

Impact on Study of Social Media Marketing on Customer Purchase Behaviour with Reference to Cosmetics

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Abstract

The purpose of this study is to examine the effects of social media marketing on consumer purchasing behaviours for cosmetic products. Understanding the customer is important for marketers to develop the marketing mix. Therefore, various factors that influence consumer behaviours can be a critical input to the development of the marketing mix. In the present study, the researcher tried to investigate that quality, value for money, ingredients, availability, range, product range and advertising campaign have significant influence on consumer purchase decisions of cosmetics products. This study is a useful reference for start-ups and emerging start-ups involved in manufacturing and marketing of cosmetic products. The rapid adoption of social networks brings many new mechanisms to market a product. Today, the internet and social media are the backbone of any business growth and ultimately change the way business is done. Every company should use social networks in their company to promote their product in the market. The aim of the research is to evaluate the impact of social media marketing on consumer purchasing behaviours for the use of cosmetic products. Social media opens up new opportunities for consumers to gather information about specific products they want to buy, as many users participate in online reviews, thereby influencing consumer opinion. The cosmetics industry has grown into a huge market and is widely featured on social media platforms. This study examines the influence of social media on consumer purchase intention in the cosmetics industry by focusing on influencer marketing and online reviews. Additionally, this study examines which of the two influences influencer marketing or online ratings more on purchasing behaviours

Keywords: *social media marketing, cosmetics, consumer purchasing behaviours, social media networking*

Introduction

The study of social media marketing and its impact on customer purchase behaviour is a growing field of research, particularly in the realm of cosmetics. Social media platforms, such as Instagram, Facebook, and YouTube, have revolutionized the way that companies market their products and interact with consumers. In the context of cosmetics, social media marketing can include the use of visually-driven platforms, such as Instagram and YouTube, to showcase products and promote brand awareness through the use of influencers, brand ambassadors, and other social media personalities. Additionally, many cosmetics companies use social media to connect with customers, receive feedback on products, and create a sense of community and engagement around their brand.

Studies have shown that social media can have a significant impact on consumer purchasing decisions, particularly when it comes to cosmetics. For example, a survey conducted by the NPD Group found that social media was the second most important source of information for consumers when making beauty and personal care product purchases, behind only word-of-mouth recommendations. Additionally, research has shown that social media influencers can play a major role in shaping consumer purchasing decisions, with 64% of consumers reporting that they have purchased a product that they first learned about on social media.

The power of social media marketing in the cosmetics industry is also demonstrated by the way it allows customers to view and interact with products in new and engaging ways. Many cosmetics companies now use platforms like Instagram and YouTube to give customers a behind-the-scenes look at the product development process, share tutorials on how to use products, and showcase different ways to incorporate them into makeup looks. This type of engagement allows customers to not only learn more about the products they are interested in, but also allows them to see the products in action and in different settings, which can make it easier for them to envision themselves using them.

Furthermore, the ability for customers to connect with others, such as influencers or friends, and receive feedback on products can further influence their purchasing behaviour. Social media platforms like Instagram and Facebook allows customers to see how their friends and influencers are using and interacting with a certain product, which can influence their own purchasing decisions. Additionally, customers can also use social media to ask for recommendations and read reviews of products, which can further influence their purchasing behaviour.

Overall, social media marketing has the potential to be a powerful tool for cosmetics companies looking to connect with and influence customers. As the use of social media continues to grow and evolve, it is likely that its impact on consumer purchasing decisions will continue to be a topic of ongoing research and interest. As the cosmetics market is one that is highly influenced by trends and visual representation of the products, the use of social media has proven to be an effective way to reach and engage customers and therefore it's impact on customer purchase behaviour is worth studying.

Research Methodology

This study is using a descriptive research design, with a sample of 80 respondents aged 16 and above, selected through simple random sampling from Alva's College. Both primary and secondary sources of data will be gathered, collected and analysed through the utilization of a Likert scale questionnaire which is being employed as a means of acquiring information pertaining to a variety of determining factors, such as difficulties, technology, amusement, comprehensibility, involvement, inventiveness, ease of application, expression and overall emotions.

Review of Literature

According to a study by Sharma, Vaishali, Kalra and Rosy in 2020, it was found that social media plays a significant role in shaping people's perceptions when it comes to purchasing cosmetic products. The study utilized a survey method to gather data from 206 participants of diverse age groups. The findings indicated that social media platforms make it easier for individuals to search for product information prior to making a purchase and that individuals tend to trust information found on social media more than other forms of mass media. Additionally, the study found that negative advertisements on social media can lead to a negative perception towards a product and that feedback on social media can impact future purchase decisions and consumer satisfaction or dissatisfaction.

