International Journal of Business Management Insight & Transformations
Vol. 4, Issue 1 – 2020
ISSN: 2581-4176

Study of Impact of Social Media on the Buying Behavior of the Consumers in Cosmetics Industry

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Abstract

Social networking appreciates an extraordinary achievement regarding appropriation and use levels. They cause perspective changes on how individuals associate and speak with each other, on how they express also, share thoughts, and even on how they connect with items, brands, and associations. Besides, web-based social networking wound up noteworthy systems of shopper learning. As the fast growing adoption of social media technology, provide the different new ways of marketing a product. Now internet as well as social media has taken the status of backbone of every firm growth and this technology changed the way of doing businesses. It's essential for every firm to adopt this technology to advertise its products. In this research we assess the impact of social media marketing on consumer perception towards buying a product or making a decision to buy a product.

Keywords: Social media Marketing, Media Advertisement, Consumer Behavior, Cosmetics Industry.

Introduction

In today's technology driven world, social media has become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Evans, Jamal and Foxall (2009) observe that the growth of social media have become important communication channels and virtual communities have emerged that may never meet in the physical world but nevertheless can affect behavior including purchasing decisions. Social media is commonly associated with social networks such as Facebook, My Space, LinkedIn (Boyd & Ellison, 2007). Additionally, social media has recently outpaced email as the most popular online activity and has enabled consumers to connect with others by sharing information, opinions and thoughts about products and brands. Chu and Kim (2011) argue that social network sites represent an ideal tool for consumers to exchange their product-related opinions and information. Mangold and Faulds (2009) opined that social media has great influence on every stage of consumer decision making processes. Nowadays consumers trust more user reviews and online consumer recommendations on social media websites rather than

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traditional media before making a purchase decision. Social media has become an important source for consumers who are seeking to obtain product information and created a platform for them to share their opinions about products and brands (Chung & Buhalis, 2008). In this new order created by new social media, companies have started to integrate systems and adapt social media programs to meet the needs of their individual organization. The social media concept, which is the name of the whole social networking sites such as Facebook, Twitter, WhatsApp, Flickr and blogs, has been one of the important fields for businesses. Companies have considered entire departments devoted to the enterprise and control of social media inside their organizational structures (Belch & Belch, 2003). Also Mangold and Faulds (2009) further argues that because of global competition, businesses have gone beyond the traditional boundaries of purchasing, selling or other commercial transactions and consequently, the boundaries of national markets have disappeared and become indistinct. Therefore, social media has become very important tool regarding the effective dissemination of information. However, more recently, concern has been raised over the influences of these media on consumption habits and their possible use in the advancement of communication and marketing strategies (Belch & Belch, 2003). An area of interest has been their impact on the lives of consumers who are the youth. Young people today represent the first generation born since the arrival of the Internet, and the first to grow up in at a time of global interactivity (Bernoff, 2008).

Literature Survey

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. 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. 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

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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 throughout 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.

Hensel and Deis (2010) view that marketers should consider positively the use of social media to influence the consumer behavior There are benefits, drawbacks, and challenges associated with any social media strategy, and these must be addressed before a specific social media strategy is implemented. Businesses need to assist in facilitating the social media inputs and discussions. In addition, social media strategies should also be used to track a business presence online, and to make sure that clients are not degrading the branding value.

Research Methodology

Population and Sampling Design

This study basically aims to target the respondents of different age group and analyzing their behavior and purchase pattern in cosmetics industry.

Sample Size

A size of 200 respondents will be taken under consideration; Sample will be taken in the premises.

Research Objectives

- To identify the factors that influencing buying behaviour of consumers.

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- To find out how social media influences consumer purchase decision process

Data Collection Methods

Primary data were obtained through the questionnaires that were designed according to the specific objectives of this research. The questionnaires included close-ended questions which were in form of a 5-point Likert scale (agree, strongly agree, neutral, disagree or strongly disagree) based on the research objectives and also open ended questions. The questionnaire was divided into four sections. Section one of the questionnaire aimed at capturing the general information of the respondents such as gender, age and time spent of social media among others. Section two, three and four handled research questions one to three in order of sequence. Each section was partitioned into four parts namely Part A, B, C and D

Data Analysis

Response Rate

All the respondents were drawn, these included the youth adults and old age respondents. A total of 210 questionnaires were also administered to the population,

206 were completed and returned representing a 98.1 % response rate.

Table 1.Response Rate

Response	Frequency	Percentage (%)
Responded	206	98.09%
Not responded	4	1.92%
Total	**210**	**100%**

Gender of the Respondents

This study sought to analyze the gender of the respondents from where it has been revealed that 50.7 % of the respondents are Female and 49.3 % of them are Male.It has been shown in the below figure 1.

