

A STUDY ON LEADING INDIAN E-RETAIL COSMETIC COMPANY

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Abstract

Introduction: In India, the market for beauty goods and services is estimated to be worth around \$12 billion USD. This cosmetics market includes a sizeable portion of offline sales from India Purplle, a personalized beauty marketplace where technology and beauty collide, strives to achieve this and, in the process, makes the nation "Purplle." Purplle is more than merely a retailer while in addition to offering an extensive range of internationally recognized cosmetic brands; it also acts as a window for other beauty services like spas, hair salons, and specialty cosmetics.

Aim: The study has made a comprehensive analysis of Purplle, a leading Indian cosmetic E-commerce company. It studies the history, development, financial position and future plans of Purplle.

Research Methodology: A case study approach is adopted to evaluate the Financial Performance, Competitor Analysis, Business Models and Revenue of Purplle.

Data Collection: It collects data from secondary sources namely, articles, journals and websites in order to have a detailed study of e-commerce company, Purplle.

Findings: Based on the comprehensive analysis, it is proven that Purplle is a leading cosmetic retailing company next to Nykaa and Mamaearth and its future prospects and growth is incredible. It satisfies the customers with ample of global products and providing various other services with the support of innovative technology in order to compete with their competitors.

Originality: Various performance analysis techniques are used to appraise the Purplle's comprehensive analysis.

Key Words: Comprehensive Analysis, Purplle, E-Commerce Company.

I. Introduction

The improvement in people's lifestyles nowadays has a significant impact on the cosmetics sector. Today's women are frequently reminded of what is deemed beautiful. One of the most sought-after goods worldwide is beauty items. Cosmetics are crucial in improving one's natural attractiveness and physical attributes. In their everyday routines, men are also increasingly employing cosmetics, such as deodorants and scents of all kinds. Almost every issue relating to looks has a remedy in the cosmetics sector. There are fast sheet masks that give your skin a shine if it appears drab. There are flush and hues, and you seem pale. You can use mists, fragrances, and other products if you're bothered by body odour. When a pimple appears right before an occasion, concealer comes to the rescue. Thus, the global cosmetics market has expanded as a result of the rising demand for cosmetic goods. The markets for skincare, haircare, cosmetics, and other beauty items are expanding at an exponential rate. As

a result, an increasing number of businesses are entering the beauty market with their own products. Many individuals, especially women, aspire to appear appealing and beautiful. A lot of individuals may find it difficult to get the correct cosmetic items because of the strong demand for them. Knowing where to get the proper things is another crucial consideration, in addition to having a better grasp of the appropriate products to purchase. In the digital age we currently live in, everything from clothing to medications is within our grasp with only a few clicks. The same holds true for cosmetics, perfumes, and items for skin and hair care.

II. Growth of E-Commerce Market of Cosmetic Industry in India

The e-commerce landscape in India is being revolutionized by the beauty sector. The beauty and personal care business in India is one of the largest in e-commerce, and it is predicted to reach a value of six billion USD in 2025. Statista predicts that India's beauty and personal care market would expand by 3.86% yearly and by 143% in terms of volume year over year. And by 2025, it is anticipated that the internet sales channel for this sector would increase by 18.2%. Even while the rise of eCommerce in the beauty sector is less than that of offline sales, it is nevertheless sufficient to cause a substantial shift in the market. According to experts, the rise of the beauty and personal care market has been significantly fueled by new-age businesses with automated supply chains and digitization.

Through E-commerce, one can able to access to a large selection of products and they can analyze it by comparing with other products, based on the reviews of customers and the true and fair information provided about the products in the websites. Therefore, one may purchase beauty items by making a single click on the cosmetic website without having to go to the store after a lengthy commute through traffic and pollution and by incurring costs for the same. Additionally, people don't have to wait for stores to open during their working hours in order to shop or look for branded or specialized things by visiting every store because they may shop 24/7 and purchase all worldwide brands. They may purchase the goods as per their desire and convenient. Having proper knowledge is crucial while purchasing beauty products and the shop may not have proper trainees and they may insist the customers to buy in providing wrong information. This cannot be possible in e-commerce, because one can choose wisely the cosmetic products based on the true and fair information offered on the cosmetic websites.

