



# From Click to Cart: The Moderating Impact of Digital Marketing on Beauty Products Purchase Intentions

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## **Abstract**

In today's digital era, the journey of a consumer purchasing an online product, become more complex and crucial. Digital marketing can be seen as a powerful tool that will lead to a moderate level of consumer purchase intentions caused by influencing engagement. The moderating role of digital marketing will be examined in this study, focusing on the aspects of perceived value, social influence, and customer reviews, in relation to online purchase intentions for beauty products. The moderating influence of digital marketing comes out and solidifies the connections between these elements and the likelihood of buying beauty products online. The interplay between perceived value in the manner in which the consumers assess the benefits of a product in consideration of its price, as well as social influence, which brings into play peer recommendations and brand identification, comes into play, hence dynamic and further boosted by customer reviews. In the present study, the samples will be taken with regard to Indian female respondents, and Structural Equation Modeling (SEM) will be used to analyze the data. It will be based on how these variables interact to affect customer behaviour within the cosmetic industry. The study will reaffirm the importance of digital advertising techniques in determining online buying behavior. The implications of this research would guide marketers and managers to create a promotional mix that would persuade consumers to engage in online shopping. Moreover, online sellers will be able to use the information to develop existing shopping experiences and implement effective e-marketing strategies.

**Keywords:** Digital Marketing, Online Purchase Intention, Perceived Value, Social Influence, Customer Review

## 1. Introduction

Digital marketing has changed consumer behaviour greatly, especially in the beauty business, due to the fast development of this mechanism. The development of social media platforms, personalized advertisements, influencer marketing, and online reviews are also forming the purchase intentions of consumers, increasingly managed by digital touchpoints. The beauty industry is characterized by the use of visualization and personal referrals, making the transition to new active, and interactional digital-based marketing techniques a great shift away and a revolutionary approach to the conventional modes of marketing. The change has not only widened the consumer base of beauty brands but also transformed beauty product discovery, evaluation, and purchase by consumers.

Digital marketing is the one that can guide consumers through different purchase decision phases. A digital marketing strategy, including content marketing, email promotions, and social media interaction. Another report argue that digital marketing allows brands to make communications more personalized and targeted, which is fundamental in engaging the current consumers who are seeking relevance and authenticity [59]. This is of great significance in the case of beauty products, where personal taste and individual experiences are what matter most, and therefore, the capacity of digital marketing to help provide personalized content matters most when it comes to purchase intentions.

Among the most important hard-to-ignore areas of digital marketing in the beauty sector that can help considerably in amplifying digital marketing in the beauty industry is the influence of social media influencers. Influencers, who have vast follower numbers and are considered experts, have become major actors in popularising attitudes and behaving in specific ways among consumers. Additionally, the product reviews by influencers have extreme effects on the buying behaviour of consumers, particularly when dealing with the beauty industry [54]. This effect reveals the moderator role of digital marketing on the purchase intentions since the credibility and power of digital marketing content makers can strengthen the effectiveness of marketing activities or reduce their effectiveness.

Besides, digital marketing is very interactive, and consumers are able to interact directly with the brands and other consumers. Instagram,

YouTube, and Snapchat are platforms where people can share their reviews, training, and experiences, and all of that is a form of electronic word-of-mouth (eWOM). According to the studies, eWOM hugely influences the purchase decision, especially on beauty items where demonstrations and peer review are critical. The immediacy and accessibility of digital platforms imply that consumers can rapidly access a vast amount of information and opinion, which can complement their original intentions of purchase or reinforce them [11]. The other major aspect of digital marketing of beauty products is personalization. As data analytics and artificial intelligence have improved, the brands now have a chance to provide personal recommendations depending on the browsing history, preferences, and prior purchases of the consumer. In addition, personalized marketing would improve the experience of the consumer, hence the possibility of purchasing relevant items is provided that match the needs and desires of the consumers [26].

In summary, the situation in the digital realm transformed the process of marketing and selling the beauty products. The moderation effects of digital marketing on the consumer purchase intentions may be observed through the interaction patterns of consumers with brands, influencers, and content on the internet. Due to the ever-increasing time consumers spend on digital platforms, it is becoming more important to comprehend the nature of digital marketing and how it affects the purchase intentions of consumers, especially companies operating in the beauty industry that may want to beat the competition. The combination of personalized marketing, collaboration with social media influencers, and interactive content development strategies will probably remain one of the primary influencers of the purchasing habits of consumers in the beauty industry.

