

**A STUDY ON INFLUENCE OF SOCIAL MEDIA ON DECISION MAKING  
PROCESS IN COSMETICS INDUSTRY AMONG WORKING WOMEN IN  
BANGALORE CITY**

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**ABSTRACT**

Social network concept was introduced initially by sociologists which tells the tie between personal individuals who share the similar type of interests. Today the internet has many individuals who are looking to connect with other internet users to share the information or experiences they have regarding the products or services offered by companies. Cosmetic Companies are taking this as an advantage and promoting their products in these social sites and making the users aware of their products or services. This research study is aimed at understanding jolt of social media presence on consumer buying behaviour. These behaviours consist of purchasing cosmetic products by the customer through social media platforms such as Facebook, Twitter, You Tube, Instagram where consumers interact with user generated content (UGC) and self-evaluation of consumer behaviours. The findings revealed that Social networking sites particularly Facebook, Twitter, and Instagram are used by the customers most for their information search for cosmetic products and expertise and trustworthiness are the important traits they look for while information search.

**Keywords:** UGC, wants, needs, social media platforms, prospective customers

**INTRODUCTION**

The strategic significance to every organization in this high tech and dynamic world is Relationship building and its maintenance and enhancement. For this the relationship marketing is being used and is considered as a field of growing interest among the marketers. Companies are using this to gain knowledge and understanding of human psychology in order to know what customer actually want and to know what and how the companies should deliver to gain customer loyalty. So, the companies are making heavy investments in programs that facilitate customer relationship. Out of these programs social media and social networks are having the top spot and they are most influential platforms for gaining customer attention. The emergence of

web 2.0 with the advancement and popularity of social networks had a high impact in the way companies promote their products and services and the way they commercialize them.

Technical revolution during last decade revolutionized traditional marketing approaches. In the era of new marketing social is likely to revolutionize relationships with retailers, distribution channels and ultimate consumers. Companies of all sizes are translating their approaches of marketing to internet because of the accessibility to target audience and the money that is required to do so. Technology has given people many options and created consumer democracy in which people around the world use social media to share and seek information.

Social media networks are offering great potential to users and organizations to get close and to provide mutual benefits of less cost, increase in revenue, and greater efficiency. In order to get maximum advantage from social media sites many organizations face challenges of aligning the strategies dynamic and changing nature of consumers. The organizations have to understand the magnitude of relationship between social media networks and consumer decision making. Social media thus puts consumer to the centre of business and also provides marketers a new set of tools that enables them to interact with consumers and also integrate them into brand through innovative ways. Hence marketers have to understand how social media influence the consumer buying decision.

## **LITERATURE REVIEW**

Faith walegwa mwaisaka in 2017 conducted research on influence of social media on the consumer decision making process in cosmetics industry in Nairobi County. The objective of their research is to know the influence of social media on the consumer decision making process in cosmetics industry in Nairobi county. Descriptive cross-sectional survey design is used for their research. The study gave results on how individuals are attending, processing and selecting information that is present on social media before their purchase. Their findings show that individuals play a very active role in the information search and they also compare the alternative cosmetics products on social media mainly through the Facebook, YouTube, Instagram, Pinterest. The results also show there exists a positive relation between number of hours individuals spend and their decision to purchase. The limitations of the study are few respondents are unwilling to give information and the time period of the study.

Suresh V (2016) conducted research on factors that determine the social media on cosmetics products in India. This is because the Indian cosmetics Industry has seen a huge growth through social media in last decade. Cosmetics product manufacturers in India cater to great demand for branded products in low or medium priced. In recent years Indian competitors in cosmetic product market are began to manufacture products for global need. The limitations of the study are it mainly focused on cosmetic products in social media only and the study is

restricted to Chennai. The study reveals that marketing through social media leads cosmetics products to reach to customers of various age groups, life styles and based upon their affordability and their skin type.

Anna Hagandar-2016 conducted research to know online consumer decision journey in cosmetics Industry. This study helps the marketers to understand what is motivating or influencing the consumers to complete their online purchase. The study revealed that consumers will provide others with feedback when asked. Consumers are not ready to buy products they have not used before and search for information which helps to take decisions and to reduce risks. It also tells consumers move back and forth from information search and evaluation stage. This study is limited to women between 18-29 years, which is excluding men and other age groups.