The top cosmetic e-commerce websites that are widely used by the customers are Amazon, Nykaa, Purpille, Thedermaco, Flipcart, Myntra, Jabong, Lakmeindia, VLCC, Sugarcosmetics, Theskinstore, etc. The most popular cosmetics brands often preferred by the both men and women customers in India are acme, L'Oreal, Colorbar, Maybelline, The beauty Sailor, Lotus, Biotique, Mamaearth, Sugar, MyGlamm, Wow Cosmetics, Pilgrim, etc. According to IMARC Group study, the size of the BPC market in India increased to \$26.3 billion in 2022 from \$15 billion in 2021. In the future, the market is anticipated to increase at a 6.45% annual growth rate to reach \$38.0 billion by 2028.

III. Related Work

A pioneer in the field of online shopping is Purpille. Initial focus was on cosmetics, with later additions including wellness, fashion, skincare, perfumes and hair care items. It dominates e-commerce and the cosmetics industry, fiercely challenging its rivals. Studies on e-commerce and cosmetics are being undertaken in a variety of fields.

Table 1: Literature Review

Author(s)	Title	Result
Suchitra & Ramesh Pai (2021)	NYKAA: A Comprehensive Analysis of a Leading Indian E-Commerce Cosmetic Company	Around 20% to 70% of the business was growing, according to Nykaa. In order to increase product recognition, it engages in extra marketing initiatives and focused on metropolitan regions.
Audhkhasi, A & Arora, P. (2021)	Women and Consumer Behavior in the Cosmetics Industry: Analyzing the Impact of Inter-sectionality	Women display highly developed cosmetics-related behaviour patterns. A significant factor in women's usage of cosmetic items is inter-sectionality.
Dr. Shrivastava, S., & Yadav, N. (2020)	A Study on Consumer Attitude towards the Online Shopping of Cosmetics Products with special reference to Boutique Ayurveda Products	When people buy cosmetics goods online, prices and discounts have an impact.
Vanessa, A.-I., Patrick, H., Sandra, D., & Ralf, T. (2011)	Women satisfaction with cosmetic brands: The role of dissatisfaction and hedonic brand benefits	In general, emotional consumption experiences have a larger effect on brand satisfaction than utilitarian or hedonistic advantages. The sensation of relief from having a negative self-image was revealed to have the strongest impacts.
Sharma, T., & Dr. Boopathy. S. (2019)	A Study on Consumer Behavior towards the Purchase of Cosmetics Products through Online Portals	Customers are still unaware of cosmetics and the companies should work towards the advertising and provide more offers and discounts to enhance the consumer behavior.
Prasada, A., Krithika RB., Gudimetlac, S. (2019)	A Study of Digital Shopping Behavior of Women with Respect to	In order to buy the beauty and Personal Care products, Amazon.in emerged as the

	Beauty and Personal Care Products	most popular site followed by Nykaa.com.
Oberoi, P., & Oberoi, P. (2018)	Consumer Behavior towards Cosmetic Products: A Case of Delhi NCR	Social factors majorly influence the consumers purchase decision regarding cosmetic products.
Gupta, P & Misra, P. (2017)	A Study on Consumer Buying Behavior for Personal Care Products	After sales service, affordable price and promotional tools are the areas where Indian and International Company can highly satisfy the existing customers.
Aliyar, S., & Mutambala, C. (2015)	Consumers' online purchase intention in cosmetic products	Trust, Site design quality and enjoyment are positively related to consumers' online purchase intention

(Source: Secondary Data)

IV. Objectives of the Study

- 1) To study the company's History and Milestones.
- 2) To study the Company's Business Model, revenue and Growth.
- 3) To identify Purplle's competitors, products, and services.
- 4) To investigate the company's financial position.

