small and medium enterprises. Development of B2B, job searches, BPO and matrimonial portals were the sectors are the first ones to utilize the internet services. In 1996, the first directory OF B2B was launched in 1996 and the first matrimonial portal was also launched in the same year. Next year, in 1997, the recruitment industry (popularly known as HR) also started taking shape.

In recent times, social networking gained steam in the virtual world in India and it has become an integral part of the social life on Indian community. It is an indication that the e-commerce will be the fuel for the growth engine of India in forthcoming decades.

E-commerce: Understanding the Importance

E-commerce is, by and large, selling and purchasing of goods and services via internet. It could be a substitute for brick and mortar stores, though some businesses choose to maintain both. Nowadays, everything can be purchased from online websites. From entertainment to essentials and medicines to masks.

The Founder of e-Commerce

Michel Aldrich (22/08/1941-19/05/2014) was the Connoisseur in the Entrepreneurial World and the Founder of Online Shopping. Born into a family living in Hertfordshire, England, on 22nd August 1941, Aldrich did his schooling from Clapham College, London. He was a very bright student and even received a scholarship to study history at the University of Hull in 1959. During his time there, he met Sandy Kay Hutchings and got married to her just before completing his graduation. So, Aldrich already established a family before starting his career.

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In 1979, he invented online shopping, or teleshopping, to enable online transaction processing between consumers and businesses, or from business to business. Aldrich's technique later became known as e-commerce; it did not become economically viable until the Internet.

E-Commerce in India

K Vaitheeswaran is the founder of India's first ecommerce platform India plaza. On September 29, 1999, at Gateway Residency's Tipu Chamber, K Vaitheeswaran and his five co-founders had announced the launch of Fabmart, which later led to the launch of India's first ecommerce platform, Indiaplaza.

Objective of the Study

The following are the objectives to study the future trends of the beauty and cosmetic products in India:

- To reduce management and other cost of the products.
- To provide with the unique customer experience and strong business bonding with the customers.
- To increase the number of loyal customers.
- To boost up the efficiency of the services.
- To design a responsive and interactive websites.
- To increase the sales and profit.
- To observe the present trends and opportunities of e-commerce in India.
- To analyze the factors for the growth and development of e-commerce in India.
- To observe the challenges and their possible solutions of e-commerce in India.
- To examine the future growth potential of the beauty and cosmetic products in India.

Research Methodology

For this study, secondary data has been used including some previous research papers, books, thesis, articles and reviews etc. few e-commerce websites, journals, media reports and some other sources of information have been consulted and referred for the said purpose.

Types of E-commerce

E-commerce includes a wide range of applications and activates based on the type of application. E-commerce can be classified into following categories:

- Business to customers (B2C): in B2C e-commerce companies sell their products and services to consumers who are the end users.
- Business to Business (B2B): in B2B e-commerce, the commercial transactions take place between two or more business without including the general customers.
- Customers to customers (C2C) in this type, a customer sells the products directly to the other customers.
- Customers to business (C2B) this mode is also known as reverse auction or demand collection mode.

Different Categories of Cosmetic and Beauty Products

The cosmetic product industry is one of the fastest growing sectors in the last decade. The use of cosmetic products has increased remarkably in recent times. A huge number of cosmetic products are manufactured as well as imported from other countries. These products can be classified under five main categories as given below:

- Skincare products.
- Hair care products.
- Face care products.
- Personal care products.
- Full body treatment and repair products.

Skincare Products

Skincare products occupy the largest share in all above-mentioned categories which is around 20% of cosmetic market. These products are mostly use for the better look, protection and better feeling. These products can be further classified by their usage and effects. Moisturizers, creams, toners, powders, oils, serums and ointments are a few type of items fall in this product range.

Hair Care Products

This category of product is the second most popular and having 25 % of market share. The products under this category are shampoo, conditioner, gel, oils and skull and hair repair treatment liquids.

