

CONSUMERS PREFERENCE AND ATTITUDE TOWARDS USING OF PURPLE APP IN THOOTHUKUDI

Riya R, * and P. Maria Sahaya Rossiyana

Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
Affiliated to Manonmaniam Sundaranar University, Thirunelveli, Tamil Nadu, India

ABSTRACT

With digital platforms like Purple providing customers with a quick and customised purchasing experience, the beauty and personal care business has undergone a transformation due to the rapid expansion of e-commerce. In Thoothukudi, a developing online cosmetic retail industry, this study investigates user preferences and attitudes towards the Purple app. The study uses a structured poll to look at things like product variety, cost, simplicity of use, and special offers that affect adoption. The survey also looks into user satisfaction, trust, and difficulties encountered when using the app. The results shed light on user behaviour by identifying the main factors that influence and hinder customer engagement. In the context of e-commerce, this study also looks at how cultural elements, brand trust, and digital literacy affect consumer behaviour. The findings contribute to a deeper understanding of consumer dynamics in tier-2 cities by providing Purple with important implications for customising its services and marketing tactics to better suit the requirements and expectations of customers in Thoothukudi.

KEYWORDS

Consumer preference, Purple app, Consumer behaviour, Beauty, Attitude

INTRODUCTION

The cosmetics industry is a vibrant, constantly changing field that is essential to improving one's own appearance, health, and general well-being. The vast array of items available in the cosmetics sector, ranging from skincare products to makeup, hair care, and perfumes, meets the needs, tastes, and concerns of a wide spectrum of consumers. The need for creative, superior, and environmentally responsible beauty products is continuously growing as consumers become more sensitive of ingredients, ethical issues, and sustainable processes.

The ancient Greek term "kosmētikos" is where the word "cosmetics" originates. In

essence, "kosmos" implies "order," "ornament," and "decorate." Only substances that are meant to come into external touch with the human body—such as skin, nails, hair, and teeth— can be classified as cosmetics. Over the course of thousands of years, cosmetics have been used in many different cultures and civilisations. From straight forward natural components to intricate concoctions, the use of beauty products has long been a fundamental aspect of human culture, social identity, and self-expression. The history of cosmetics encompasses not just beauty and aesthetics but also social and cultural.

India will rank among the top 5 worldwide markets in terms of revenue by 2030 and account for 8% of the global cosmetics market. Over the past three to four years, India's online industry for buying cosmetics has grown rapidly due to the country's growing internet usage. A few vertical specialists have been drawn to this sector, such as Amazon, Nykaa, and others. The Purpille app provides a large selection of beauty items. Its online store offers a wide range of 10,000 products and an accurate selection of more than 70 international beauty brands. Recently, a global beauty store was introduced through the Purpille app.

A number of elements, including the variety of cosmetic items offered, personalised recommendations, easy app navigation, and special offers, influence consumer preferences for Purpille. The app appeals to a wide range of users since it provides a large assortment of skincare, makeup, hair care, and wellness goods from both high-end and low-end companies.

In Modern Era with ongoing innovation in products, formulations, and marketing strategies, the cosmetics industry has become one of the biggest and most influential sectors in the global economy. The emphasis on sustainability, inclusivity, health, and wellness has shaped a new era of beauty that embraces individuality and self-expression, looking beyond conventional standards. The industry has also been further transformed by social media platforms such as YouTube and Instagram, where makeup artists and beauty influencers are setting trends and fostering a globalised beauty culture.

STATEMENT OF THE PROBLEM

Although there are numerous beauty products on the market right now, each consumer may have a different preference for a certain brand. The market for Purpille app brands and products is growing daily, and these products have a promising and lucrative future. Purpille app brands and products are well-known worldwide for their exceptional

quality and cost- effectiveness.

Well-known businesses are trying to create more distinctive goods. We face countless challenges when we enter the realm of online shopping. Another more well-known platform that currently reaches millions of people globally is the Purplle app.

The goal is to investigate consumer preferences and attitudes regarding online purchases made using the Purplle app, as well as the factors that impact these decisions.