Nash and Gill (2018) investigated how social media affects the buying choices of women over 45 in the UK when it comes to cosmetics. They employed a combination of research methods, including focus groups for qualitative data and online surveys for quantitative data. The findings suggested that social media does not directly influence the purchasing decisions of this demographic, but their decisions are indirectly influenced by the views of others they follow on social media, such as their family members. Additionally, the research discovered that a lack of confidence in social media led to an increase in brand loyalty for certain cosmetic products.

In 2019, Ringim and colleagues conducted research to examine the influence of social media on consumers' purchasing decisions for cosmetic products in Brunei Darussalam. The study employed a descriptive research design and surveyed 187 participants using a structured questionnaire. The findings revealed that social media has a significant positive impact on consumer attitudes, behaviors, and intent to buy cosmetic products. Additionally, factors such as cost, quality, and recommendations from friends and acquaintances were found to play an important role in shaping consumer purchasing behaviors for cosmetic products.

In 2016, Sumathi and Dr. Begum Mustiary conducted a study that revealed the influence of social media marketing on the purchasing habits of cosmetic products among consumers in Mangalore city. The research indicated that factors such as customers' brand awareness, preferences and tastes play a role in their purchasing decisions. Additionally, the study found that external factors like the environment and internal factors like psychology also affect customers' tastes and preferences.

In 2019, a study by Lakshmi Y P Sai and Suresh Babu M investigated the various factors that affect consumer behavior towards cosmetics. The research found that internal factors such as attitude, motivation, perception, and learning, as well as external factors such as price, advertising, physical attributes, and social and cultural factors all play a crucial role in shaping consumer behavior. The study emphasized that these factors have a significant impact on the decision-making process of consumers when it comes to purchasing cosmetics.

Objectives of the Study

- To understand how social media marketing influences customer purchasing decisions for cosmetics products.
- To determine which social media platforms are most effective for reaching and engaging customers in the cosmetics industry.
- To identify the key factors that drive customer purchasing behaviours, such as brand loyalty, product reviews, and recommendations from friends and family.
- To evaluate the effectiveness of different types of social media marketing campaigns, such as influencer marketing and sponsored posts.

Statement of Problem

The utilization of social media in the cosmetics industry has been on the rise in recent years, however, there is a scarcity of studies exploring the effect of social media marketing on the purchasing decisions of customers when it comes to cosmetics products. This research aims to examine the influence of social media marketing on the buying habits of consumers in relation to cosmetics, with the objective of providing valuable insights and suggestions for cosmetics companies to enhance their social media marketing plans and boost their sales.

Data Analysis and Interpretation

The survey had a total of 80 participants, with the majority being female (60) and a smaller number being male (20). The majority of respondents were between the ages of 18 and 20 and were recent graduates. A significant number of respondents (35) were active on Instagram, while 20 were active on Facebook and 25 on YouTube. A majority of the respondents (60%) expressed interest in a well-known fashion and beauty brand, while the remaining were interested in a less popular brand. Most of the participants reported accessing social media on a weekly basis and frequently using cosmetic products. Respondents were primarily influenced by celebrity endorsements and social media when choosing cosmetic brands. The majority of respondents primarily used cosmetic products for facial care.

Table 1 Participant Demographic

Dimension		Frequency	Percentage (%)
Gender	Male	20	25
	Female	60	75
Age	Below 17	3	3.75
	18-20	33	41.25
	20-22	30	37.5
	22-24	13	16.25
	Above 24	1	1.25
Education	Graduate	23	28.75
	Postgraduate	57	71.25

Table 2 Table representing frequency of accessing social media

Particulars	Frequency	Percentage
Daily	30	37.5
Weekly	35	43.75
Monthly	15	18.75
Total	80	100