## **2. Literature review**

### **2.1 Literature review on Online purchase intention**

Online purchase intention is one of the variables on which researchers have placed a lot of emphasis because, in various scenarios, the customers respond differently. One of them is trust. The importance of trust can determine the willingness of an individual to purchase something online and is particularly relevant in the case of e-commerce platforms [39]. The customers also tend to do online transactions when

they trust the vendor, as well as the website, which reduces their perception of the risks. The quality of websites has also drawn a great deal of attention through numerous studies. According to a study, a user's intention to buy is strongly influenced by the design, usability, and interaction of a website. A user-friendly, well-designed website boosts client happiness, which raises the likelihood that they will make a purchase [46]. Similarly, it found that promoting trust and boosting online transactions depend on features like visual appeal, speedy load speeds, and ease of navigation. Another element influencing the intention to buy online is convenience [12]. Furthermore, it reached the conclusion that the online purchasing convenience does indeed promote the buying intents of the customers drastically, and the effects of the said convenience include not having to go to the physical locations and possession of the 24/7 availability of the purchasing platform [35]. Time-conscious customers would prefer online shopping, which only benefits them since it is flexible and does not involve as much work [44]. The issue concerning price sensitivity has also been researched. The study also even mentioned that price-conscious customers usually behave in a more buy-intensive manner with the appearance of a discount or special offer on the internet [10]. Based on their results, competitive e-commerce price strategies are vital in determining the buy intentions, particularly among budget-strapped customers. Indeed, it has been established that security concerns discourage people from making online purchase intentions [27]. Furthermore, it indicated that transaction security and privacy concerns deter many customers' online shopping behaviour. Clients are much more likely to spend on the services of e-commerce businesses that invest in secure systems of transactions and ensure that their data security practices are evident [19].

## 2.2 Perceived Value influence on online purchase intention

When a consumer does both the cost and benefit analysis of a product or service, he or she will decide on the perceived value of the product, which is their overall analysis of the utility or value of the product. It is the subjective opinion of a customer with respect to the characteristics of a product, as the customer feels it, e.g., quality, price, convenience, and emotional delight [60]. The perceived value involves such non-monetary factors as time, energy, and/or mental satisfaction with a product

alongside the monetary value of the same. It heavily influences consumer decision-making and purchase intentions because the clients tend to choose the goods and services according to their satisfaction of the needs and desires [37]. In addition, it postulated that perceived value in marketing is the overall judgment of the consumer on the value of the thing that they receive and what they lose. Such a concept includes the emotional, functional, and social dimensions along with the transactional approach [33]. Online purchase intention is deemed to be driven by perceived value, which has not only perceived quality and price, as the studies assert, but also convenience, the design of the site, and customer service [28, 36]. Psychologically, the Theory of Planned Behaviour (TPB), incorporating the factors of attitudes of the consumer, subjective standards, and perceived value, suggests that perceived value influences online purchasing intentions [1]. The predisposition to buy positively affects the attitude of customers to purchasing when they think that online offerings are beneficial [2]. In addition, Research into consumer behaviour establishes that the level of perceived value determines the level of trust and pleasure which is crucial in fostering online purchase intentions [43]. Additionally, it also holds that trust enhances the perceived worth of online transactions because it reduces the perceived risk [32]. Consequently, perceived value influences online purchase intentions when applied in a range of diverse fields, making the findings in line with its intricate role in consumer judgment. Since perceived value is a multifactorial construct that influences customer behaviour, study of this construct is very important in the conduct of research in acquisition of knowledge regarding its impact on influencing online purchase intention [50]. Published studies reveal that the perceived value has multiple dimensions, such as functional, emotional, and social value, which are relevant in indicating the consumer's intent to buy the products [9, 48]. Understanding these dynamics will help organizations enhance their product or service to meet the expectations of the consumer, and this affects the intentions to make online purchases. Therefore, a study into the seen value is an actionable piece of knowledge that gives companies insight into the process their customers use to make a purchase decision so that they can develop strategies to enhance customer satisfaction and promote loyalty.

