IMPACT OF SOCIAL MEDIA MARKETING OF COSMETIC PRODUCTS ON PURCHASING DECISION OF YOUTH IN GUJARAT

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ABSTRACT

The Indian cosmetic industry has witnessed a rapid growth over the last couple of decades because of advancement in technology, increased purchasing power and increasing in advertisement.

This research investigates the impact of social media advertisement of cosmetic products on youth's mind. Furthermore, this study aims to ascertain which is the best social media platform preferred by youth. In order to explore this effect, the researcher has chosen a quantitative method and has conducted a survey. The questionnaire reached a total of one hundred seventy-five participants, acquired by convenience sampling, who answered questions about their personal connection to social media, as well as their purchasing decisions. The hypotheses were analyzed by performing a spearman correlation and an analysis of variance on the empirical data derived from the survey. The obtained result show that social media marketing have a significant impact on the participant's buying behavior. The findings also revealed that Instagram have a great influence on youth's mind compare to the other social media sites. All of this results are related to the cosmetic products.

Key words: *cosmetic products, social media, youth*

INTRODUCTION

The meaning of term **"social media"** can be derived from two words "social" and "media". **MEDIA** generally refers to advertising and the communication of idea or information through publication/channels and **SOCIAL** implies the interaction of individual within a group or community.

Social media marketing sites have taken over today's world. From what was started merely for entertainment. Today these sites provide a host of opportunity to its user to promote their product on various social sites and increase their business by doing advertisement which can attract the people to purchase the products.

Beauty is a currency in every country. Beauty provokes pleasure, rivets attention and impels actions that ensure the survival of the species [Etcoff, 2000]. Beauty is a physical form that grants social acceptance as well as personal satisfaction. The advent of personal branding and grooming in the world has led to a boom of the cosmetic industry all over the world. In general, the internet, along with social media, assumes a critical role in painting an overall picture of what hair and beauty products are most desirable.

For these reasons, most marketers in the cosmetic industry make it an obligation to formulate a powerful social media system so as to uphold a tough position in the youth's mind and to gain additional advantages by being available in several kinds of social platforms. Aspects such as artificial intelligence, visuals and the communication on social media platforms play a big role in the cosmetics market and have reshaped the industry, as they increase brand awareness, incorporate low marketing cost, and also allow companies to target more refined segments. Cosmetics brands are strongly represented on social media platform for various reasons, one of them being the great communication between the bran and its consumers.

LITERATURE REVIEW

Addrew Mc Dougall (2010) in his study stated that the main reason for the growth in cosmetic sector is that the human being spent more for the cosmetics owing to the concern for beauty and at the same resulted in the growth in cosmetic sector.

Vanessa Apaolaza (2010) stated that people who use cosmetics buy this product primarily for emotional reason.

The most important factor that influences their behavior was their desire to look beautiful. The study shows that both emotional and utility aspects of cosmetic brand had a significant impact on consumer satisfaction was greatest when cosmetic brand helps to strengthen positive emotions through the perception of caring for oneself and for removing feeling of worry and guilt about taking care of one's appearance.

De vries L., Gensler, S., &Leeflang, P. S. (2012) has made a research about the popularity of social networking site for marketing. In 2011, 50 percent of the social media users follow brands on social media. Companies are increasingly investing in social media, as indicated by worldwide web.

Cheong, H. J., & Morrison, M.A. (2008) in his study on marketing spending on social networking sites of about 4.3 billion dollars has made a research about consumer's reliance on product information and recommendations found in UCG. Now a days social networking sites are used to purchase and bargain for products. Marketing communications thus have changed significantly as marketers search for ways to communicate with consumers through social networking sites and in light of their common online activities. These changes have induced marketers to find optimal ways to use social networking sites when promoting their products and encouraged scholars to study the internet from the perspectives of their disciplines.

Umesh Maiya and MavyMiranda(2013) in their study on buyer behavior towards cosmetics, found that modern women have a strong desire and urge for enhancing their beauty. The twin factors which everybody focused on were the quality and price. It also stated that consumers realize the value for the money they spend.

Mansor, N., Abidin, A.F.A.(2010) in their study stated that now a days cosmetics is one of the most important factor for attractiveness to human. It is becoming a trend for most people to use cosmetics on their day to day life regardless to which age group they belong to.