V. Research Methodology

This study is purely based on secondary data. It collects data from secondary sources namely, articles, journals and websites in order to have a detailed study the company's history, its milestones, start-up, products and services, revenue and growth, financial position, challenges, competitors and future plans.

VI. History and Overview of Purplle

Over a hundred thousand years of makeup use have passed, and the definition of beauty continues to change. From red pigment clay, the world of foundation, rouge, lipstick, blush, mascara, eye shadow, eyeliner, and eye caramba has evolved into a fascinating one. Introducing Purplle, an Indian cosmetics firm that combine technology and beauty. It is an Indian multi-brand shop of beauty supplies that offers health and cosmetics items in a wider range through online and offline. Purplle was established in December 2011 as an online retailer by Manish Taneja and Rahul Dash. The headquarters of the business are in Mumbai, Maharashtra, India. In January 2017, it launched its first physical retail location at Phoenix Market City Kurla, Mumbai.

6.1 Start up story of Purplle

The Purplle cosmetics company was founded on a purely commercial decision to enter the beauty market. Contrary to the furniture and home décor market, there isn't much potential for personalization in the beauty, personal care, and cosmetics industry. Fashion, on the other

hand, had firms like Myntra and Jabong who had a terrific, early start and were growing to be fairly competent, whereas furniture required a relatively greater initial investment. This was the beginning of Purplle. With the original investment of Rs 40 lakhs in savings, Purplle generated Rs 40,000 in sales from friends and family in its first month. However, this gave them a boost and they were able to increase by 30% month over month following the first month. Until 2015, Purplle sought to develop strategies for growing the company and boosting revenue. The founders barely had 50 lakhs in their bank accounts in 2017 when they sensed the need for change. The data stack they had was their strongest asset. This data they had been gathering for so long covered a wide range of categories and assisted them in understanding customer behavior, which became their USP. Purplle then made the decision to be everywhere, and in January 2017 they opened their first real retail location in Mumbai's Phoenix Market City Kurla. Purplle chose this location because, unlike other offline beauty firms with physical storefronts that can only keep a limited number of items and tend to stock them randomly, Purplle stocked items after monitoring consumer behavior and so tailoring their inventories to suit the needs of the customer. Additionally, Purplle employed a rapid and effective technology and frequently questioned customers about the condition of their skin and any issues they were having. After that, Purplle resumed making substantial profits, and their gross margins were likewise sizable. Later, the company expanded its services to include salon reservations, but its core business was still its goods. Purplle is growing by 80% year over year, according to the most recent FY21 reports. The business sells items for skincare, makeup, hair, body, and beauty appliances from more than 600 Indian and foreign brands. It features some of the top goods from global leaders in brand recognition. It promises to improve consumers' purchasing experiences.

6.2 Purplle - Mission and Vision

According to Purplle's mission statement, "Purplle gives an online space to your beauty and wellness needs. We showcase some of the best products from the leading brands in the world. It aims to take your shopping experience to a completely different level. We know shopping infuses an incomparable high."

The vision of the company is to grow as one of the most popular brands in the cosmetics and beauty industry as an online retailer.

6.3 Founder and Co-founder of Purplle

Manish Taneja

Manish graduated from IIT Delhi with a Bachelor's and a Master's in Electrical Engineering. After that, Taneja proceeded to the CFA Institute and finished Level 3 in Finance. Ittiam Systems hired the co-founder and CEO of Purplle as an intern. He then had positions at Lehman Brothers as an analyst, Avendus Capital as an analyst and associate, and finally Fidelity Growth Partners India as an analyst in private equity. Finally, Manish Taneja made the decision to launch his own cosmetics company, Purplle. When Manish Taneja founded Purplle, he was an experienced businessman.

