

# A Study on Factors Determining Social Media on Cosmetic Product

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## Abstract:

Social networking sites is used as a colossal for all social media and computer-mediated communication. The objective of this paper is to discuss about the factors that determine social media on cosmetic products in India. The Indian cosmetic Industry has witnessed rapid growth through social media over the last couple of decades. With a wide range of cosmetic products in India social media has tremendous growth. Cosmetic products manufacturers in India mostly cater to the great demand for branded cosmetics products in low or medium-price categories. However, in recent years in the cosmetic product market Indian competitors have begun to manufacture product to cater to global need. Social media can create an impact on customers that involve in the process of decision making of branded cosmetic products.

**Keywords:** social media, cosmetic products, Social networking sites

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## INTRODUCTION

Social networking sites is used as a colossal for all social media and computer-mediated communication. Ellison and Boyd (2007) states that social network sites as web-based services that allow individuals to construct profiles, display user connections. Social networking is only one layer of Social Media Technology (SMT). As said by Winston Churchill's (1939) radio address regarding the actions of Russia, social media technology as complex, much like "a riddle, wrapped in a mystery, inside an enigma" that is continuously being examined and briefly comprehended before it changes once more. As each application is accomplished, other innovative technologies rapidly emerge, enabling new utilities for all the users. Over a last decade, rapid increase of differentiated services have shown this to be true as micro-blogging sites such as Twitter, location-based services like Foursquare, and consumer review platforms including Glassdoor have all worked combinedly to provide a totally new and engaged media experience, which has now become more accessible through mobile devices (Reuben, 2008). The whole range of social media applications noted above share the natural ability to enable social behaviour through dialogue – multiple-way discussions providing the opportunity to discover and share new information (Solis, 2008).

Social media has managed to revolutionize the way of internet users by communicating and interacting with each other with in a short period. Social networking is not only used to connect with friends, family and acquaintances but also for marketing of products. Social media marketing and its applications are extended to improvising business practices in all industries. Major cosmetics companies in social networking sites to reach them.

Social media campaigns should not just be considered as a separate entity. It's effectiveness in marketing can be enhanced with other marketing methods. The social media is an interaction platform where people share or exchange information, thoughts and networks. By doing so benefits

in promoting and advertising cosmetics products as well as enabling them to offer better services to customers is possible.

## HISTORY OF SOCIAL MEDIA

The first social networking site appeared in the year 1997 called "sixdegree.com". From the year 2002 onwards a large number of social network sites were launched. Some of the top social networking sites are

- 1) Facebook - 900,000,000 monthly visitors
- 2) Twitter - 310,000,000 monthly visitors
- 3) LinkedIn - 255,000,000 monthly visitors
- 4) Pinterest - 250,000,000 monthly visitors
- 5) Google + - 120,000,000 monthly visitors

Now they are emphasising more on business values that they can offer to customers.

The importance that media plays when supported by social media is huge and plays an eminent role for attracting and gaining new customers. The important factors that have led many companies to get involved in social media websites is the ease of use and their low cost compared to conventional method of marketing.

Consumer trust and loyalty are crucial and major components of beauty and fashion marketing. The adoption of social media in the fashion industry has given the average person access to breaking trends and speeds faster than ever before. At the same time consumers feel entitled. The social media marketing allows consumers to engage with brands resulting in new, scalable relationships being built on a continuous basis. Brands are utilising various social media platforms to share exclusive previews and promotions, provide event information, and barter posts in exchange for samples or product previews.

The aim of this study is to understand the aspects of social media websites impact in marketing of cosmetic products and how to know the contributing factors that lead to cosmetic product purchase on social media platforms.

## REVIEW OF LITERATURE

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 consumers' reliance on product information and recommendations found in UGC. 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.

Drury, G. (2008) has made a research on opinion piece in Social media. He stated that marketers must engage to know how can it be done effectively? From the success of social networking sites to the explosion in user-generated content, we have seen a dramatic shift in how consumers interact with the internet. The rise of social media as an influential marketing channel has, however, caught many in the industry off guard. Online advertising has been criticised for its creative limitations for years, but changes in the internet landscape have created new opportunities to engage with customers in ways not possible through offline channels.

Kiang, M. Y., & Chi, R. T. (2001) in his research on a framework for analyzing the potential benefits of internet marketing. The tremendous growth of the Internet has created opportunities for consumers and firms to participate in an online global marketplace. The social networking sites has provided a rare opportunity especially for small to medium sized enterprises (SMEs). It moves organizations beyond the physical constraints of their traditional distribution channels and creates a worldwide virtual community in which SMEs can compete with large enterprises. The potential of the social networking sites as a commercial medium and market has been widely documented in a variety of publications. However, the literature to date on electronic commerce is by and large anecdotal. Both successful and unsuccessful cases of Internet marketing have been reported. There are no proven successful models that can help the management to determine the benefits that social media marketing could provide for their business. A Web site gives direct contact between the organization and the consumer. The rapid developments of online computing technology, some especially targeted at SMEs, make it inevitable for businesses not to seriously consider the social media marketing as an alternative distribution channel to avoid losing competitive advantage.

