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Impact of Social Media on Customers in the Cosmetic Industry

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ABSTRACT: Social media influencer promotes the customer purchase decision and has proven to be a boon for the cosmetic industry. The research is based on the marketing pattern and how social media impacts the customers or their buying behaviour. In this modern age of youth, the cosmetic industry has grown very rapidly through social media influencers. Our findings in this research are patterns of buying behaviour, problems faced by the customers, marketing demand in the cosmetic industry and how they served their services to the customers. To research the aspect, the researcher has to choose quantitative as well as qualitative methods of testing to know more broadly. Such as questionnaires and collecting responses from each of individual opinion at a different level of age or profession. This research helps to find out the different types of customers and their needs or expectations from social media. The motive of the research is to analyse the utility of social media in the cosmetic industry and find its pros and cons as well. The cosmetic industry has grown globally with the help of social media influencers and promoters.

KEYWORDS: Social media, Customer behaviour, Cosmetic industry, Instagram influencer.

I. INTRODUCTION

In the age of modern technology, everyone uses social media for better information about the product and market. Today customer buying behaviour depends upon social media views such as Instagram influencers, Youtubers, Content writers, Vlogging, Facebook, and Twitter. Now everyone gathered information regarding marketing from different platforms. Analysis of customer behaviour is easier with the help of social media platforms such as: what they want, what they have a need, what their expectation from the product or market. Cosmetics brands are strongly represented on social media platform for various reasons, one of them being the great communication between the brand and its consumers.

1. Social media

Social media engagement converts it into an opportunity in the field of marketing. Now it is the biggest platform for transactions or generating revenue.

The cosmetic industry expanded very rapidly with the help of social media influencers: before purchasing a product customers go through links and check the reviews & comments and after that, they decide to buy a product or not. Also, check who gives a better discount rate (Online & offline). In this way, social media affects the customers or their buying decisions in the cosmetic industry. The cosmetic industry will perform with the help of social media platforms. Based on social media they can easily communicate with customers and fulfil their needs. Brand awareness and clarification are possible only through social media. On the other hand, sometimes people face many problems only because of social media. Some online hackers used social media for scamming, and stealing the data. However, social media is represented as a boon in the cosmetic industry. Social media can be used to promote a beauty product in a variety of ways. Social media is an important part of today's world. It helps people stay connected and share ideas, thoughts, and opinions with others in a safe and secure environment.

II. LITERATURE REVIEW

The main purpose of this study on social media is to know how customers are impacted by social media in the cosmetic industry. Even social media plays a very crucial role in any industry.

There are some specified platforms based on beauty products such as Nykaa, Puple etc. its ways to promote social media marketing for beauty products. The study shows that both emotional and utility aspects of cosmetic brands had a significant impact on consumer satisfaction was greatest. When a cosmetic brand helps to strengthen positive emotions through the perception of caring for oneself and removing feelings of worry and guilt about taking care of one's appearance.



In this study we collect responses from the primary data resources and know the desires of women in the modern era, how they want to look gorgeous and what their desired cosmetic product is. how social media fulfils the requirements of the customers through online platforms. Nowadays cosmetics are one of the most important and more demanding products for attractiveness to humans. It is becoming a trend for most people to use cosmetics in their day-to-day lives regardless of which age group they belong to.

III. OBJECTIVE OF THE STUDY

The main purpose of the study is to find out the uses of social media for cosmetic products and how it impacts the customers buying behaviour patterns another motive is to recognise customer problems that they are facing from online marketing or social media. For the study a questionnaire each question has a different purpose to study the topic. the main objective of this study is to know which platform creates more impact in marketing either online or offline. This study also set some objectives and based on these objectives we used a methodology.

There are some objectives for my research paper:

- Uses of social media or online marketing in the cosmetic industry.
- Do social media influencers impact customer buying decisions?
- To find out how many per cent of people prefer online marketing for cosmetic products.
- To reach out to the customer's problem that they have been faced from social media.
- Online and offline which platforms generate more for the cosmetic industry.
- To know youth behaviour towards online marketing.

SCOPE OF THE STUDY

- To understand consumer behaviour and factors affecting the consumers.
- Instagram, YouTube, Facebook, etc.
- This research is related to the many features of social media.