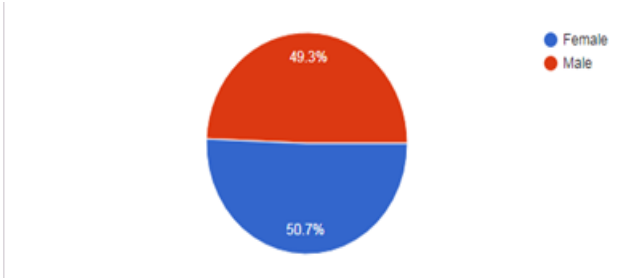

Figure 1.Gender of the Respondents

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Age of the Respondents

The research was established between the age of the participants in relation to social media use. 65.8% were the age of 18-29, 21.1% comprised the age of 30-49, while the low represented were the age of 50-65 with only 11.2% and the least were represented the age of 65 above with only 1.9% as illustrated in Figure 2below:

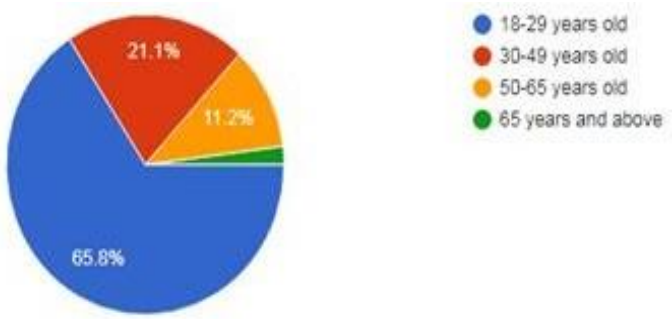

Figure 2.Age of the Respondents

Social Media Tools

Preferences of social media tools impacts on consumer decision making. The study therefore sought to determine the preferred social media tools. 89% of the respondents preferred WhatsApp as opposed to 45% of the respondents who preferred Google+ as shown in Figure 3. Other social media site mentioned was snapshot that was also preferred.

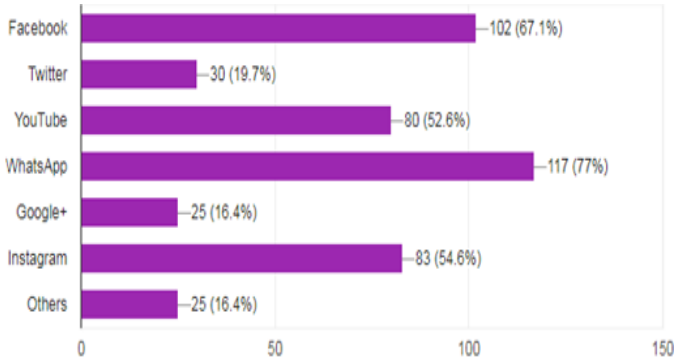

Figure 3.Social Media Tools

Time spend on social Media

It was important for the study to establish the frequency of using social media within a week to establish the relevance of the study. The study therefore revealed that 34.2%, spend 1-3 hours in social media sites, followed by 28.9% who spend 4-6 hours in various social media followed by 12.5% who spend 7-9 hours and further followed 22.4% who spend 10 hours or more sites as shown in Figure 4.

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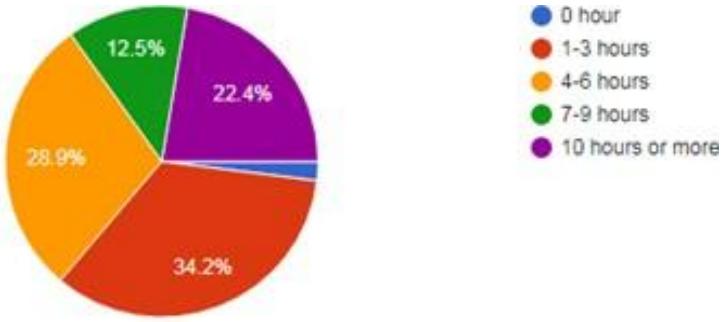

Figure 4.Time spend on social Media

Descriptive Analysis of factors

This section of the chapter dealt with influence of social media on purchase decision among the respondents. In order to measure the variables, statements were presented to the participants so as to know what extent they agreed or disagreed which was measured by Likert Scale.

Problem Recognition

The research examined the problem recognition factor in the purchase intention in relation to social media use. Majority of respondents revealed that Social media influence the consumers to recognize a need for something before buying it and that Social media triggers consumers to purchase a product through its advertisements .Table 2 shows the results and findings on the problem recognition.