Kim, H. Y., & Chung, J. E. (2011) has made a research on Consumer purchase intention for organic personal care products. Awareness of the destruction of natural resources

has raised the issue of environmental protection, which in turn has created eco-friendly consumption called "green consumerism". As the issue of environmental protection has gained attention, environmental ethics has had an impact on US consumers' activities. Specifically, US consumer demand has led to the increase in diversity of green product categories, such as laundry detergents, personal care products, and energy saving electronics. As green products have gained popularity in the market, more consumers have looked for greener products. Following the food sector, the personal care sector accounted for the second largest portion of sales in the US organic industry claim that consumers' ecological concerns may be key factors in the marketing of cosmetic products. Although the fast growth in sales of organic and natural care products has intrigued researchers' interests, most existing research on the organic personal care industry has dealt with marketing strategies rather consumer behavior. Without in-depth understanding of consumer behavior for this product category, it is difficult to devise effective marketing strategies.

Kim, H. Y., & Chung, J. E. (2011) made a study under the heading The customer behaviour in the men's cosmetics market explain the impact of theories of self-concept on the consumer buying of male cosmetics and concluded that there exist a strong relationship between self-concept and purchasing pattern.

Krishnan, G. A., Koshy, L., & Mathew, J. (2013) made a study on purchase pattern of Cosmetics among consumers in Kerala denoted that usually male consumers tend to buy and take decision their brands on their own. Their purchasing decision independently as per individual requirement. The factor which affect the choice is quality of the product. The other factor found the preference was the purchasing of cosmetics from single shop driven by convenience.

Margaret K.H., Alastair *et.al* in their studied commented that important interprets the meaning of consumption choices to consumers. In this study he says about the buying of products is depend on the individual consumers through social media.

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.

Gupta, D. E. (2014) stated that cosmetics retail marketing is revealing high potential existence in Bengaluru and attracting several local and global cosmetic marketing companies to manufacture the required cosmetics.

Łopaciuk, A., & Łoboda, M. (2013) in their study presented the annual trend analysis that gives analytical report and details regarding market size, industry dynamics, consumer attitude through out the world market for cosmetics products which was severely affected by economic downturn but as global market recovered back the market projected significance growth in global beauty market.

**RESEARCH QUESTIONS:**

- 1.Does social media attract cosmetic users ?
- 2.Is the social media the right channel to promote the cosmetic products ?

**OBJECTIVE:**

- 1.To study the factors determining the social media on cosmetic products
- 2.To examine the distribution channels of cosmetic products with regards to social media

**METHODOLOGY:**

In this study Descriptive research design has been adopted by random sampling techniques with sample size as 374.

**METHOD OF DATA COLLECTION:**

The data collected for the study includes both primary and secondary data in order to attain the objectives of the study .The primary data is collected by using questionnaire. Apart from this information secondary sources are collected from websites, clipping from newspapers, magazines, journals and books.

Analysis and discussion : **FACTOR ANALYSIS:**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.672	64

**Factor analysis:**

Factor analysis was used with KMO and Barlett's test for sphericity and Varimax rotation was applied.

In order to identify the factors which determine the determinants of social media on cosmetics products factor analysis was performed. The results are presented below.

Table 1 contains the result regarding the sample adequacy and sphericity of the sample. The KMO test indicates that the sampling adequacy is 0.616 implying that the sample is relevant. As regards the nature of the sample, the statistically significant Chi-square value is [1209.239] indicates that the sample conforms to normality.

To identify the factors which influence the success of determinants of social media on cosmetic products, 16 factors were selected and used in the factor analysis. The results revealed that the first five components alone explain more than 58% of the variance. This implies five components consist of a number of factors which contribute for the determinants of social media on cosmetic products . For this purpose the varimax rotated component matrix is studied.

Table 1:  
**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.616	
Bartlett's Test of Sphericity	Approx. Chi-Square	1209.239
	df	120
	Sig.	.000

Table 2:  
**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.520	15.751	15.751	2.520	15.751	15.751	2.318	14.487	14.487
2	2.382	14.890	30.641	2.382	14.890	30.641	2.204	13.773	28.261
3	2.066	12.912	43.553	2.066	12.912	43.553	1.773	11.081	39.342
4	1.158	7.237	50.790	1.158	7.237	50.790	1.605	10.031	49.373
5	1.069	6.682	57.472	1.069	6.682	57.472	1.296	8.099	57.472
6	.983	6.146	63.618						
7	.894	5.588	69.207						
8	.848	5.297	74.504						
9	.724	4.527	79.031						
10	.695	4.343	83.374						
11	.603	3.770	87.144						
12	.520	3.250	90.394						
13	.481	3.004	93.399						
14	.415	2.595	95.994						
15	.330	2.060	98.053						
16	.311	1.947	100.000						

Extraction Method: Principal Component Analysis.