Understanding consumer behaviour with regard to the acquisition, use, and disposal of cosmetics in Purplle app—including brand loyalty, impulsive shopping, and sustainability considerations—is known as consumer behaviour and purchasing patterns.

Many well-educated people who are also actively using their phones utilize the Purplle app. The goal of this project is to determine the true needs of customers and their preferences for the Purplle app in order to assess the elements that affect their decision to buy a specific brand.

OBJECTIVES:

1. To study about the buying behaviour of the consumers.
2. To analyse the quality of the product available in the Purplle app.
3. To examine about the availability of products provided at Purplle app.
4. To examine the satisfaction level of the consumers.

RESEARCHMETHODOLOGY

Sampling design	Random sampling method
Period of study	December2024 –March2025
Data used	Primary data and Secondary data
Test for analysis	Percentage analysis, Likert scale, Garrett ranking, Chi-square test and Descriptive analysis

LIMITATIONS OF THE STUDY

- Time is the major constraint while doing surveys.
- Out of 110 samples taken, only 100 of them filled in the questionnaire.
- Some respondents would not have given true information; this may not give accurate results.
- Only the most essential information has been studied.

RESULTS AND DISCUSSIONS

TABLE NO:1

SATISFACTION ON PURCHASING OF BRAND

Response	No. of Respondents	% of Respondents
Yes	96	96.0
No	4	4.0
Total	100	100.0

Source: Primary Data

Inference:

From the above table it is inferred that 96% of them satisfied and 4% of them do not satisfied. Thus, more than half the respondents i.e., 96% of them satisfied with the brand they purchase.

TABLE NO: 2 QUALITY LEVEL OF PRODUCTS

Quality level	No. of Respondents	% of Respondents
Best	35	35.0
Good	45	45.0
Satisfied	20	20.0
Total	100	100.0

Source: Primary

Data Inference:

From the above table it is inferred that 35% have chosen best, 45% good and 20% satisfied about the quality of the product. Thus, majority of the i.e., 45% of the respondents think

that the quality of product is good after purchasing.

TABLENO:3 USED SKIN CARE

Brands	No. of Respondents	% of Respondents
Mamaearth	29	29.0
Good Vibes	28	28.0
Wow Skin Science	10	10.0
Ponds	16	16.0
Foxtale	6	6.0
Dermadoc	11	11.0
Total	100	100.0

Source: Primary

Data Inference:

From the above table it is inferred that 29% of them use mamaearth, 28% good vibes, 10% wow skin science, 2%biotique, 16%ponds, 6%foxtaleand11%dermadoc. Thus, most of the respondents i.e., 29% of them use mamaearth as their skin care brand.

GARRETT'SRANKING

TABLENO:4 PACKING OPINION

Factors	No. Of Respondents	Rank
Highly attractive	55	I
Neutral	40	II
Not attractive	5	III

Rank	Present position	Percent age position
I	$100(3-1+0.5)/3=100*2.5/3$	83.33
II	$100(3-2+0.5)/3=100*1.5/3$	50.00
III	$100(3-3+0.5)/3=100*0.5/3$	16.67

Factors	Garrett score	Average Garrett score	Rank
Highly attractive	4583.15	$4583.15/55=83.33$	I
Neutral	2000.00	$2000.00/40=50.00$	II
Not attractive	83.35	$83.35/5=16.67$	III

Source: Primary Data

Inference:

The ranking is based on the responses given by the respondents. By multiplying these items with the corresponding number of respondents, we have arrived at individual scores and the total score for the concerned factors. The highest response of their packing opinion was highly attractive and therefore it is ranked as I, neutral is ranked as II and not attractive is ranked as III.