H1: *Perceived Value positively influence on online purchase intention.*

### 2.3 Social Influence on online purchase intention

Social influence refers to the mechanism by which interacting with other persons or groups of people can influence others in terms of their feelings, thinking patterns, or behaviours. It is also an essential phenomenon that conveys social rules or norms and values; it often assumes the form of social learning, imitation, or persuasion [6]. In addition, social influence is the process by which individuals adjust their attitudes, other beliefs, or behaviours in response to the real or perceived existence of others [18]. Some of the ways through which this interference may manifest itself include peer pressure, conformity, social norms, and persuasion [4]. Additionally, it determines the desire to buy online significantly, and there are a range of factors involved in social pressure, such as peer pressure, social norms, and even referrals of friends and family, influencers [6]. One more study which underlines the importance of online reviews and ratings as a form of informational social motivation. The study found that positive reviews and scores enhance the customer satisfaction with the product, and it raises their intention to purchase [24]. Additionally, the studies also indicated that the intention to purchase a product online is also impacted by the normative influence, particularly on social networking websites. They suggested that the opinions and behaviors of peers within their social circles influenced the buying behavior of the customers [8, 38]. The fact that trust in social media built as a result of social interactions is correlated with increased online purchase intentions is further evidenced [20]. Moreover, eWOM is an electronic form of social influence that influences whether consumers intend to shop online to a significant extent. They have found that the more positive eWOM that the customer is subjected to, the more positive opinions that the customer would have on the product, and ultimately, have an enhanced intention of purchasing that product [58]. The previous researchers have highlighted the significance of the social influence in defining the tendencies of consumers to online purchase. The research has shown time and again the vast significance of normative and informational social influences on consumer choices in the digital marketplace [29, 34, 52]. Marketers and organisations need to understand how social media can affect the

purchase intention of the consumers so that they can enhance their online strategy. Probably the most crucial practice in succeeding in the online market place, as e-commerce continues to grow, is to identify the impact of social influence, and utilize it.

*H2: Social influence positively influences online purchase intention.*

#### 2.4 Customer review influence on online purchase intention

The volume, intensity (positive or negative tone), and credibility reviews characteristics are also the topics where the research has been done extensively. According to the findings of the study, it was established that the volume of reviews is positively correlated with consumer confidence [61]. Perhaps, this can be justified by the fact that many reviews suggest the popularity of the product. Nevertheless, valence matters when making a purchase decision; positive assessments result in more customer assurance, and unfavourable evaluations are likely to discourage potential consumers [30]. A recent study's findings highlighted that the perceived legitimacy of reviews undergoing various forms of modification is one of the most significant variables affecting the change in consumer behavior with respect to reviews in question [5]. Customers find it easier to trust sound reviews, which come in the form of sellers with a good reputation or appear on good sites. Moreover, online purchase intention and customer reviews are also areas of diverse research [61]. Furthermore, customer reviews not only directly affect purchase intention but also mediate the effect of both the price of products and product brand reputation. Based on their research, purchasers are ready to spend more on products that have good reviews, which is why high prices have less of an effect on purchase intention when their reviews are good [55]. Another research pointed out that there is a correlation between customer happiness and online purchase intention, depending on the presence of customer reviews. They demonstrated that the incorporation of favourable customer reviews could significantly increase the chances of an online purchase, even in situations when customer satisfaction levels were not very high [57]. The findings consistently indicate that customers can come up with reasonable choices of what to purchase online through customer reviews as an important tool for guidance [62].