Rahul Dash

Rahul Dash, a co-founder and chief operating officer of Purplle, was formerly a senior manager of strategy and business development at Tata Power Company. After working as a TAS Manager at Tata Advanced Systems Ltd. and Tata Motors, he was also recruited as a TAS

Manager at Tata Chemicals Ltd. Rahul received his undergraduate degree from IIT Kharagpur and was a Mechanical Engineering student at IIT KGP. After that, Dash went on to get a PGDM in General Management from IIM Ahmedabad.

Message by the Co-Founder

Manish Taneja, CEO and Co-Founder of Purplle.com, told Indiaretailing Bureau that Purplle has been successful in personalising the way that consumers find beauty products by gathering their beauty personas and fusing them with Purplle's own beauty knowledge engine.

In his words, "the beauty engine recognizes the fact that tea tree oil eases itchy scalps, which red lipsticks suit fair skin, and that tea tree oil can ease itchy heads."

Suyash Katyayani and Pooja Acharya

The brand's co-founder and CTO is known as Suyash Katyayani. In addition to being a graduate of the Kharagpur IIT, where Katyayani received his BTech in chemical engineering, he was a student at DPS Bhilai. Purplle is Suyash's second venture into entrepreneurship; he previously co-founded VidyaCenter. As a Software Engineer at OnMobile, Katyayani began his professional journey. Another important position at Purplle is that of Chief Beauty Officer, which is held by Pooja Acharya.

6.4 Purplle - Name, Tagline, and Logo

Logo



The Purplle logo is purple, representing both the name and style of contemporary ladies. The brand is adored by women and girls around since it provides cosmetics, perfumes, skin care, and hair care items at the finest pricing.

6.5 A Place for Wider Assortment of Brands and Products

With 50,000 SKUs and 300 merchants that specialize in beauty, Purplle.com offers a wide range of items from 650 brands and an incredible 650 brands. In order to guarantee the calibre of the goods and the delivery are maintained, Purplle offers full warehousing and logistical services to merchants. It helps the clients choose the best service by partnering with 6,000 salons and posted extensive price information on the platform. Purplle.com has a country rank of 1,110 according to Similar Web, a bounce rate of 38.7%, 3.2 million monthly visits, and a traffic rank of 2,156 in India according to Alexa. After Nykaa, it has the second-highest valuation of any firm in this category. One of the top 3 apps in the Naturals Skincare category is Purplle App.

Brands and Products

The products sold by Purplle through online and offline are listed below: -

- 1) **Discover:** Nail Art, Eye Makeup, Bridal Makeup, How To Do Makeup, Pimples, Stretch mark Removal, Best Eye Creams, Hairstyles, Burgundy Hair Colors, Best Face washes For Men, Best Perfumes For Men, Skincare Tips.
- 2) **Shop makeup:** Lakme, Maybelline, Colorbar, L'oreal, Revlon, Avon, Elle18.

- 3) **Skin care:** Bio Oil, Olay, Neutrogena, Lotus Herbals, VLCC, Kaya, Vichy, Nivea, Gillette, Park Avenue.
- 4) **Hair products:** L'oreal Professionnel, Schwarzkopf, Matrix Biolage, Livon Hair Gain, Biotique, Roots.
- 5) **Fragrance:** Davidoff, Hugo Boss, Calvin Klein, Elizabeth Arden, Jaguar, Victoria's Secret.
- 6) **Electronics:** Philips, Wahl, Braun, Remington.

6.6 Other Services

By compiling users' beauty personas and fusing them with Purplle's in-house beauty knowledge engine, the company has been able to customize the way customers find beauty products. The beauty engine can understand things like how tea tree may relieve itchy scalp, how bolder lipstick colors are needed for parties, and how red looks well on pale complexion. In terms of cosmetics, Purplle has a private label. The business intends to introduce face wash, soap, essential oils, and skin cream under its new skincare brand. Moda Cosmetics (Turkey) and Vipera Cosmetics (Poland) are two examples of international brands whose products the firm has imported to India. Although the portal focuses on ladies in particular, it also provides beauty items for males in areas including haircare, skincare, fragrance, beard and shaving care. To aid customers in making selections about their purchases, Purplle also provides a virtual assistant.