CHI-SQUARETEST

TABLE NO:5

Table showing the comparison between the monthly income and spending behaviour of the respondents:

Observed Value

	Less than 1,000	1,001-5,000	5,001- 10,000	Morethan 10,000	Total
Upto10,000	41	9	0	0	50
10,001- 20,000	9	10	0	0	19
20,001- 50,000	4	10	10	0	24
More than 50,000	0	5	1	1	7
Total	54	34	11	1	100

Expected Value

	Less than 1,000	1,001-5,000	5,001- 10,000	More than 10,000	Total
Upto10,000	27.0	17.0	5.5	0.5	50.0
10,001- 20,000	10.3	6.5	2.1	0.2	19.0
20,001- 50,000	13.0	8.2	2.6	0.2	24.0

More than 50,000	3.8	2.4	0.8	0.1	7.0
Total	54.0	34.0	11.0	1.0	100.0

	Value	df	Significance
Pearson Chi-Square	67.855 ^a	9	.000

Source: Primary

Data Inference:

From the above hypothesis, it is inferred that the table value for 1 degree of freedom at 5% level of significance is 3.841. It is found that the calculated value i.e., 67.855 is greater than the table values **significant value is less than 0.05**, we **reject the null hypothesis**. This means that there is a significant relationship between monthly income and spending behaviour of the respondents. So the **null hypothesis is rejected**.

LIKERT SCALE

TABLENO:6

Statement showing the consumers preference and attitude while using the Purplle app

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
I find the Purplle app easy to navigate.	61	30	7	2	0	450
I can quickly find the products I am looking for on the Purplle app.	31	56	9	3	1	413
Purplle offers a wide range of beauty products.	43	35	20	2	0	419
I am satisfied with the variety of brands available on Purplle.	20	54	17	8	1	384
The Purplle app frequently offers new and trendy beauty products.	39	40	16	3	2	411
The prices of products on Purplle Are reasonable.	35	47	14	4	0	413
I feel that Purplle offers good discounts and deals.	41	29	23	4	2	400
I am satisfied with the customer service on Purplle app.	35	42	17	5	1	405
I am overall satisfied with my experience using The Purplle app.	30	43	25	2	0	401
I find it easy to complete a purchase using the Purplle app.	30	49	20	1	0	408

The products I have purchased from Purplle are of High quality.	40	43	17	0	0	423
I believe Purplle offers premium-quality beauty products at affordable prices.	32	48	14	5	1	405
I am satisfied with the delivery speed of my orders on Purplle	31	42	22	2	3	396
The payment options on Purplle are convenient and Easy to use.	32	44	19	4	1	402
I am satisfied with the available payment methods On the Purplle app.	36	43	14	5	2	406
						6181

Source: Primary Data

Variables	Average	Rank
I find the Purplle app easy to navigate.	4.50	I
I can quickly find the products I am looking for on the Purplle app.	4.13	IV
Purplle offers a wide range of beauty products.	4.19	III
I am satisfied with the variety of brands available on Purplle.	3.84	XV
The Purplle app frequently offers new and trendy beauty products.	4.11	VI
The prices of products on Purplle are reasonable.	4.13	IV
I feel that Purplle offers good discounts and deals.	4.00	XIII
I am satisfied with the customer service on Purplle app.	4.05	IX

I am overall satisfied with my experience using the Purplle app.	4.01	XII
I find it easy to complete a purchase using the Purplle app.	4.08	VII
The products I have purchased from Purplle are of high quality.	4.23	II
I believe Purplle offers premium-quality beauty products at Affordable prices.	4.05	IX
I am satisfied with the delivery speed of my orders on Purplle	3.96	XIV
The payment options on Purplle are convenient and easy to use.	4.02	XI
I am satisfied with the available payment methods on the Purplle app.	4.06	VIII

Inference:

From the above table reveals that the respondents have been said that Purplle app easy to navigate ranked as I, the products they have purchased from Purplle are of high quality ranked as II, Purplle offers a wide range of beauty products ranked as III, they can quickly find the products they looking for on the Purplle app and the prices of products on Purplle are reasonable ranked as IV, the Purplle app frequently offers new and trendy beauty products ranked as VI, they find it easy to complete a purchase using the Purplle app ranked as VII, they satisfied with the available payment methods on the Purplle app ranked as VIII, they satisfied with the customer service on Purplle app and they believe Purplle offers premium- quality beauty products at affordable prices ranked as IX, the payment options on Purplle are convenient and easy to use ranked as XI, they overall satisfied with my experience using the Purplle app ranked as XII, they feel that Purplle offers good discounts and deals ranked as XIII, they satisfied with the delivery speed of my orders on Purplle ranked as XIV and they satisfied with the variety of brands available on Purplle ranked as XV. Thus, it is inferred that the majority of the respondents have been said that Purplle app easy to navigate ranked as I.