Ranosiharimandimby Miora Joelle studied analysis of women consumer behaviour for purchasing oriflame cosmetic product. This study supports the theory of Kotler (2012) and Solomon (2006) in research. This research is beneficial to both producer and consumer and especially women consumer. It is beneficial to producer because it motivates them to produce more. The purpose of this study is to know the purchasing behaviour of women, especially postgraduate students in the Malang university on cosmetic products from oriflame. The research focuses on personal factors including age, life cycle, economic circumstances, occupation, self-concept, personality and also their lifestyle and values towards cosmetic products from oriflame and also to determine why they have chosen oriflame. The results have shown that the reason to use makeup is to make themselves look more beautiful and also to boost their confidence. They also use cosmetics to be fresh, beautiful, better mood, enhance appearance and to be visible at work and also influenced by the society. Discounts are the most attractive factor for women when they are purchasing Oriflame products. Oriflame needs to build a strong advertising to engage their customers and to get valuable feedback to their products.

Mr. E. Ratnam in the year 2015 conducted research on Study on consumer buying behaviour of cosmetic product in the district Jaffna. The usage of cosmetics products has been increased in past decade and there is also rapid advancement in promotional activities. There are many cosmetic products in market which are adored by this generation especially in adults and their behaviour patterns are also changing. So, it is essential for seller to identify these behaviour patterns and purchasing decisions of consumers in order to create and retain the customer. Cosmetic product marketing has been almost new to the existing marketers because of sudden arrival of new product categories with special features into existing cosmetic product categories. The results of the research show that consumers are well known about some brands and they are moderately aware of other cosmetic brands. Because of marketing strategies which are attached

to 4P's they make purchase decisions. Majority of consumers are using cosmetic products for beauty and attractive purposes.

Lopaciuk, A., and Loboda, M (2013) conducted their study on managing cosmetic technologies in dynamic environments. The objective of this paper is to operationalize empirical and theoretical tools for private label cosmetic manufacturer. Their intention is to enable manufacturers to design theoretical tools to manage technologies and to navigate in the cosmetics industry. In this study they presented the annual trends analysis which gives analytical report and details regarding market size, customer attitude and industry dynamics throughout the world for the products of cosmetics markets. The global market projected significant growth in the global beauty market.

### **STATEMENT OF THE PROBLEM**

Social media platforms have gained great popularity over the years and has influenced consumer buying behaviour. It contributes to how organizations communicate and engages prospective customers. As this looks to be lucrative method for organizations to reach target market, several social media platforms have developed integrated ways to help them to reach their prospective customers. Social media has the power to change the consumers thinking way through emotions, wants, needs and demands. To evaluate and access a cosmetic product, purchase behaviour becomes a key point to consumers. This research study is aimed at exploring the relationship of firm's social media presence on consumer buying behaviour. These behaviours consist of purchasing cosmetic products by the customer through social media such as Facebook, Twitter, You Tube, Instagram where consumers interact with user generated content (UGC) and self-evaluation of consumer behaviours.

### **OBJECTIVES OF THE STUDY**

- To assess extent to which social media triggers the purchase decision process across different age groups
- To identify the most influencing social media platform among its members
- To assess the factors effecting consumer decision making process for cosmetic products

### **LIMITATIONS OF THE STUDY**

1. This study is focused mainly on the cosmetics products in social media only
2. The study is restricted to working women in Bangalore
3. The area of study is restricted only in Bangalore city (MSR nagar, mallechwaram, mathikere)
4. The survey is relied on self-reporting. Based on the respondent's perceptions.

5. The methodology of the study that is used for analysing the data may not be able to assess fully the buying patterns of users.

## **METHODOLOGY**

This study covers responses of 100 working women in Bangalore (Mathikere, Malleshwaram) who are using different social media platforms. The methodology includes Surveys, other research techniques which includes both present and historical data. The research is descriptive in nature. Descriptive research is used to observe and describe how the working women are being influenced by the social media regarding cosmetic products. Through the questionnaire it is intended to first identify whether online promotion of cosmetics products is influencing the purchase behaviour or not. It is also used to find out various factors associated with the online promotion that are important for the consumers to purchase the cosmetics products. Data is collected from the from the working women who are users of social media through self-administrated questionnaire. It is collected from the social media users by asking the questions and quota sampling is used for the data collection. Respondents are selected on the basis of their accessibility to the social media sites and on the basis of the age category and based on their employment status. Independent variables are Social media platforms (Facebook, Twitter, Instagram, Youtube), Information search, Advertisements and reviews, Cosmetic brand page, Reveals need and Dependent variables: Age groups of respondents: The age groups are 20-30, 31-40, 41-50, 51-60. The relationship between above variables was analysed with SPSS 16.0 package. Anova is used to analyse variation between each of population group. P values were used to assess the statistical significance at 95% confidence intervals.