### *H3: customer review positively influences on online purchase intention*

#### 2.5 Moderating role of Digital marketing

Over the past few years, digital marketing has experienced a blistering transformation, and several studies have paid special attention to the role of digital marketing to enhance business performance. It stated that organizations are better able to reach the intended consumers in a more efficient manner due to digital marketing compared to traditional methods. They argue that companies operating on online platforms experience growth in the levels of brand awareness and customer satisfaction [53, 61]. Another study emphasised that the role of such social media platforms as Facebook and Instagram is the most essential resource in terms of communication with younger generations [41]. In addition, a study focused on the potential use of artificial intelligence (AI) in digital marketing. They noted how customer engagement has changed through AI-based technologies such as chatbots and personalised recommendation engines. They learned that the digital marketing companies employ AI to enhance their client retention and satisfaction to a significant degree [51]. In another research, indicated the essence of content marketing is that quality, SEO-driven content can lead to better brand authority and higher conversion rates [7]. Furthermore, in recent years, digital marketing analytics have become more and more popular. Additionally, the study's results also found that, by examining customer behaviour patterns, data analytics can assist businesses in making better decisions. The adoption of data-driven marketing methods has resulted in increased campaign efficacy and return on investment [21]. In conclusion, social media, artificial intelligence, and data analytics-driven digital marketing are essential for raising customer happiness, engagement, and business expansion [9].

However, the results showed that digital marketing considerably increases purchase intention, and additionally, it was shown that brand equity's moderating effect had a noteworthy and significant impact [3]. Furthermore, other results show a strong positive correlation between the consumer's attitude towards online purchasing and the independent variables (consumption patterns, lifestyle, income level, and payment

methods) [7,9]. Moreover, the moderating influence of digital marketing tools strengthens this association [45]. Additionally, another finding suggested that purchase intention is more influenced by advertising value than by attitude towards advertising. Furthermore, the discomfort caused by advertisements serves as a potent negative moderator, drastically reducing the total efficacy of advertising [49]. The following hypotheses are addressed:

*H4: Digital Marketing (DGM) moderates the relationship between perceived value (PRV) and online purchase intention (OPI).*

*H5: Digital Marketing (DGM) moderates the relationship between Social Influence (SCIN) and online purchase intention (OPI).*

*H6: Digital Marketing (DGM) moderates the relationship between Customer reviews (CSTR) and online purchase intention (OPI).*

Based on the hypothesis the following model is proposed.

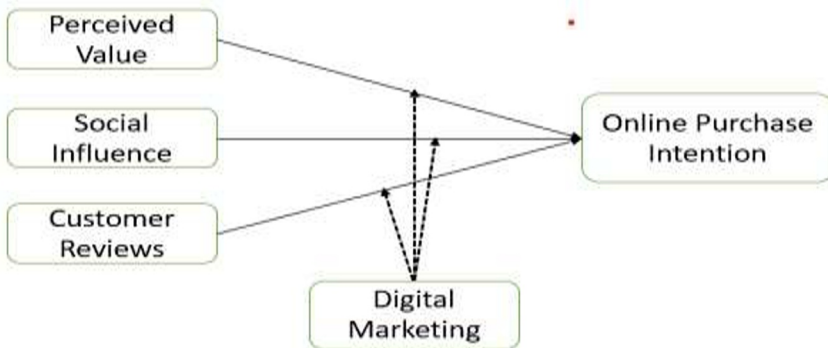


Fig 1: Proposed Research Model

### 3. Research Methodology

#### 3.1. Measurement Instrument Sampling Procedure

In this research, a sample population of 304 female respondents was applied throughout India. Information was collected through an online survey that was disseminated through email, Facebook, Instagram, WhatsApp, among other online platforms. The researcher utilized a convenience and snowball sampling methodology. In contrast to

convenience sampling, where the researcher targeted easy-accessible respondents, it is evident that snowball sampling invited the participants to encourage other persons interested in beauty products so that a range of topics could be covered. This approach enabled it to gather a large sample size of the target audience that was selective. Although these methods may be limiting the generalisability, they are suitable to the investigation of online purchase intentions in the Indian cosmetics industry.

### 3.2. Measurement Instrument

The items to be used in the measurement of the five constructs to be studied were sourced in the literature that already existed, but with a few additions or deletions to the items to serve the purposes of the study under the prevailing circumstances. The items used in measuring the perceived value, social influence, customer review, digital marketing, and online purchase intention were adopted by the previous researchers on consumer purchase behaviour. The selected variables were identified from different studies, such as for perceived value [31], social influence [22, 56], customer review [17] and for digital marketing and online intention to purchase [3, 23]. The items are assessed using a seven-point Likert scale.

