

Social media marketing and its impact on different dimensions of consumer buying behaviour towards cosmetics products in select cities of Karnataka

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ABSTRACT

Now-a-days, the people are taking decisions with the help of abundant sources of information. The world is running on data and information. People are flooded with lots of information. Coming to the consumer choices. The rise of social media marketing has certainly had an immense effect on consumer purchasing choices. Social media platforms empower users with user-generated evaluations, instructions, and influencer endorsements to help them make informed decisions. User-generated content (UGC) and reviews are essential for cosmetics brands to build reputation. Engaging with consumers on social media is pivotal in building trust and loyalty for cosmetics brands. Brands that actively participate in conversations, promptly address inquiries, and respond to concerns create a sense of community and reliability, showing that they genuinely value their customers and are committed to exceptional service. Sometimes, people are making impulse purchases due to FOMO – Fear of Missing Out. By seeing all these the companies would try to identify which dimensions are important for buyer decision making and what elements the companies have to focus, also there is a need to identify any chances of gender, age and other demographic impact on social media usage as well as buyer decision making process. The present work identifies the important dimensions as Reviews and recommendations of social media and information availability are considered as very important by the customers while making the purchase decision of cosmetics.

Keywords: Consumer purchasing choices, Fear of Missing Out(FOMO), Impulse purchases, Purchase decision, User Generated Content(UGC)

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1 INTRODUCTION

1.0 The Power of Social Media Marketing in the Cosmetics Sector

The rise of social media marketing has certainly had an immense effect on consumer purchasing choices. Social media platforms empower users with user-generated evaluations, instructions, and influencer endorsements to help them make informed decisions. Through sharing their experiences and concepts, consumers can actively participate in the marketing process using social media, in contrast traditional advertising where information was predominantly transmitted in a one-way fashion. This proactive approach impacts both general market trends and individual purchasing decisions.

The cosmetics industry, which flourishes on visual appeal, benefits significantly from these platforms. Consumers are constantly introduced to new products, beauty technique videos, and product reviews from reliable influencers. This customized, real-time material frequently stimulates excessive expenditures by virtue of social proof and the sense of immediacy that these platforms' flash sales and exclusive offers generate.

1.1 Personalization and Trust in Social Media Marketing

A pivotal aspect of social media marketing is its capacity to offer a highly personalized consumer experience. Social media platforms utilize sophisticated algorithms to track consumer behaviour, preferences, and interactions, enabling brands to deliver content and advertisements tailored to specific audience segments.

This customization is particularly significant in the cosmetics industry, where individual needs and preferences, such as skin type, tone, and personal beauty goals, vary greatly. This tailored approach ensures that consumers encounter products that are relevant to their unique needs, enhancing the likelihood of engagement and conversion. Personalized recommendations and advertisements make consumers feel understood and valued, thereby increasing their propensity to explore and purchase products.

1.2 Building Trust Through Transparency

Trust is an essential element of social media marketing, especially in the cosmetics sector, in alongside customization. Social media platforms enable an open atmosphere where customers may read reviews, testimonials, and comprehensive product information. Because of this openness, buyers have greater capacity to compare items and weigh the advantages and potential pitfalls of everything.

Many consumers look to influencers who share their values or thoughts of beauty for recommendations. These influencers often provide objective assessments and practical outcomes by sharing their own experiences with beauty goods. Customers are more confident in a brand's legitimacy and the product's efficacy when they see trusted influencers promoting it.

1.3 Leveraging User-Generated Content and Reviews

User-generated content (UGC) and reviews are essential for cosmetics brands to build reputation. By enticing customers to share their thoughts and experiences on social media, brands take advantage of the social proof advantage. User-generated content (UGC) makes a company seem more respectable and relatable by presenting real customers and their authentic viewpoints. Since they offer real opinions and personal experiences, testimonials and reviews especially those left by other customers are considered more reliable than traditional forms of

promotion. This organic substance enhances the brand's legitimacy and significantly impacts customer choices.

Along with that, user-generated content and reviews allow consumers feel like they belong to a community. Individuals are more likely to believe in a product's relevance and efficacy when they perceive others with comparable skin types or cosmetic concerns using and promoting it. Other than to increasing their credibility, brands that actively interact with and emphasize the content developed by their customers also foster greater customer loyalty. Interacting with feedback and reviews positive or negative—also shows that the company respects the opinions of its clients, which builds confidence and promotes continued interaction. Moreover, UGC delivers firms real content for their marketing initiatives, saving money on costly professional photographic sessions and ensuring that their communication is in accordance with actual customer experiences.

1.4 Engaging with Consumers and Creating a Personalized Customer Journey

Engaging with consumers on social media is pivotal in building trust and loyalty for cosmetics brands. Brands that actively participate in conversations, promptly address inquiries, and respond to concerns create a sense of community and reliability, showing that they genuinely value their customers and are committed to exceptional service.

By integrating personalization with transparency and proactive engagement, cosmetics brands can craft a seamless and trustworthy customer journey. From targeted advertisements and personalized interactions to attentive post-purchase support and community involvement, every touchpoint enhances the customer experience, fostering satisfaction, long-term loyalty, and advocacy.