Pooja Acharya, a former executive of the Japanese personal care business Shiseido, was hired as the company's chief beauty officer in October of this year, bolstering its management team. Acharya's new position will see her introducing Purplle's goods into brick-and-mortar retail formats, assisting the company's entry into new beauty markets, and introducing premium foreign brands in India. A Manash Lifestyle firm called Purplle has earned \$7 million in total via three rounds of funding from Blume Venture Advisors, IvyCap Ventures, and JSW Ventures. In July 2016, Purplle received an unknown amount from JSW Ventures, current backers Blume Ventures and early-to-growth stage VC Company IvyCap Ventures. IvyCap Ventures provided it with its Series A investment round in January 2015. In August 2013, the business received its initial investment from Blume Ventures, Mumbai Angels, and Chennai Angels.

6.7 Financial Analysis of Purplle

Purplle – Business Model

In 2011, the Purplle cosmetics brand debuted as a direct-to-consumer (D2C) beauty products store with an eCommerce website and app. The firm has entered the private label sector, much like other market giants like Flipkart, Amazon, Nykaa, etc. In order to join the private label market, Purplle acquired the internal brand StayQuirky, which was established in 2015.

Purplle – Revenue Model

The primary sources of income for Purplle through D2C business are product commissions and marketplace fees. Additionally, a sizable portion of its profits come from the adverts both on its website and its app.

Purplle - Growth and Revenue

As of the October 2021 update, Purplle is increasing at a rate of about 80% year over year. The business also disclosed scaling its annualised gross merchandising volume to \$180 million in FY22. Purplle's net sales average 65 crore rupees per month. On its website and app, Purplle, which has 7 million monthly active users, sells more than 60,000 goods from more than 1,000 companies. The firm has grown by almost 90% year over year. From Rs 91.4 cr in FY20 to Rs 128.2 cr in FY21, the Purplle operational revenue increased. Despite a 40.2% increase in sales, Purplle was unable to improve its EBITDA margins in FY21, which decreased from -19.80% to -31.37%. The company's yearly losses climbed by 114% from Rs 24.4 cr to Rs 52.2 cr in FY21.

Table 2: Purplle Financials Breakdown

Purplle Financials	FY21	FY20
Operating Revenue	INR 128.15 cr	INR 91.4 cr
Total Expenses	INR 191.1 cr	INR 123.1 cr
Profit/Loss	Loss of INR 52.19 cr	Loss of INR 24.39 cr
EBITDA Margin	-31.37%	-19.80%

(Source: startuptalky.com)

Table 3: Purplle Revenue Breakdown

Purplle Revenue Verticals	FY21	FY20
Sale of Products	INR 8.20 cr	INR 13.32 cr
Advertising and Visibility Services	INR 79.02 cr	INR 52.06 cr
Royalty Income	INR 39.04 cr	INR 24.25 cr
Membership	INR 1.28 cr	INR 0.51 cr
Miscellaneous Operating Income	INR 0.06 cr	INR 1.25 cr

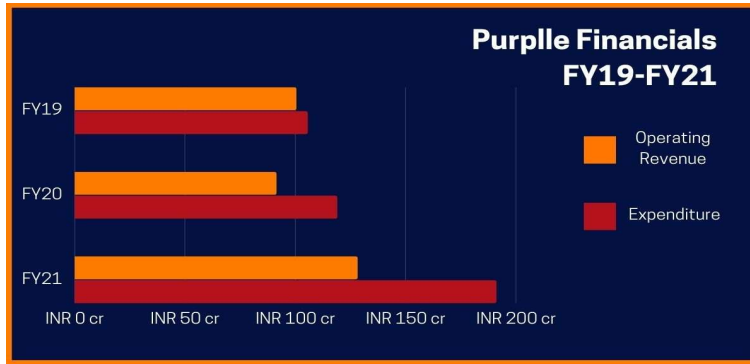
(Source: startuptalky.com)