Table 2.Problem Recognition

	Frequency	Mean	Mode	Std. Deviation	Range	Kurt.	Skew.
Social media stimulates you to recognize a need for something before buying it	206	2.44	2	1.132	4	-0.1509	0.7159
Social media triggers you to purchase a product through its advertisements	206	2.46	2	1.057	4	0.1527	0.8522
You always achieve desire for something new through social media	206	2.41	2	1.192	4	-0.0764	0.8512

Information Search

The research similarly soughed out to find out how information search in purchase intention impacts on consumer decision while using social media. All the respondents strongly agreed that information search about a product is easier and more comfortable to find in social media as compared to other channel media and that consumers search and try for products information on social media before a trying the newer product. The data of information search is showed in Table 3 below.

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Table 3.Information Search during purchase stage

	Frequency	Mean	Mode	Std. Deviation	Range	Kurt.	Skew.
Information search about a cosmetics is easier in social media	206	2.57	2	1.253	4	-.06822	0.5718
Social media influences you to try new cosmetics products via reviews	206	2.43	2	1.190	4	-0.4156	0.6708
Social media is an effective tool for different opinions about new and existing products	206	2.22	2	1.092	4	0.9314	1.1643

Consumer Attitude

Attitude as a variable in purchase stage was measured by the researcher and it was discovered that Over 95% of the youth agreed with the statements. Table 4 below represented the tabulated data on how attitude influences social media consumers among the youth.

Table 4.Consumer Attitude in purchase stage

	Frequency	Mean	Mode	Std. Deviation	Range	Kurt.	Skew.
Comments from social media changes your attitude about a product	206	2.32	2	1.092	4	0.1791	0.8523
Unpleasing Advertisements on social media make a bad attitude towards the products	206	2.27	2	1.056	4	0.3656	0.8911
Ratings of a products contributes in shaping your attitude	206	2.274	2	1.099	4	0.6660	1.0496

Consumer Motivation

Table 5 reveals that on a summated scale, the respondents were neutral on how social media motivates one to purchase a product. Majority were agreed that Social media motivates consumers direction towards a product based on comments from friends/family, hence motivates one to develop a purchasing behaviors based on interactions. On other hand minority revealed that Social media tools have features that entice consumers to ask for recommendations of aproduct.

Table 5.Consumer Motivation in purchase stage

	Frequency	Mean	Mode	Std. Deviation	Range	Kurt.	Skew.
Social media motivates your direction towards a cosmetic]	206	2.529	2	1.154	4	-0.2957	0.7058
You get motivated to buy products that are advertised on social media	206	2.577	2	1.004	4	-0.1331	0.6766

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Consumer Perception

Table 6 reveals that on a summated scale, the respondents were neutral on how social media make the perception of consumers, one to purchase a product . Majority were agreed that Social media make the perception in the mind of consumers direction towards a product based on comments from friends/family, hence motivates one to develop a purchasing behaviors based on interactions. On other hand minority revealed that Social media tools have features that entice consumers to ask for recommendations of aproduct.

Table 6.Consumer Perception in purchase stage

	Frequency	Mean	Mode	Std. Deviation	Range	Kurt.	Skew.
Your perception about products on social media depends on the information you get.	206	2.36	2	1.08	4	0.2608	0.8698
Social media tools contribute towards your perception on the updated information	206	2.31	2	1.004	4	0.6517	0.9181

Feedback Loop

Findings on how feedback loop influences post purchase stage were sought because it was expected that the more feedbacks are likely to influence consumer behaviour. On a scale of 1= Strongly Disagree, 2= Disagree, 3=Uncertain, 4= Agree and 5=Strongly Agree, the respondents strongly agreed that consumers always share comments about a products to friends via social media after purchase.

Table 7.Feedback Loop in purchase stage

	Frequency	Mean	Mode	Std. Deviation	Range	Kurt.	Skew.
Feedbacks on social media affects your purchase	206	2.077	2	0.8466	4	-0.0008	0.6319
Information regarding cosmetics have a higher credibility on social media than on other media channels	206	2.169	2	0.869	4	-0.5559	0.3366

Satisfaction and Dissatisfaction

In regard to satisfaction and dissatisfaction, the findings on how satisfaction and dissatisfaction influences post purchase stage were sought because it was expected that the consumer's satisfaction and dissatisfaction could affect the purchasing behavior through the social media.