### 3.3. Sample Demographics

The sample for this study consisted of 304 female respondents from across India. The majority of participants were aged between 16-25 years (51.32%), followed by 26-35 years (25%), 36-45 years (17.43%), 46-55 years (4.28%), and those above 55 years (1.97%). In terms of education, most respondents were undergraduates (44.41%), with graduates making up 39.14%, postgraduates 14.47%, and doctorate holders 1.97%. Regarding occupation, over half of the participants were students (51.97%), followed by job holders (31.58%), homemakers (11.18%), and self-employed individuals (5.26%). This demographic distribution (presented in Table 1) provides a diverse representation of female consumers, particularly from younger age groups and varying educational backgrounds.

<b>Demographic characteristics (N = 304)</b>	<b>Frequency</b>	<b>(%)</b>
<b><i>Age</i></b>		
16-25	156	51.32%
26-35	76	25.00%
36-45	53	17.43%
46-55	13	4.28%
>55	6	1.97%
<b><i>Education</i></b>		
Undergraduate	135	44.41%
Graduate	119	39.14%
Post – Graduate	44	14.47%
Doctorate	6	1.97%
<b><i>Occupation</i></b>		
Student	158	51.97%
Home Maker	34	11.18%
Self – Employed	16	5.26%
Job Holder	96	31.58%

Table 1. Demographic details of the sample

#### 3.4. Evaluation of Common Method Variance

Since a self-reported measure of online purchase intention was used, thus procedural as well as statistical remedies were taken to control and analyse CMV based on the suggestions by earlier studies [40, 53]. Regarding procedural remedy, it was ensured of complete confidentiality and anonymity of the participants were ensured to remove artificial and animated responses. In addition, study variables were randomly introduced into the survey by adding additional items that were not involved in this study. This process creates psychological separation and prevents respondents from inferring a cause-and-effect relationship among the constructs. Considering statistical methods, two tests were conducted for estimating the presence of CMV in the data. First, Harman's single-factor test was carried out. From the results of the test, it was deduced that total variance explained by one factor was 31.70%, which fell below the 50% threshold limit, thus indicating that

CMV is not a problem in the study. This was followed by the computation of a full collinearity test to generate variance-inflated factors (VIF), which is very much commensurate with the PLS-SEM data analysis technique [25,47]. The implication of running the test, VIF values above 3.3 indicate the presence of collinearity and, thus, propose the presence of common method variance. Values of VIF in the study's data analysis range from 1.11 to 3.17 and also confirm that CMV is not a significant threat in the research.

### 3.5. Measurement Model Evaluation

The measurement model assessment confirms the reliability and validity of the constructs under study, namely Customer Reviews, Online Purchase Intention, Perceived Value, and Social Influence. All indicator loadings exceed 0.90, demonstrating strong relationships between the indicators and their respective constructs. Variance Inflation Factor (VIF) values are all below 5, indicating no significant multicollinearity issues. Composite Reliability (CR) values range from 0.940 to 0.956, well above the 0.7 threshold, signifying high internal consistency. In addition, the values of the Average Variance Extracted (AVE) between 0.875 and 0.907 are above the recommended 0.5, which ensures that all of the constructs have a large amount of variance in the indicators, thus establishing convergent validity. All these findings (shown in Table 2 and Table 3) indicate that the measurement model is strong, its constructs are robust, and its measures are quite stable. Based on this, the model can be used in further analysis that would give a good background in analysing the structural relationship between the constructs.

Discriminant validity clarifies that the constructs are not similar [15]. All square roots of AVE values (the diagonal) exceed all the cross-loadings between constructs (below the diagonal), which implies that the Fornell-Larcker criterion is met [13]. The Heterotrait-Monotrait (HTMT) ratios that are above the diagonal exceed 0.85, which implies an adequate discriminant validity [16]. These findings affirm that all the constructs are distinct separately and within the model. These results confirm that the measurement model is suitable for carrying out structural analysis [14].