Face Care Products

This category including the herbal, organic or semi-herbal products which are mainly for the Face and skin. It also occupies 30% of market sales. Face-wash, scrub, toners, sun screen lotions, face-pack, facial kit, gel, serum, black-head remover, eye-care items are some of the products in this category.

Personal Care Products

This is the category of new kind of beauty and cosmetics. This category covers 15% of market share. Oral and dental care products, soap, bathing gel, massage oil, body scrub, hair remover, Toner, hair color and highlighter are some of the important products under this category.

Full Body Treatment and Repair Products

There are some special types of products in this category to care, repair and maintain the body. Some of them are acne-pimple removals, blackheads and scar-dent removers; injury marks removers, hair straightening products and customized products for various body parts.

Significance of the Beauty and Cosmetic Products

Make-up and make-over have been important process and parts of womenfolk which can be traced back to the ancient Egypt. Beauty and cosmetic products have become almost essential. As well as important for the people of urban, rural and urban settlements. A woman can choose any useful product from the wide range which we discussed above.

What the contemporary women require is confidence, calmness and care. A woman can explore the options for her choice and requirements from a wide range of options of multiple types of products. A better feeling appearance may matter a lot for the women of different fields especially corporate sector and glamour industries like film, modeling, television, web series and OTT platforms. These products may help boosting the self-esteem and confidence of women.

- **Nutrition for the Skin**

The importance of the cosmetics and beauty product can be best judge by their features and usefulness, look and effect, price and availability as well as the shelf-life. The correct skin products provide proper nutrition for the skin of the users. These products can play the role of the supplements for the betterment of skin and other tissues.

- **Fresh Gorgeous and Impressive Look for the Workplace and Field**

In many professions, look and appearance are very important. The look can provide a long lasting impression. Beauty and cosmetic products are very pivotal for the look. Many fields like Corporate sectors, MNCs and media are demanding in the terms of appearance.

- **Skin Protection**

Apart from the appearance and look, protection of the skin is also important factor. to safeguard the skin from the seasonal changes, heat and dust, cold and smog, pollution and adverse environmental factors, right and suitable skin products can be uses and applied. Good quality products can save the skin as well as highlight the features of the skin without and damage

- **Care for Every Changing Stage of a Woman's Life**

Quality products protect the skin and the can give a better finishing to a woman's personality. They also save the skin and the other parts from the climate. Makeup weaves a net around the personality and creates a barrier which prevents all kind of adverse effects including harmful dust particles, sunrays, insects etc. These products minimize the harm, risk and scares. Overall Protection can be done by these types of good quality products.

Future Trend of Beauty and Cosmetic Products in India

This is the era of paradigm shift in the beauty and cosmetic industry. We can say that this is the go-time for the innovative beauty trends and beauty beyond boundaries to grow like 'never before' in India. With the global market of the beauty products being valued in billions, India has begun to take its place at the beauty table.

- **Beyond Skin Tone**

It's about time that cosmetic brands shed tags like 'fair' or 'white' and adopt new and revolutionary, realistic and receptacle USPs e.g. 'bright,' 'blossom', 'remarkable' etc.

Not only leading Indian brands, but foreign brands also taking a leap towards the removal Of sexist approach and anti-feminist adjectives. The approach towards the advertisements, promotion and publicity has been totally changed. The commercials are now more sensible and appealing, more humanistic and reasonable. Nowadays, the beauty and cosmetic industries Catering to a much larger palette of skin tones than they did before.

- **Beyond Gender**

There is an up-growing market for men's products too. There are products more than basic grooming and styles. Gender equality awareness and the LGBTQ movements across the globe have created a larger audience for such products. Digital media is the witness of the beauty and make-up penetrating deep within the labyrinths of the Indian community via e-commerce websites, applications and stores.