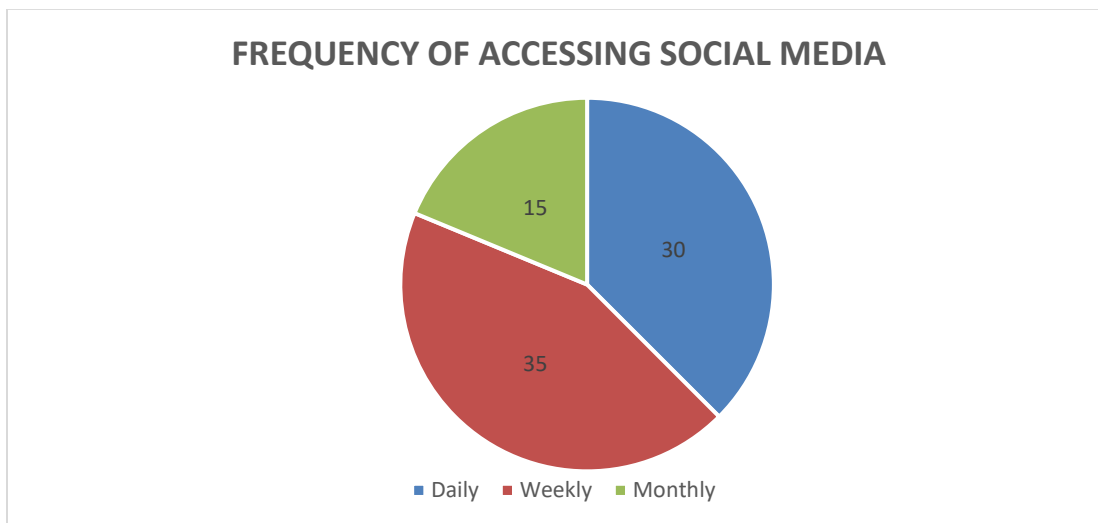


Table 3 Table representing the frequency of using cosmetic products

Particulars	Frequency	Percentage
Daily	14	17.5
Frequently	57	71.25
Occasionally	7	8.75
Rarely	2	2.5
Total	80	100

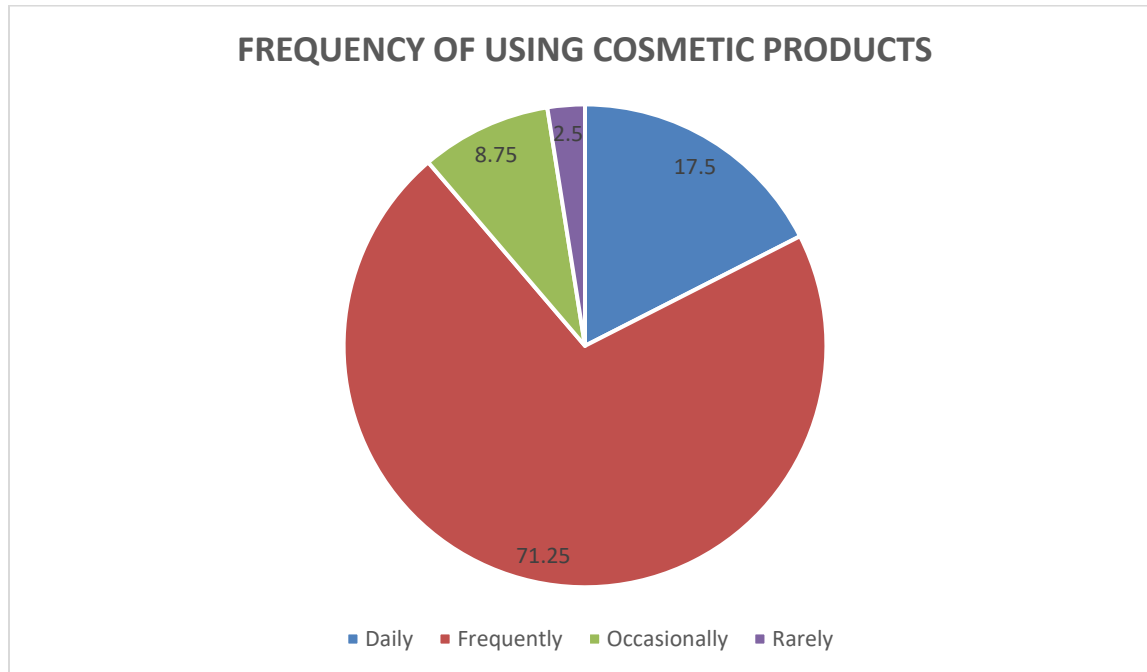
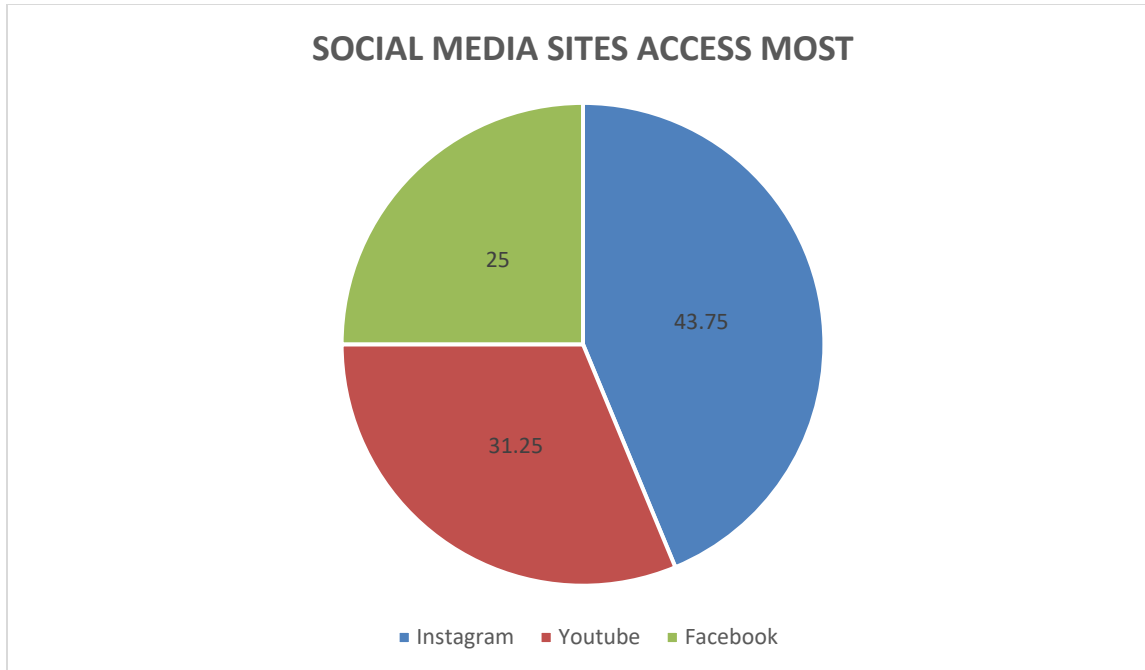