## **RESULTS**

**Table 1: Search for information on SM for cosmetic products**

	N	Mean	Standard deviation	Standard error	Lower Bound	Upper Bound
20-30	25	1.28	.458	.092	1.09	1.47
31-40	25	1.28	.458	.092	1.09	1.47
41-50	25	1.52	.653	.131	1.25	1.79
51-60	25	1.76	.723	.145	1.46	2.06
Total	100	1.46	.610	.061	1.34	1.58

**Anova**

	Sum of squares	Df	Mean square	F	Sig
Between groups	3.960	3	1.320	3.58	.012
Within groups	32.880	96	.342		
Total	36.840	99			

**Table 2: Advertisement and reviews on SM influence to make purchase**

	N	Mean	Standard deviation	Standard error	Lower Bound	Upper Bound
20-30	25	2.04	.735	.147	1.74	2.34
31-40	25	2.04	.611	.122	1.79	2.29
41-50	25	2.32	.802	.160	1.99	2.65
51-60	25	2.64	.810	.162	2.31	2.97
Total	100	2.26	.774	.077	2.11	2.41

**Anova**

	Sum of squares	Df	Mean square	F	Sig
Between groups	6.120	3	2.040	3.687	.015
Within groups	53.120	96	.553		
Total	59.240	99			

**INTERPRETATION AND HYPOTHESIS TESTING**

**Hypothesis:**

The test statistics of Anova is less than 0.05 and hence alternate hypothesis is accepted. Therefore, it is concluded that there is influence of social media across different age while

purchasing the cosmetic products and the members also get influenced by the reviews given by other members and the advertisements on the social media.

## **DISCUSSIONS**

This study examined the influence of social media platforms like Facebook, Twitter, Instagram, YouTube on the decision-making process of its members while purchasing the cosmetic products. These platforms are used on daily basis and the average time spent on these platforms is 3.1 to 6 hours. Respondents revealed that they actively search for information about the cosmetic products when they wanted to try new products and when they do not have any previous experience about the product. Respondents agreed that purchasing is easy on social media platforms and few respondents disagreed because they faced some difficulties like payment error, availability of product, size and color of product, delivery not available to a particular place etc during their purchase. Advertisements and reviews on social media platforms are triggering to purchase cosmetic products and also triggering them to try new cosmetic products but few respondents have denied this because they are more product loyal and they are not easy switchers. social media platforms are also revealing the need to use cosmetic products. Solutions and aerosols are used on the daily basis. creams and sticks are also used apart from Solutions and aerosols. They follow cosmetic brands page on different social media platforms in order to avail incentives during their promotion activities and also to be updated about the brand products. Few respondents follow brand page because their friends are following, brand identity, and also to check the feedback given by the customers. Social media platforms help them to voice their opinion and give reviews about the cosmetic products, because of this feature the respondents also feel that information search is easier because the product consumers give their feedback about the products, they have used. Reviews and feedback have helped the respondents during their purchasing process and they felt they have made a right decision by considering them. The most important trait the customers look for while they are in purchase decision process is the trustworthiness of the source they get information from because information search plays a major role in decision making process if the information is from authenticated source then there will less purchase dissonance. Even though attractiveness helps to trigger the customer but the ultimate purchase decision will be taken based on the information they get that is source of the information and the person who has given that information and prefer short video of the products while advertisements or promotions. The most affecting factors during purchasing process is feedback given by the other customers, Information they obtain from the social media platforms and previous experiences they have with the brand or the product



## **CONCLUSION**

Businesses now a days are changing from transactional relationship to a social relationship and are vitally interested in the choices of their customers because the profitability of the company in the long run depends on the customers loyalty. Cosmetic companies are already using Social media platforms to reach out to the customers. The results of the study indicate that working women uses social media platforms like Facebook, Twitter, Instagram for information search and also participate in the promotion activities conducted by the cosmetics companies through these platforms to avail the benefits on the products they purchase. The study also clearly shows that social media marketing is leading the cosmetic products to reach the customers of different age group, different life style, based on their affordability and their skin type. Therefore, cosmetic companies should use the social media platforms like Facebook, Twitter and Instagram the most for their promotion activities to reach out to the maximum customers and should also encourage customers to give their reviews and feedback in these social media platforms so that it helps the companies to target new audience who are not their customers.

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