Skincare Routine

Traditionally, the Indian skincare routine consisted of the basics that includes moisturizers, Which work for the body and skin. Home-made scrubs are being used to remove dead skin. However, the industry knows that the Indian customers have a greater understating of skin care and indigenous knowledge of skin repair, glow and maintenance. By keeping the customers' mindset and requirement in mind, the products have been upgraded and customized.

- **Anti-aging Movement**

Indian customers are spilt foe the choice in today's world. From day creams and sunscreens to night creams and serum with hyaluronic and even cosmetic products like dermabrasion. India's cosmetic market is flooded with anti-aging products and allied services. The concept of skin aging and how it can be delayed has become common knowledge with customers something that has improved greatly in the last decade.

- **Natural/Herbal/Organic Ingredients**

With great respect for India's rich natural heritage and indigenous knowledge system, cosmetic And personal care brands are now rediscovering ancient Indian ingredients and reintroducing and repackaging them in the new avatars and promoting the benefits of these ingredients and elements. Most of the international brands have identified the natural Indian ingredients used in homemade Beauty products and started incorporating them in their various products and highlighting them as USPs of these brands. Turmeric and sandal are a few to name.

- **Personalization and Customization**

The awareness of the Indian customers is also developing rapidly. The customer knows that one person's trash can be a treasure for another. The ordinary customer understands it very well that a particular product can help and can give an expected result in one case but can be fail on the other customer. The cosmetic brands also knew about the awareness and assessment of the customers and that is the reason why the brands and companies have started the customization of different products to match the requirements of each customer. With the availability of such customized products, the market is reaching to different sections of the society and getting new customers for every product. The research and development departments of all brands are continuously working on the changing face of Indian customers.

- **Role of Technology**

Technology is now the heartbeat of every industry. Technology helps the cosmetic industry in multiple ways. It provides the fast and updated information to the customers and markets; it helps in the market analysis as well as data analysis. Connecting with the customers by SMS, mails and prompt response of the online booking, return, feedback and complaints gives a Touch of reliability and genuineness to the brands and companies. Both the parties feel connected with the help of technology.

- **Social Responsibility**

Be it use of safer materials, biodegradable packaging, environment-friendly, animal-friendly And humane-friendly ingredients, the Indian cosmetic industry is embracing social responsibility With arms wide open. A large number of brands are going organic. Child labor laws are also strictly followed in

the process of manufacturing, packaging and logistics. Some of the leading and well-established brands are running campaigns like 'beauty for a cause' where they stand for some contemporary political, social and other issues. And if the glow and glamour come with such responsible approach, they are more than welcome.

Future of Female-Oriented Products (*Conditions Applied)

In the beginning of the e-commerce in India, the biggest challenge for the beauty and cosmetic Industry was to win the confidence of the Indian audience who is known for the conventional method of buying and bargaining, traditionally trained to check and verify all the aspects of the Product including the ingredients, shelf-life, color, side-effects and durability.

A few years to develop a rapport which is now converted into a beautiful bonding and relationship to conserve the customers and to reach a pick of 'pink' products, these are the Measures and steps to be taken by the industry:

- Nominal difference between the product displayed in publicity material and the unboxed Product by the customers.
- Easy and customer-friendly return policies and refund.
- Complete details of making process, ingredients and other contain.
- Full descriptions of the products and features of the products.
- Cautions for the usage and side-effects.
- Multiple modes of payments.
- Safety of the details and data of the customers.
- Competitive rates and compatibility.
- Fully customized range of products for the Indian womenfolk.
- Well-designed products for various Indian occasions and ceremonies.

Conclusion

There is a popular say that 'beauty is in the eye of the beholder'. This is true up to Certain extent but beauty products help is the emergence of beauty as well as appearance, Attire and attitude. The beauty is a synonym of self-confidence and esteem. The contemporary and post-modern Indian women define the beauty on their own terms. This approach will surely lead and will also pave the path of fantastic future of Female-Oriented Products in India. Chamakate Raho!

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