Table 4: Purplle Expenses Breakdown

Purplle Expense Verticals	FY21	FY20
Advertisement and Promotion Cost	INR 56.31 cr	INR 36.51 cr
Rent and Utility Cost	INR 3.42 cr	INR 0.98 cr
Legal and Professional Charges	INR 13.40 cr	INR 10.35 cr
Others	INR 24.22 cr	INR 17.30 cr
Employee Benefit Expenses	INR 36.9 cr	INR 19 cr
Logistics and Packaging Costs	INR 52.4 cr	INR 31.2 cr
Purchase of stock in trade	INR 4.46 cr	INR 7.74 cr

(Source: startuptalky.com)

Chart 1: Purplle Financials FY19-FY21

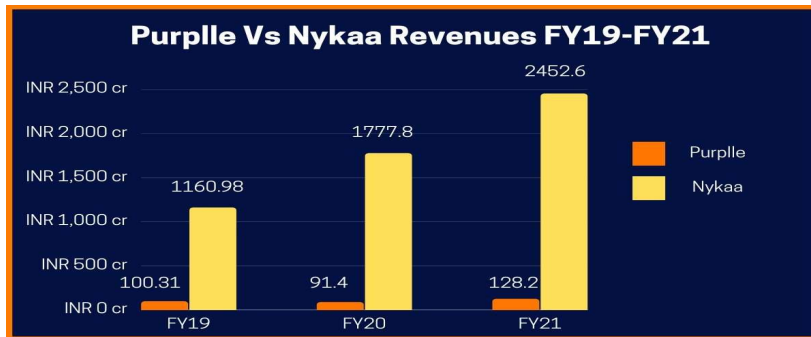


(Source: startuptalky.com)

6.8 Purplle Vs Nykaa Revenue

Nykaa and Purplle appear to be two of the most talked-about cosmetic e-commerce sites, perhaps as a result of the fact that the top startups in the industry have debuted in quick succession over the course of many years. The unicorn status of Nykaa was achieved in 2021, the same year that Nykaa went public with a strong stock market debut. Purplle, a persuasive business, achieved unicorn status in June 2022. As of June 9, 2022, the corporation under the leadership of Falguni Nayyar had a market valuation of \$8.8 billion. Additionally, Nykaa generates a lot more money than Purplle in terms of income. Check out the following graphs to learn about Purplle and Nykaa's revenue from FY19 to FY21

Chart 2: Purplle vs Nykaa Revenue FY19-FY21



(Source: startuptalky.com)

6.9 Purplle – Funding, Investors and Competitors

Purplle is currently funded by around 15 investors, where Spring Marketing Capital and Verlinvest are the most recent investors.

Table 5: Purplle - Funding and Investors

Date	Round	Money	Lead Investors
June 9, 2022	Series D	\$33M	Paramark Ventures, Blume Ventures, PremjiInvest, Kedaara and more
January 17, 2022	Series D	\$34M	Faces Investment Holdings
November 18, 2021	Series D	\$60M	PremjiInvest
October 29, 2021	Series D	\$75M	Kedaara Capital
Mar 22, 2021	Series D	\$45M	Sequoia Capital India, Verlinvest

Date	Round	Money	Lead Investors
Nov 23, 2020	Venture Round	\$1M	Spring Marketing Capital
Jan 13, 2020	Series C	\$8M	Verlinvest
Dec 12, 2019	Series C	\$30M	Goldman Sachs
Jun 20, 2018	Venture Round	\$2.33M	-
Dec 15, 2017	Series C	\$459K	Mountain Pine Capital, Suncoast Investments
Jul 11, 2016	Series B	\$6M	JSW Ventures
Jan 5, 2015	Venture Round	-	IvyCap Ventures
May 2, 2014	Angel Round	\$541.2K	-
Aug 26, 2013	Series A	-	-

(Source: startuptalky.com)

Purple – Acquisitions

On December 18, 2021, Purple bought FACES CANADA. The Mumbai-based marketplace for beauty items has just made its first significant purchase. Following the takeover, the latter is expected to function independently and broaden its offering.