Construct	Indicator	Loading	VIF	CR	AVE
Customer Reviews	CSTR1	0.954	2.013	0.951	0.907
	CSTR2	0.946	2.601		
	CSTR3	0.958	2.258		
Online Purchase Intention	OPI1	0.925	2.335	0.953	0.875
	OPI2	0.936	2.531		
	OPI3	0.951	3.170		
	OPI4	0.93	2.733		
Perceived Value	PRV1	0.951	2.433	0.940	0.884
	PRV2	0.927	1.110		
	PRV3	0.942	2.311		
Social Influence	SCIN1	0.947	2.723	0.956	0.877
	SCIN2	0.948	2.511		
	SCIN3	0.945	2.459		
	SCIN4	0.905	1.482		

Table 2. Results of measurement model evaluation

	CSTR	OPI	PRV	SCIN
CSTR	<b><u>0.953</u></b>	0.467	0.703	0.647
OPI	0.445	<b><u>0.936</u></b>	0.533	0.593
PRV	0.662	0.505	<b><u>0.94</u></b>	0.673
SCIN	0.618	0.567	0.637	<b><u>0.936</u></b>

Table 3. Results of discriminant validity

3.6. Structural model evaluation

For testing the structural model, scholarly works of [15, 42] were referred. Initially, traces of any kind of possible collinearity in the structural model were checked which could spuriously affect the path coefficients. Table 2 shows that the VIF scores for all predictor constructs are well below the threshold value [15]. Hence, there is no problem of collinearity in our structural model. In the subsequent step, the

coefficient of determination was checked, i.e.  $R^2$  value, which tested the predictability accuracy of the model. The current model explained 35.8% of the variance in online purchase intention and thus shows a good enough predictability of the model [14, 15]. Finally, Path coefficients and their significance were evaluated.

Hypotheses were tested using bootstrapping procedure and had engaged with 10,000 bootstrap samples, no sign changes option, and 95% bias-corrected confidence intervals. Table 4 and Figure 2 describe the results of the structural path analysis.

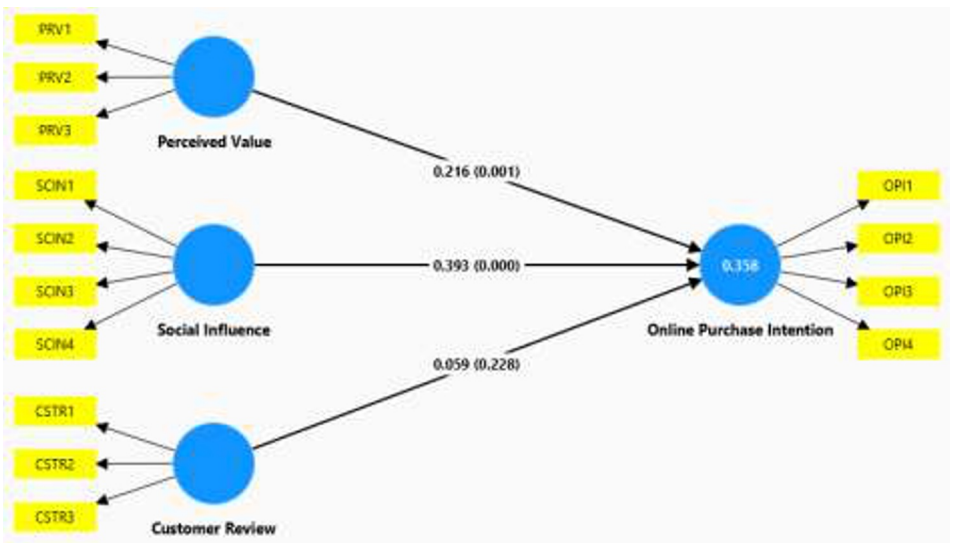


Fig 2: PLS path analysis

The hypothesis testing results in the table indicate varying levels of support for the proposed relationships. Hypothesis 1 (H1) posits that Perceived Value (PRV) positively influences Online Purchase Intention (OPI). This relationship is supported with a path coefficient of 0.216, a significant t-value of 3.205, and a p-value of 0.001, indicating a strong and statistically significant effect.

Hypothesis 2 (H2), which suggests that Social Influence (SCIN) has a positive impact on OPI, also receives strong support. It has the highest path coefficient of 0.393, a significant t-value of 4.57, and a p-value of 0.000, confirming a significant positive relationship.