IV. RESEARCH METHODOLOGY

The study is based on a Descriptive research design. A questionnaire has been designed, to know the point of view of the respondents regarding the extent of social media (Online & Offline marketing) that helps consumers in buying decision-making and customers' opinions regarding social media. The questionnaire contains information regarding the age & profession and usage pattern of social media of the respondent and has a series of close-ended indirect questions which are based on the impact of social media in making consumers buy a cosmetic product and expectations from such media. The survey was conducted online through social networking sites and responses of 43 social networkers were collected. The instrument (questionnaire) was put over Google Docs and the link was sent to users to fill out the instrument through various social networking sites like Facebook, Twitter, LinkedIn, Instagram 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 an Explorative and Causal research design.

SAMPLING METHOD:

The sampling technique used was probability convenience sampling.

METHODOLOGY:

In this study, Explorative research design has been adopted by random sampling techniques with a sample size of 143.

METHOD OF DATA COLLECTION:

The data collected for the study includes primary data to attain the objectives of the study. Primary data has been collected by questionnaire.



ANALYSIS ON DATA COLLECTION:

1.Age

Age	Frequency	Cumulative frequency	Percent
0-15	0	0	0.00
16-25	35	35	81.39
26-40	7	42	16.27
41-above	1	43	2.32

The highest responses collect from the age of between **16-25** and the percent is **81.39**.it means social media more impact to the younger.

2. Will social media influencer impact your purchase decision.

Age	yes	No
0-15	0	0
16-25	24	11
26-40	5	2
41-Above	1	0
Total	30	13

Percentage of influence :

$$30 \times 100 / 43 = 69.76$$

Percentage of non-influence:

$$9 \times 100 / 22 = 30.23$$

V. IMPACT OF SOCIAL MEDIA IN COSMETIC INDUSTRY

In a social media platform, Instagram is more popular among youth and the survey of people through Raise a Questionnaire found most of the people who are using Instagram are age group of between 16-25.

Instagram influencers take it as an Opportunities in the field of cosmetic industry,

They are given a fair review of products and promote a different cosmetic brand, also provide a code for discounts on products.

Now, the cosmetic industry generates more revenue online comparatively offline with the help of this social media platform.

Social media create a positive response in cosmetic industry, Men and women both are interested in online marketing. The obtained results show that social media marketing have a significant impact on the participant’s buying behaviour. the finding also revealed that Instagram have a great influence on youth’s mind compare to the other social media sites. All of this result are related to the cosmetic industry. The industry has been able to leverage social media platform to their advantage, using them to Enhance brand awareness, Increase engagement rates and sales, and build loyal communities. Social media may Promote beauty products with social media giveaways.

Cross-promote their cosmetic products on other social media channels or platform.

Share tutorials and educational videos on YouTube, Generate leads for your beauty products brand, Use branded games to promote beauty products online. marketers search for ways to communicate with consumers through social networking sites and in light of their common online activities.



VI. FINDINGS

Most of the respondents fall under the age group of between 16-25. There is a significant association between age and profession in how often they buy cosmetic products after watching advertisements on various social media sites like Instagram, Facebook, YouTube, etc. The majority of the respondents agreed that Instagram is the most convenient site for social media marketing of cosmetic products. There is no significant difference between age and various factors affecting purchase of cosmetic products.

In the test, all the values of the male category are less than female. So male opinion is making a significant impact on the overall opinion of various factors affecting purchase of cosmetic products. There is no significant difference between age and various factors affecting purchase of cosmetic products.

VII. CONCLUSION

This research helps us to find out how people are attracted towards the advertisement of cosmetic products on various social media sites and also helps us to find out how social media impacts the purchasing decisions of people. Who can watch the advertisement of cosmetic items on different sites 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 YouTube are the most preferable social media sites for advertisements of cosmetic products. If we include youth then this is the best way to advertise cosmetic products on social media. Define your target audience based on demographics, interests, and behaviors. Set your budget, bidding strategy, and ad schedule. Consider targeting options specific to the beauty industry, such as interests in skincare, makeup, or beauty influencers.

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