Purple – Competitor Analysis

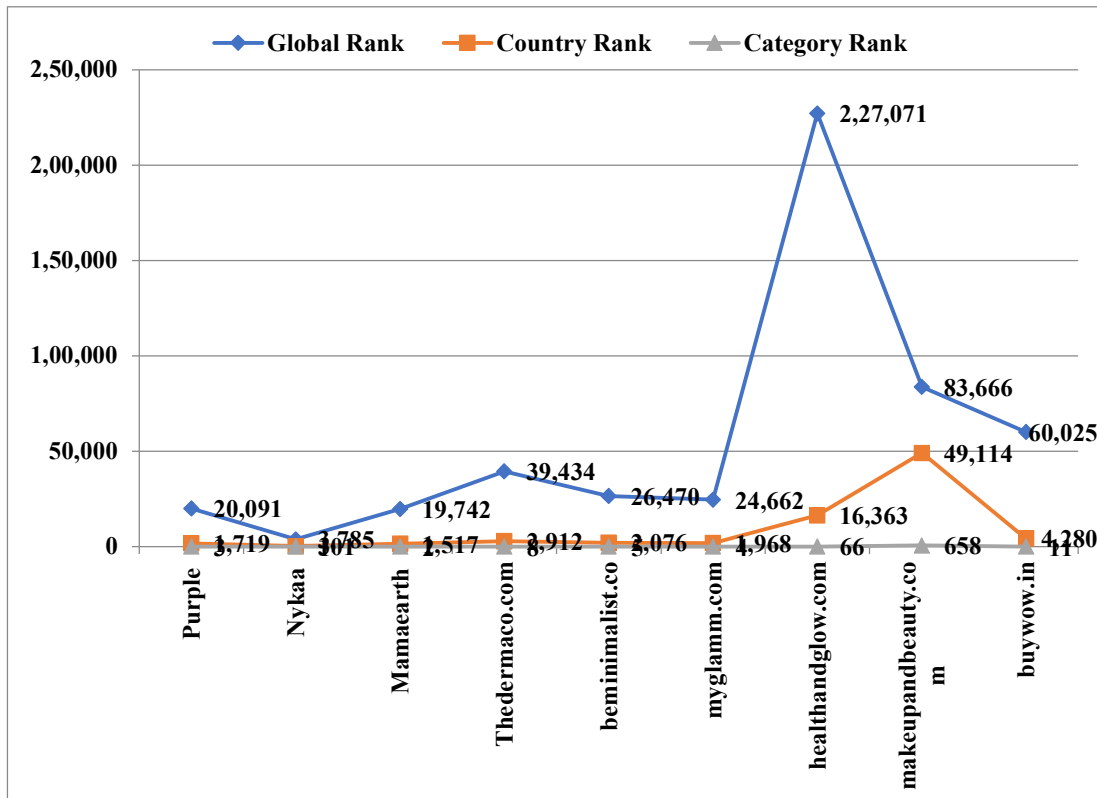
The top competitors of Purple today are Nykaa, MyGlam, Myntra, Scentials, NewU, Lusso Liv, SUGAR Cosmetics and Make Up Shades. The comparative analysis of the same is given below: -

Table 5: Competitor Analysis

Brand	Global Rank	Country Rank	Category Rank
Purple	20,091	1,719	3
Nykaa	3,785	301	1
Mamaearth	19,742	1,517	2
Thedermaco.com	39,434	2,912	8
beminimalist.co	26,470	2,076	5
myglamm.com	24,662	1,968	4
healthandglow.com	227,071	16,363	66
makeupandbeauty.com	83,666	49,114	658
buywow.in	60,025	4,280	11

(Source: www.similarweb.com)

Chart 2: Competitor Analysis



(Source: www.similarweb.com)

6.10 Challenges Faced by Purplle

Since its beginning, Purplle has had its fair share of both achievements and setbacks. However, Manish Taneja, Rahul Dash, CTO Suyash Katyanani, and the rest of the company's founders had a same philosophy: "Customers must be the focal point of the sale." Additionally, a beauty e-commerce site should seek to meet their demands. Discount-based aggressive selling is strongly discouraged.