In contrast, Hypothesis 3 (H3), which proposes that Customer Reviews (CSTR) positively influence OPI, is not supported. The path coefficient is 0.059, with a t-value of 0.746 and a p-value of 0.228, indicating no significant effect. Thus, while PRV and SCIN significantly affect OPI, CSTR does not.

<b>Relationships</b>	<b>Path coefficients</b>	<b>t-value</b>	<b>p-value</b>
PRV → OPI	0.216	3.205	0.001
SCIN → OPI	0.393	4.57	0.000
CSTR → OPI	0.059	0.746	0.228

Table 4. Findings from the structural model assessment

### 3.7. Moderation analysis

The moderation analysis results (presented in Table 5) indicate mixed support for the hypotheses regarding the moderating effect of Digital Marketing (DGM) on the relationship between various constructs and Online Purchase Intention (OPI).

	<b>Path coefficient</b>	<b>t-value</b>	<b>p-value</b>
Digital Marketing x Perceived Value → Online Purchase Intention	0.313	3.127	0.003
Digital Marketing x Social Influence → Online Purchase Intention	0.297	2.442	0.009
Digital Marketing x Customer Review → Online Purchase Intention	-0.027	0.309	0.379

Table 5. Findings from the moderation analysis

For Hypothesis 4 (H4), the interaction between Digital Marketing and Perceived Value significantly affects OPI, with a path coefficient of 0.313, a t-value of 3.127, and a p-value of 0.003. This suggests that Digital Marketing strengthens the positive relationship between Perceived Value and Online Purchase Intention.

Similarly, Hypothesis 5 (H5) is supported, with Digital Marketing moderating the relationship between Social Influence and OPI. The path coefficient is 0.297, with a t-value of 2.442 and a p-value of 0.009, indicating a significant positive moderating effect.

However, Hypothesis 6 (H6) is not supported. The interaction between Digital Marketing and Customer Reviews has a negative path coefficient of -0.027, a non-significant t-value of 0.309, and a p-value of 0.379. This indicates that Digital Marketing does not significantly influence the relationship between Customer Reviews and Online Purchase Intention.

#### **4. Conclusions**

Perceived value → Online Purchase Intention (moderated by Digital Marketing): The influence of perceived value on a consumer's desire to make an online purchase may rise or fall, depending on the digital marketing technique employed. Perceived value may have a greater impact on purchase intentions when it comes to well-targeted commercials or tailored marketing strategies. Digital marketing controls the intention to make an online purchase based on social influence. The influence of social proof—friends, influencers, or the community—on a customer's online purchasing behaviour might fluctuate depending on digital marketing initiatives. Digital marketing campaigns that rely on influencers, for instance, could raise the social impact factor. Customer review → Intention to Purchase Online (Moderated by Digital Marketing): Digital marketing may have an impact on consumers' opinions and reactions to online reviews. A well-executed digital marketing strategy can either boost the influence of positive reviews and entice potential customers to make a purchase, or it can lessen the impact of negative reviews by using strategies like recommendations or exclusive discounts.

#### **5. Implications**

By highlighting the gender-specific consumer behaviour patterns within the beauty business and concentrating just on female beauty items, this study adds to the body of knowledge already in existence. It will improve our understanding of gender dynamics in beauty product consumption if future study is expanded to include male beauty items. Furthermore,

including concepts like social media influence, brand loyalty, and customer trust will result in a more comprehensive theoretical framework. By suggesting that digital banking has a moderating effect on consumer purchase behaviour, the study also creates new opportunities and offers novel insights into the domains of consumer behaviour and digital marketing. The current study is also helpful to business organizations and marketing policymakers to understand the online purchase behaviour of female consumers while considering the following parameters: perceived value, social influence, and customer review.

## 6. Limitations and Future scope of study

The current study's limited generalisability derives from its specific focus on female beauty items. Future studies could broaden this focus to include male cosmetic items, enabling a more thorough examination of customer behaviour based on gender. The study's small sample size further restricted the robustness of the results. For more reliable results, future research should strive to use larger datasets. In addition, it is possible to explore additional constructs, including brand loyalty and customer trust. Additionally, the moderating effect of digital banking may be examined to comprehend its function in consumer online purchase decisions

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