SIGNIFICANCE OF THE STUDY

In the Era of digitalization, widely use of social media has prompted marketers to endorse their brands on different social media sites. For promoting a brand on social media platforms or requires a lot of creativity not only for brand image but also for consumers engagement. The present study offers a panoramic view of social media marketing campaigns of selected cosmetic brands which is of an immense help in marketers in formulating social media marketing strategies and revamping the existing one. It throws lights on verity of constant undertaken ultimately to enders cosmetic brands and retain customers. Through comments and participation of customers, marketers acquire a great deal of knowledge about interest and perception of customers about their brands.

OBJECTIVE OF THE STUDY

The purpose of research is to discover answers to questions through the application of Scientific procedures. The main aim of research is to find out the truth which is hidden And which has not been discovered yet. Each research study has its own specific purpose.

The objectives for my research study are as follows:
➢ To know the youth's behavior towards cosmetic products.
➢ To study the impact of advertisement on consumer buying Behavior towards cosmetic products.
➢ To evaluate the factor that influence consumer for buying cosmetic products from social media advertisement.
➢ To find out which is the best social media preferred by customers.

SCOPE OF THE STUDY

➢ The Scope of this research is ultimately to understand many features, Advantages of social media marketing.
➢ Understand the behavior of the consumer, and factors affecting consumer Behavior.
➢ Many progressive business owners are dabbling in social media Marketing.
➢ Bloggs, Twitter, Face Book fans, Dig links, Skype are various tools.
➢ Adopted by customers as well as marketers too.

RESEARCH METHODOLOGY

The study is based on descriptive research design. A questionnaire has been designed, to know the point of view of respondent regarding the extent of social media that helps consumers in buying decision making. The questionnaire contains information regarding demographics and usage pattern of social media of the respondent and has series of close- ended indirect questions which are based on impact of social media in making consumer buy a cosmetic

product and expectation from such media. The survey was conducted online through social networking sites and responses of 175 social networkers were collected. The instrument (questionnaire) was put over Google docs and the link was sent to users to fill the instrument through various social networking sites like Facebook, Twitter, LinkedIn, instagram and whatsapp etc. The respondents and other people on different social networking sites were also requested to post the link from their profile.

RESEARCH DESIGN:
The study is based on descriptive research design.

SAMPALING METHOD:
The sampling technique used was non-probability convenience sampling.

SAMPLING DESIGN:
 The sampling design is Stratified Random Sampling.

METHODOLOGY:
In this study Descriptive research design has been adopted by random sampling techniques with sample size as 175.

METHOD OF DATA COLLECTION:
The data collected for the study includes primarydata in order to attain the objectives of the study. Primary data has been collected by questionnaire.

ANALYSIS AND DATA COLLECTION :

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 18	4	2.3	2.3	2.3
	18 - 30	160	91.4	91.4	93.7
	31-40	8	4.6	4.6	98.3
	40-50	2	1.1	1.1	99.4
	above 50	1	.6	.6	100.0
	Total	175	100.0	100.0	

(sources :research output)

Here, it is clarify that most of the respondent are fall under the age group of 18 – 30. Out of 175 respondent 160 respondent are fall under the age group of 18-30. Here it is proven that most of the respondent are youth.

			how_often_buy					Total
			always	often	Sometimes	rarely	never	
Age	below 18	Count	3	0	1	0	0	4
		% within age	75.0%	0.0%	25.0%	0.0%	0.0%	100.0%
		% withinhow_often_buy	12.0%	0.0%	1.5%	0.0%	0.0%	2.3%
		% of Total	1.7%	0.0%	.6%	0.0%	0.0%	2.3%
	18 – 30	Count	19	29	64	33	15	160
		% within age	11.9%	18.1%	40.0%	20.6%	9.4%	100.0%
		% withinhow_often_buy	76.0%	96.7%	94.1%	94.3%	88.2%	91.4%
		% of Total	10.9%	16.6%	36.6%	18.9%	8.6%	91.4%
	31-40	Count	1	1	3	2	1	8
		% within age	12.5%	12.5%	37.5%	25.0%	12.5%	100.0%
		%	4.0%	3.3%	4.4%	5.7%	5.9%	4.6%

age * how_often_buy Crosstabulation

		withinhow_often_buy						
		% of Total	.6%	.6%	1.7%	1.1%	.6%	4.6%
	40-50	Count	2	0	0	0	0	2
		% within age	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% withinhow_often_buy	8.0%	0.0%	0.0%	0.0%	0.0%	1.1%
		% of Total	1.1%	0.0%	0.0%	0.0%	0.0%	1.1%
	above 50	Count	0	0	0	0	1	1
		% within age	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
		% withinhow_often_buy	0.0%	0.0%	0.0%	0.0%	5.9%	.6%
		% of Total	0.0%	0.0%	0.0%	0.0%	.6%	.6%
Total		Count	25	30	68	35	17	175
		% within age	14.3%	17.1%	38.9%	20.0%	9.7%	100.0%
		% withinhow_often_buy	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.3%	17.1%	38.9%	20.0%	9.7%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.819[a]	16	.004
Likelihood Ratio	22.682	16	.123
Linear-by-Linear Association	.857	1	.355
N of Valid Cases	175		

