

A Study On The Impact Of Cosmetic Products Digital Marketing On Online Buying Behavior Of Women Consumers Across Kerala

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Abstract: Online advertisements have created a great impact among the common people and their purchasing habits with the substantial rise of internet usage. The online retailing particularly in India is in a transition stage where most of the brands are leaving the traditional store format. Online advertising has different parameters that contributes to the consumer buying behaviour. The online retailing in India grows bigger each day with the emergence of new brands and online shopping sites, women consumers play an important role and their buying behaviour is significant with regard to the growth of online shopping through various platforms and applications. Cosmetic industry has been growing at the rate of 20% per annum approximately and is currently standing at US\$950 million in India. It comes under the sustainable development goals 2030 laid by the UNDP under the industry, innovation and infrastructure. The purpose of this paper to analyze the factors which influence the purchase of cosmetic products among Indian consumers. Data collected through primary and secondary data. Primary data mainly collected through questionnaire. Secondary data collected by website, newspaper, article. Sample size of this study is 200 women from Kerala. Chi square and simple linear regression method were used for data analysis.

Keywords: Cosmetic Products, Digital Marketing, Buying Behaviour, Women Consumers

I. INTRODUCTION

Consumer behavior is the study of people, groups or associations and various activities which are related with the purchasing, usage and disposal of all goods and services available with the consumers. Cosmetic product is one of such goods available with the consumers in a large variety. It is an item which is used to enhance the external appearance of a human body. For example, all kinds of make-up products, toothpaste, soap etc. Indian cosmetic industry includes skin, hair, color and oral care and is estimated at 30 billion Indian rupees in 2017. Since 1990s with the liberalization along with the crowning of many Indian women in beauty contests with two Miss Universe (1994 and 2000) and four Miss World Crowns (1994, 1997, 1999, 2000) the Indian cosmetic industry has gained momentum. Indian purchasers are more disposed towards herbal and organic cosmetic products. It is broadly trusted that alongside the developing fame of yoga, the win by Indian marvels on the International platform contributed to the industry at a high level. Rising beauty concerns, improving purchasing power, and increasing influence of media are propelling the Indian skin care market that has grown exceptionally in the last few years. In the Indian beauty industry, skin care has been one of the fastest growing segments.

In today's world, social media has occupied a large part of the lives of hundreds of millions of people and allows them to do things and communicate easier and faster in a direct way. Social media, in general, is created by online conversations and personal sharing. (Çakır, Çakır, & Eru, 2013) According to (Halonen & Heinonen, 2008), social media refers to how individuals communicate by creating, sharing, and exchanging information and concepts in online groups and networks. (Gul, Shahzad, & Khan, 2014). We can say that social media began in 1997 when the first social networking site called Six Degrees was created. (Lile, 2023)), then in 1999, the first blogging sites were developed.

Few beauty companies currently concentrate on their target demographic, but most of them are targeted towards female customers, as shown by the items and their advertising. In comparison, the context of this sector, variables including shifts in economy, global environment, the demand, culture, and knowledge both play a major role in their activities, as well as of how quickly they alter over time. Major make-up brands chosen by the millennials including L'Oréal, Lakme and Maybelline are opting to be visible only online with restricted offline store facilities. This in fact is a major shift which draws a clear picture of the recent consumer behaviour of women in Kerala. Many top end brands like MAC,

SmashBox, Bobbi Brown, Sephora have chosen to woo their customers only on digital platforms. Women consumers in Kerala started using new brands like Wet and Wild and Nyx geared up in India recently with their presence only on online platforms and websites like Nykaa marks a change in the approach of the whole idea of print or broadcast advertising.

II. REVIEW OF LITERATURE

New scientific developments, techniques, products and media hype, has contributed the Indian fashion industry in generating mega revenues and this has in turn added to the growth of cosmetic industry. Rising hygiene and beauty consciousness due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reasons reported by (Euromonitor International, 2006). Briney (2004) describes an interesting trend among Indian cosmetic consumers, while other global countries are taking to the traditional Indian herbal and ayurvedic applications for beauty solutions, Indian consumers are increasingly looking to international personal care brands as lifestyle enhancement products, in the belief that the association with and use of an international brand confers one with a sophisticated and upper class image. According to the study conducted by Dr. Vinith Kumar Nair and Dr. Prakash Pillai R male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop of their convenience. It is also observed that male consumers buy all their cosmetic items from one shop.