Table 3:  
Rotated Component Matrix<sup>a</sup>

	Component				
	1	2	3	4	5
19 a. your skin type		.714			
19 b. the brands			.815		
19 c. where and how it was tested					.788
19 d. suggestion given by doctors		.520			
19 e. availability of the product			.698		
19 f. after understanding the composition of the product.				.596	
19 g. pricing		.503			
19 h.affordability				.807	
19 i. availability easily					
19 j. recommendation of the friends and others					.595
19 k. by advertisement on the social media		.675			
19 l. effectiveness of social media	.624				
19 m. based on based on brand ambassador					
19 n. preference of luxury products only in social media marketing	.682				
19 o. get clarity of product in advertisement					

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

From Table 3, it is clear that the first component has totally 2 factors are heavily loaded, viz., effectiveness of social media, preference of luxury products only in social media marketing. This means Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across the social networks. The social media is strategically building relationship between individuals through interactive social media platform. The electronic word of mouth (eWoM) refers to any statement that consumers share via the Internet about an event, product, service, brand or company of the cosmetic products. The social media is very effectively attract and engage the customers of cosmetic products.

Most of the customers prefer the luxury brands of cosmetic product in social media. These luxury brands of cosmetic products- efforts to engage and influence customers in every stage of the “customer decision journey”. In social media marketing customer seek luxury brand to convey an image of themselves and exclusivity of the cosmetic products they use.

The second component has four more components heavily loaded, viz. your skin type suggestions given by doctor, pricing and by advertisement on social media. It could be noted that the second factor is completely dependent on first one. Therefore the customers are buying cosmetic products based on the doctor’s suggestion and also pricePrice represents a major point in marketing strategy where customers are motivated to buy cosmetic products through social media marketing. The personal advertisements are the glamour for customer attention,

emotions, behaviour, and interactions to motivate to buy the cosmetic products through social media.

The third component has two more factors heavily loaded, viz., the brand and the availability of the product. The second factor is completely dependent on the first factor cosmetic brands utilizing social media to better connect consumers to their brand specifically in there sustainable efforts, Few have the effective strategy. Brands making efforts to build communities and connect on personal level with social media market users which influence them to buy the cosmetic product. It is becoming an increasingly important issue for consumer seeking out convenient solution for buying the cosmetic products in social media networks due to time non availability

The fourth component has two more factors heavily loaded, viz., understanding the composition of the product and affordability. Customers generally buy cosmetic product and service in order to satisfy one of two main needs:1.attraction and satisfaction.2.Avoidance of allergy and side effects. The best way to accomplish cosmetic product is by influencing the customers regarding how the product and service will help them to avoid their problem, or gain the attraction and satisfaction. The affordability of social media marketing in cosmetic products to give the quality of cosmetic product at low price to the customers , effectiveness in the customer service and to deliver the product to the customers at the right time.

The fifth component has two more factors heavily loaded,viz. where and how it was tested, recommendation of the friends and others. The customers desire to buy cosmetic products based on the test conducted by expert’s and recommendation of fellowmates. Social networking

sites employ recommendation system in contribution to providing better information, user experiences to virtual community that leads to purchase decisions of cosmetic products. Recommendation of cosmetic products by the friends and others proved to be effective way in buying the product through social media marketing.

Limitation of the study :

1. This study is focused mainly on the cosmetics products in social media only.
2. The area of study is restricted only in Chennai city.

#### DISCUSSIONS :

The study is related with study made by De Vries, L., Gensler, S., & Leeftang, P. S. (2012) by stating that companies are increasingly investing in social media to attract and engage the customer's to buy the cosmetic products through social media. Majority of the respondents revealed that product information and recommendations of cosmetics products were made through social networking sites. This statement is related with the study conducted by Cheong, H. J., & Morrison, M. A. (2008). Now a days social networking sites uses optimal way to promote the products and encourage to purchase and bargain of cosmetic products through social media also. Study also matches with the study conducted by Krishnan, G. A., Koshy, L., & Mathew, J. (2013) about the study on Purchase Pattern of Cosmetics in male consumers which tend to buy and take decision on the brands on their own. So it is clear that most of the customers are buying the branded cosmetic products only on their own purchasing decisions.

#### CONCLUSION

Now a days business today is changing from a transactional relationship to a social relationship. The study clearly states that social media marketing leads the cosmetics products to reach the customers of different age group, different life style, based on their affordability and their skin type. Few products which are not available in the cosmetics shops are offered in the social media with different variety and also with discounts. Regular customers of social media are aware of the different schemes and also the time during with product will be available to grab the products of their demand. So, social media plays a vital role in deciding the healthy and also the sales of products.

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