Ho = there is no significance association between age and how often they buy cosmetic products after watching its advertisement in various social media sites.
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Here in the table of chi-square the value of sign. Is 0.004 which is less then 0.05.
So Ho is rejected.
So there is a significance association between age and how often they buy cosmetic after watching its advertisement in various social media sites

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
WhatsApp	175	0	1	56	.32	.468	-1.410	.365
twitter	175	0	1	11	.06	.243	11.331	.365
Facebook	175	0	1	38	.22	.413	-.086	.365
Instagram	175	0	1	119	.68	.468	-1.410	.365
snap chat	174	0	1	26	.15	.358	1.958	.366
YouTube	175	0	1	47	.27	.444	-.901	.365
LinkedIn	175	0	1	10	.06	.233	12.962	.365
All	175	0	1	24	.14	.345	2.557	.365
Valid N (list wise)	174							

(source = research output)

Majority of the respondent agreed that Instagram is the most convenient site for social media marketing of cosmetic product.

Mann-Whitney Test

Ranks				
Gender		N	Mean Rank	Sum of Ranks
price product	Male	47	85.71	4028.50
	female	128	88.84	11371.50
	Total	175		
advertisement	Male	47	99.03	4654.50
	female	128	83.95	10745.50
	Total	175		
Quality	Male	47	94.69	4450.50
	female	128	85.54	10949.50
	Total	175		
Multiple option	Male	47	90.65	4260.50
	female	128	87.03	11139.50
	Total	175		
Influence by celebrity	Male	47	87.12	4094.50
	female	128	88.32	11305.50
	Total	175		

(source = research output)

Test Statistics					
	Price of product	advertisement	quality	Multiple options	Influence by celebrity
Mann-Whitney U	2900.500	2489.500	2693.500	2883.500	2966.500
Wilcoxon W	4028.500	########	########	########	4094.500
Z	-.399	-1.874	-1.106	-.435	-.145
Asymp. Sig. (2-tailed)	.690	.061	.269	.663	.884

(source = research output)

H0 = there is no significance difference between age and various factor affected to purchase the cosmetic product.
H1 = there is a significance difference between age and various factor affected to purchase the cosmetic product.
Here in the table all the sign. Value is greater than 0.05.
So H0 is accepted. so there is no significance difference between age and various factor affected to purchase the cosmetic product.

In the Mann Whitney test all the value of male category is less then female. So male opinion are making significance impact on the over all opinion of various factor affect to purchase the cosmetic product.

Kruskal-Wallis Test

Test Statistics					
	Price of product	Advertisement	quality	Multiple options	Influence by celebrity
Chi-Square	4.769	5.467	8.264	7.644	8.118
df	4	4	4	4	4
Asymp. Sig.	.312	.243	.082	.106	.087

(source = research output)

H0 = there is no significance difference between age and various factor affected to purchase the cosmetic product.
H1 = there is a significance difference between age and various factor affected to purchase the cosmetic product.
Here in the table all the sign. Value is greater then0.05 .
So H0 is accepted. So there is no significance difference between age and various factor affected to purchase the cosmetic product.

FINDINGS

Most of the respondent are fall under the age group of 18 – 30.
There is a significance association between age and how often they buy cosmetic product after watching its advertisement in various social media sites.
Majority of the respondent agreed that Instagram is the most convenient site for social media marketing of cosmetic product. There is no significance difference between age and various factor affected to purchase the cosmetic product.
In the Mann Whitney test all the value of male category is less then female. So male opinion are making significance impact on the overall opinion of various factor affect to purchase the cosmetic product. There is no significance difference between age and various factor affected to purchase the cosmetic product.

CONCLUSION

This research help us to find out that how people attract towards the advertisement of cosmetic products in various social media sites and also help us to find out the purchasing decision of people of Gujarat who can watch the advertisement of cosmetic items in different sits of social media. The effects of social media are very complex and vary from person to person. With the help of research we can conclude that Instagram and WhatsApp is most preferable social media sites to advertisements of cosmetic products. If we include youth then this is best way to advertise cosmetic products on social media platforms.

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