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Table 8.Satisfaction and Dissatisfaction

	Frequency	Mean	Mode	Std. Deviation	Range	Kurt.	Skew.
Social media conveys your satisfaction and dissatisfaction directly to manufacturers	206	2.422	2	1.096	4	0.1546	0.7837
Social media tools allow you to voice your opinion after a purchase	206	2.22	2	1.04	4	1.082	1.1225

Correlation Analysis among the Main Factors

Correlation measures the relationship between two quantitative variables (Moore et al, 2009). The Pearson correlation matrix is the simplest way to assess the amount of collinearity in a set of independent variables (Ott &Longnecker, 2010). When Pearson's r is close to 1, then it means that there is a strong relationship between the two variables and that change in one variable are strongly correlated with changes in the second variable. When Pearson's r is close to 0, then there is a weak relationship between the two variables and that the changes in one variable are not correlated with changes in the second variable. When Pearson's r is negative (-), then one variable increases in value, the second variable decreases in value. This is called a negative correlation between the variables.

Table 9.Correlation Analysis

	Problem Recognition	Information Search	Consumer Attitude	Consumer Motivation	Consumer Perception	Feedback loop	Satisfaction
Problem Recognition	1						
Information Search	0.719719						
Consumer Attitude	0.720299	0.699288	1				
Consumer Motivation	0.76868	0.80866	0.69179	1			
Consumer Perception	0.76453	0.69102	0.81060	0.70588	1		
Feedback loop	0.519608	0.41997	0.50285	0.53984	0.59859	1	
Satisfaction	0.681656	0.64635	0.71347	0.65564	0.649157	0.53114	1

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Conclusion and Future Scope

Findings

Social media Influences on the Purchase Decision

The study indicated that social media have an impact on the respondent's purchase behaviour. Majority of the respondents agreed that social media, provides them with external stimuli to recognize a need for something before purchasing it, there are different factors that affect problem recognition step such as social factors, cultural factors, reference groups, and environmental factors.

On the other hand triggers their need to purchase through advertisements it displays; helps them to achieve their desire for something new before making a purchase decision; provides them with ideas or solutions to address on what to buy, where to buy, why to buy.

Attitude as a variable in purchase stage was measured by the researcher and it was discovered that Over 95% of the youth agreed that it affects their purchasing behaviour during the purchase stage. With regards to motivation, the study revealed that the respondents were Agreel on how social media motivates one to purchase a product with a mean of 2.52. Majority agreed that Social media motivates ones direction towards a product based on comments from friends/family, hence motivates one to develop a purchasing behaviours based on interactions. Consumer perception was measure with three statements and forty eight percent agreed that perception about products/services/brands on social media depends on the information you get on social media; brand reputation on social media contributes towards their perception about a product's/service. Regarding feedback loop, that Social media influence a decision based on the interconnected elements such as social interaction, content, and communication media; that is, social media enables a two- way conversation, and enhances the communication flow by encouraging individuals whoever is interested to join the conversation. This confirmed the study results which revealed that confirms that that one always share comments about a products to friends via social media after purchase .The study also revealed that 50% of the youth agreed that social media conveys consumers satisfaction and dissatisfaction to the manufacturers; 52% of the respondents agreed that social media tools allows for one to voice their opinion after a purchase has been made; and 47% agreed that repurchase of a product is affected by the satisfaction and dissatisfaction report from social media.

Conclusion

Social Media Influences on the Purchase Stage

The findings led to a conclusion that there was a positive and significant relationship between problem recognition, information search and evaluation as key factors that determines how

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social media influences on this stage among the respondents. This implied that Social media stimulates one to recognize a need for something before buying it. Information search about a product is easier in social media as compared to other mass media. Social media has a higher credibility than social media and that it is more reliable if one has uncertainties regarding a purchase. The study also concluded that Unpleasing advertisements on social media makes one to have a bad attitude towards a product; Social media motivates ones direction towards a product based on comments from friends/family, hence motivates one to develop a purchasing behaviours based on interactions; Ones perception about products in social media depends on the information received. From the findings, the study concluded that feedbacks on social media affect future purchase as well and that social media conveys consumer's satisfaction and dissatisfaction to the manufacturers. The study also concluded that social media tools allows for one to voice their opinion after a purchase has been made and to review a product's expectation and performance after buying.

Suggestions

The findings of the study confirm the key role of social media in influencing consumer behaviours at the purchase stage. The business should focus on marketing their products on social media so as to tap the youth market. The major social media platforms that they should focus their marketing activities are Instagram, Facebook, and YouTube. Pleasing advertisements on social media should be increased so as to allow consumers develop positive attitude towards products. Companies and manufacturers should also ensure that they use social media platforms that are interactive so as to ensure that consumers freely intercut with their products. Feedbacks on social media should be taken seriously to help in evaluating consumer behaviours after purchase has taken place as this would convey consumer's satisfaction and dissatisfaction to the manufacturers including the consumer's product experiences.

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