TABLENO:7

DESCRIPTIVE ANALYSIS OF VARIABLES

Variables	Mean	Std. Deviation
Influencing factor of a brand	3.3400	1.51904
Specified brand purchased repeatedly	2.9200	1.20336
Recently purchased brand	3.1900	1.93163
Usage years of the product	2.0000	.93203
Opinion on Purplle products	2.1400	.77876
Satisfactory level of experience	2.1500	.74366

Inference:

The above table represents the overall perception of the respondents using Purplle app and it states the various features showing satisfactory report of the respondents. The variables **“Influencing factors of a brand”, “Specified brand purchased repeatedly”, “Recently purchased brand”** exhibit a strong correlation, with their mean values exceeding 2.5. This

shows that these factors significantly related to the studied phenomenon, indicating a preference and attitude within the dataset. The variables **“Usage years of the product”, “Opinion on Purplle products”, “Satisfactory level of experience”** exhibits a medium correlation, with their mean values ranging between 1 to 2.5. This suggests these variables significantly related to the studied phenomenon, indicating the satisfactory level and strategy applications used within the dataset.

SUGGESTIONS:

- Purplle can provide working people with more time-efficient beauty solutions or goods.
- Purplle might implement subscription models or loyalty programs that compensate clients for making regular purchases.
- Purplle's advertising should high light how important its products are.
- Purplle ought to think about leveraging brand satisfaction as a marketing advantage.
- To further increase client loyalty and confidence, Purplle should keep enhancing the quality assurance of its goods and promote their affordability.
- Purplle ought to make an investment in preserving or enhancing visually appealing packaging.
- Purplle should keep improving the app's appearance and usability to guarantee a more seamless user experience.
- Purplle by showcase in variety of brands on the platform can help cater to diverse tastes and encourage more consumers to browse and purchase.

CONCLUSION

Numerous factors that affect Thoothukudi consumers' purchase decisions are identified by the study on their preferences and attitudes regarding the use of the Purplle app. Purplle is thought to have played a significant role in the recent surge in online sales of cosmetics and personal hygiene products. Customers of Thoothukudi value the app's extensive product selection, which includes both established brands and new goods that cater to a range of beauty needs.

The Purplle app's popularity can be attributed in large part to its user- friendliness and attractive presentation.

It's a common misconception that cosmetics make women feel better emotionally. Women think makeup is a powerful instrument that can transform their ugly appearance into one that is pleasing and presentable. They feel lacking in the absence of these artificial beauty items.

In conclusion, the primary drivers of Purplle's success in Thoothukudi are the rising acceptance of online shopping and the demand for a wider range of cosmetics and personal hygiene products. The app might boost its market share and customer loyalty in Thoothukudi and beyond. The company must resolve consumer concerns to foster trust and increase customer satisfaction if it hopes to sustain long-term success in this competitive industry.

WEBSITES

- <https://www.researchgate.net/>
- <http://www.purplle.com/>
- <https://www.britannica.com/art/cosmetic>
- <https://cosmeticseurope.eu/cosmetics-industry/history-cosmetics/>
- <https://www.mdpi.com/2079-9284/10/3/71>
- <https://www.repsly.com/blog/consumer-goods/a-brief-history-of-cosmetics>
- <https://www.businessoutreach.in/success-story-of-purplle/>
- <https://in.linkedin.com/company/purplle-com>
- <https://www.inventiva.co.in/trends/purplle-success-story-indias-no-1/>
- <https://www.tofler.in/blog/purplle-sucess-story-indias-top-beauty-brand/>
- <https://www.zoko.io/case-studies/purplle>