6.11 Purplle - Future Plans

Along with millennials' growing spending power, Purplle anticipates that social media will encourage India's middle class to become more interested in beauty items. According to the corporation, it won't take long for e-commerce platforms to overtake traditional retailers as the primary providers of people's cosmetic items once AI enters the market.

"We want to highlight Purplle Salon since we give our clients the greatest salon experience. The CEO and co-founder of Purplle, Manish Taneja, stated that the company's next move will be to import international brands into India and launch its own brands.

Purplle.com – Future Prospects

No one brand has contributed more than 5% of Purplle's total gross sales, which have reached almost Rs. 300 crore. This is partly due to the marketplace's role in guiding 40% of beauty consumers through a tailored buying experience. In order to guarantee the quality of the items and to maintain the prompt delivery, the brand offers full storage and logistical services to the sellers. By offering substantial selection of goods and services, tremendous interest has been shown by foreign companies and they developed exclusive agreements with the company. The capital required by Purplle to grow is approximately a fourth of what other market rivals

are using. The company anticipates a 2-2.5x increase in quarterly sales thanks to its delivery to 16,000 pin codes and willingness to accept repeat business on 80% of all transactions. Purplle has patched all the gaps that can result in delays in product and delivery because it is led by the brightest minds in management and technology.

VII. Findings and Discussion

To become India's top brand, it must focus on a wide spectrum of clients from various socioeconomic and geographic backgrounds in addition to offering branded items in a large selection at competitive costs. As a budding young businessperson, they must focus on marketing initiatives to raise the awareness of their products and deliver cutting-edge after-sales support. It is encouraged to provide additional products for men and more information about their advantages and application to them in order to increase their preferences for it. As much as it is targeted at urban areas instead of rural ones, they can increase their number of satisfied customers by moving to rural areas. By moving to rural areas, they can also improve the standard of living in rural areas, without losing their focus on urban areas. In the case of cosmetics, some customers may not have confidence in the quality of the product when purchasing online. Therefore, to have a strong appeal for the products and to compete with its rivals, Purplle should convey accurate information about its ingredients and benefits.

VIII. Conclusion

Business models vary throughout time, sometimes as a consequence of changes in the market and other times as a result of the introduction of new technology, which leads to the formation of fresh, intriguing trends. We as the organization carefully monitor the startup environment from all around the world, and we have discovered a number of intriguing new subjects that are gaining popularity, one of which is Beauty E-Commerce. According to Maximise Market, a consumer goods and services-consulting company, the global market potential for the cosmetics sector was \$401.10 billion in 2021 and is projected to expand at 5.25% CAGR (compound annual growth rate) over the projection period to reach \$604 billion by 2029. Looking farther into the future, the sector is projected to grow and offer cutting-edge technical advancements with the introduction of artificial intelligence. We can now buy cosmetic goods online quite easily and have them delivered right to our doorstep. We have an opportunity to consider a wide range of options, many of which we would not have found at a store. Purplle is growing in its unique rapidly rising to compete with the bigger players in the industry. Purplle sells genuine global branded products and offers discounts like free movie ticket, coupons, combo sale, etc. It provides detailed information about the products and how to use them. It has a review and rating section in which customers get to mention their feedback and opinions. The portal offers various delivery options. Thus, Purplle serves the customers with ample services and its ultimate goal is to satisfy the customers with quality product at reasonable price.

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