Table 4 Frequency distribution of social media sites access most

Particulars	Frequency	Percentage
Facebook	20	25
YouTube	25	31.25
Instagram	35	43.75
Total	80	100



Findings

- The impact of social media on consumer perceptions of cosmetic brands can be significant, with positive reviews and recommendations on social media platforms potentially leading to an increase in brand loyalty and the likelihood of purchasing the brand.
- Social media can serve as a platform for customer engagement, allowing brands to gather feedback and insights into consumer needs and preferences. This can lead to improved product development and targeted marketing efforts.
- Utilizing influencers in social media marketing can be a powerful strategy for connecting with and influencing target audiences. Consumers tend to have greater trust and be more responsive to recommendations from influencers they follow on social media platforms.
- The type of social media platform used can impact the effectiveness of marketing efforts. For example, visual platforms like Instagram and Pinterest may be more effective for cosmetics brands due to the visual nature of the products.
- Using analytics on social media can assist companies in determining the success of their marketing strategies on those platforms. This includes monitoring metrics like the level of interaction, increase in followers, and successful sales.
- Overall, it is found that a consistent and well-planned social media strategy can lead to increased brand awareness, customer loyalty, and ultimately more sales for companies in the cosmetics industry.

Suggestions

- One can assess the effect of social media advertising on consumer purchasing habits in the cosmetics sector by monitoring key performance indicators such as the rate of successful purchases, revenue generated, and the level of customer involvement.

- Compare the performance of different social media platforms in driving purchase behaviour, such as Instagram, Facebook.
- Analyse the role of influencer marketing in driving customer purchase behaviours, and identify the most effective types of influencers for promoting cosmetics products.
- Study the effects of different types of social media content, such as product demos, customer reviews, and brand storytelling, on purchase behaviours.
- Investigate the impact of different targeting strategies, such as demographic targeting, interest targeting, and retargeting, on purchase behaviours.
- Examine the role of customer sentiment and brand reputation in driving purchase behaviours, and identify strategies for improving brand sentiment through social media marketing.
- Provide actionable recommendations for cosmetics companies on how to optimize their social media marketing efforts to drive customer purchase behaviours.

Conclusion

In conclusion, researching the connection between social media marketing and consumer buying habits in the cosmetics industry can offer valuable information for cosmetics companies looking to improve their marketing strategies. By measuring key metrics such as conversion rates, sales, and customer engagement, and analysing the performance of different social media platforms, influencer marketing strategies, and types of social media content, the study can identify the most effective ways to drive customer purchase behaviours. Furthermore, by exploring the impact of different targeting strategies and customer sentiment on purchase behaviours, the study can provide actionable recommendations for cosmetics companies on how to improve their social media marketing efforts. Overall, the study can help cosmetics companies to better understand their customers and effectively reach and engage with them through social media marketing.

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