Isa Kokoi(2011) examined the buying behaviour of Finnish women related to facial skin care products. The primary purpose of the study is to discover the similarities and differences in the buying behaviour of young and middle-aged women when purchasing facial skin care products. The objective is to study what kinds of factors affect the buying behaviour of both young (20 to 35 years old) and middle-aged (40 to 60 years old) women and then compare the findings from both groups. The results indicated that 20-35 and 40-60 year-old Finnish women were rather similar in terms of the factors affecting their buying behaviour related to facial skin care products. However, some differences were also found for example in the decision-making process. Regarding the attitudes toward the use of natural ingredients in facial skin care products, differences were found between different demographic groups. For example, women who had children were more favourable toward the use of natural ingredients than women who did not have children. Asiya Faisal Khan, Mohd Faisal Khan(2013) focused on an effort to determine consumer buying behavior through the awareness of product ingredients in skin care products by Women users living in MadhyaPradesh. Questionnaires were distributed and self administered to 250 respondents. Chi-square was used in the study. The sample includes women skin care users both working & non working. The findings of the study indicated women buyers have an awareness regarding the presence of product ingredients in skin care products. Women skincare users are conscious about the Product quality of the skin care products. The research is on consumer behavior, certain degree of subjectivity can be found among sample respondents was the limitation of the study. Its suggests that Companies should strive hard to explore new natural ingredients which are safe and effective in usage.

III. OBJECTIVES

1. To analyses the effect of demographical factors to buy the women cosmetic products through online
2. To analyse the influence of digital marketing on consumer behaviour

IV. RESEARCH METHODOLOGY

This study based on a descriptive study. Data collected through primary and secondary data. Primary data mainly collected through questionnaire. Secondary data collected by website, newspaper, article. Sample size of this study is 200 women from Kerala. Chi square and simple linear regression method were used for data analysis.

V. DATA ANALYSIS AND INTERPRETATION

Table 1: The effect of demographical factors to buy the women cosmetic products through online

Demographical Data	Chi-Square	P value
Age	286.179	0.000
Profession	92.213	0.027
Income	90.737	0.034
Marital status	13.839	0.678

For the first demographic question, the statistical analysis revealed that because the p-value 0.000 is less than our chosen significance level $\alpha = 0.05$. Therefore, we can observe a solid, significant, statistically relevant relationship between women's age and purchase behavior. We reject the null hypothesis for the second demographic question, with 95% confidence, because the p-value 0.027 is less than our chosen significance level $\alpha = 0.05$. It means an influential, significant, statistically relevant relationship exists between the professionals and their purchase behavior. By looking at our result of the p-value of .034, which is less than our chosen significance level $\alpha = .05$, it can be observed that there is an influential significant and statistically relevant relationship between women's income and purchase behavior with confidence 95%. Moreover, for other demographic questions, marital status, the p-value we found is more significant than our chosen significance level $\alpha = 0.05$. Therefore, rejection of the null hypothesis fails, which means there is no statistically significant relationship between women's purchase behavior and whether they are single or married.

Table 2: Simple Linear Regression Analysis between Independent Variable (Social media marketing) and Dependent Variable (Women's purchase behavior)

	Coefficient			Model Summary		ANOVA	
	B	T	P value	Correlation	R Square	F	P Value
Constant	1.819	11.769	0.000	0.557	0.307	100.796	0.000
Social media marketing	0.486	10.040	0.000				

The table above contains the constant, Slope, t-value, and coefficient of determination (R Square) results. The regression Coefficient (B) for Women's purchase behavior is 0.486, which means that increasing one unit for social media marketing will increase women's purchase behavior by 0.486. The coefficient of determination (R Square) explains how much variation in the dependent variable is explained by the independent variable. The determination of the Coefficient (R square) reflects that 30% of the variation in women's purchase behavior is determined by social media marketing, and the remaining variation is turning to other factors that affect women's purchase behavior.

VI. FINDINGS

The results of the quantitative study on the impact of social media on women's purchasing behavior show that there is a positive relationship between social media and women's purchasing behavior, which determines a significant amount of changes in women's purchasing behavior by social media marketing Social media has a significant impact on women's buying behavior, through the offers and discounts broadcast on social media will encourage women to buy more, on the other hand, whether women are single or married does not play a role in women's buying behavior However, income has a significant impact on women's buying behavior, age plays a A significant role in women's buying behavior and occupation plays a role in women's buying behavior, but what is interesting is that social media celebrities have no impact on women's buying behavior.

VII. CONCLUSION

Cosmetic Industry forms a major portion of the entire market in the world. Indian cosmetic industry includes all kinds of make -up products, soaps, toothpaste etc. and since 1990s after liberalization; this industry has gained the momentum, touching the mountains and the clouds. The growth is expected to grow at 20% per annum and this growth is majorly expected from increased demand of the herbal or the organic products (with the introduction of Patanjali Products). Many new companies are building their new role and finding a new place in this industry and the old ones are trying to increase their respective shares in the market. In India, the overall demand for the cosmetic products tends to increase but the reasons for rapid increase in its demand may vary. Some may demand due to the skin problems, some may demand due to the hygienic maintenance (they want to keep their skin free from serious affects like pollution of India) while some may demand out of the fashion design and so on

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