1.5 Influence of Social Proof and FOMO:

Social evidence takes an integral part in shaping consumer purchasing behaviour, particularly in the cosmetics sector where decisions are frequently impacted by the convictions and activities of others. Customers get a sense of trust and validation from seeing influencers, celebrities, or even their colleagues promoting components on social media pages. Customers find comfort in feedback from others while acquiring cosmetics because individual preferences and needs fluctuate considerably in this field. Because social media is interactive, users can share reviews, photographs, and stories, which adds authenticity and dependability to endorsements. Which boosts the effect of social media. Therefore, when picking which products to purchase, consumers concentrate their decision on this collective endorsement.

Fear of Missing Out (FOMO) is a psychological trigger that urges customers to act promptly in order to avoid missing out on trends or limited-time deals. This strengthens the power of social proof even more. Brands in the cosmetics sector frequently utilize countdowns, flash discounts, and exclusive product releases on social media to generate urgency. This strategy develops a sense of urgency since consumers fear of missing out on the chance to purchase a highly sought-after item. An impulsive purchase is an outcome of FOMO plus perceptions of others obvious endorsements. Because these components work together to influence the consumer experience, social media is a vital tool for cosmetics firms looking to increase sales and foster an enthusiastic following.

1.6 Visual Engagement and Consumer Empowerment:

Visual engagement is a fundamental of social media promotional efforts for cosmetics brands that rely extensively on aesthetic appeal. Consumers may see personally how a product pops up and functions in real life by witnessing packaging videos, tutorials, and stunning pictures shown on platforms like Instagram, YouTube, and Facebook. These visually appealing designs, which can feature influencers recommending skincare products or makeup

professionals demonstrating how to put on a new foundation, contribute to the development of authenticity and trust.

Buyers are given the knowledge required to make informed choices about what to buy thanks to this visual interaction. The ability for customers to witness how the product functions in real time, as opposed to merely relying on product descriptions or reviews, eliminates doubt and increases credibility. Consumers sense of involvement and assurance is further reinforced by social media's interactive features, which include live Q&A sessions, questionnaires, and customer testimonials. Cosmetics brands draw in buyers and educate them at the same time by creating a visually engaging experience on these platforms. Thus turning viewers who utilized to be passive watchers into knowledgeable, involved consumers who are more likely to make a purchase.

2.0 REVIEW OF LITERATURE

Younger customers are particularly susceptible to the emotional appeal of commercials, which often emphasize beauty standards, social acceptance, and self-esteem, as **D. G. Kantharaj and Syed Kazim (2015)** also point out. In their research, Several respondents acknowledged that their evaluations of cosmetic items are shaped by these commercials, which are crucial in this regard. Attractive visuals and celebrity endorsements have a significant impact. The study also shows that exposure to these kinds of ads on a regular basis builds a strong brand retention, which in turn influences purchasing decisions. This emphasizes how crucial it is for the cosmetics business to use targeted and persistent advertising strategies in order to appeal to young consumers.

In his investigation of the complex relationship between advertising and customer behaviour in the FMCG industry, **C. P. Priyanka (2021)** focuses primarily on urban Bengaluru. According to the study, social media ads have a big impact on consumer impulsive purchasing decisions, particularly when these are solitary. According to findings gathered from 151 respondents, when consumers see tailored ads that play on their emotions, they are more likely to make impulsive purchases. This study draws attention to the psychological factors that commercials appeal to, demonstrating that companies might use emotional appeals in determining consumer behaviour and purchase decisions in metropolitan areas.

Dasar Paramanand and Hundekar S. G. (2020) examine consumer behaviour in North Karnataka, particularly in response to smartphone marketing strategies. The study examines how increasing smartphone technology has affected consumer choices and emphasizes the potency of different marketing strategies. It highlights the increasing significance of influencer endorsements, product attributes, and digital marketing in influencing customer buying decisions. This study clarifies how marketing plans must change in response to the continually shifting needs of consumers and innovations in the industry of smartphones.

In their investigation of Mangaluru City customer perceptions toward sustainable products, **Dr. Ravikala and Dr. Malathy K. (2022)** focus at how green marketing promotes customer awareness and choices. The study finds a significant relationship between respondents' awareness of eco-friendly items and demographic characteristics including age and education, based on data gathered from 60 respondents. In addition to highlighting the increased customer demand for sustainable products, the research emphasizes how critical it is to create successful green marketing strategies in order to connect with environmentally associated consumers.

In Bangalore City, **Kazim Syed and Thomas Ajai Abraham (2017)** research whether women's perceptions of cosmetic commercials are impacted. The study demonstrates that commercials greatly influence customer perception and are crucial in helping consumers make decisions about cosmetic products. It is based on data gathered from 100 respondents. The

research highlights the impact of targeted cosmetic commercials on purchasing behaviour, especially among urban women, using statistical analysis performed with SPSS. This demonstrates how crucial strategic advertising is in driving customer decisions in the cosmetics sector.

Job Dubihlela and Dorah Dubihlela (2011) analyze ethical dilemmas in advertising, particular how young people respond to ads that feature alcohol and nudity. The study reveals a variety of adverse views held by young consumers about these kinds of advertisements, highlighting the moral difficulties advertisers encounter when attempting to maintain a balance between personal freedom and societal expectations. The results emphasize the need for vigilant advertising tactics that are both attractive and consistent with ethical guidelines.

The elements that influence buyers to consider purchasing luxury branded counterfeit goods are examined by **Xuemei Bian (2008)**. Brand personality is found to be the most significant element determining the likelihood of purchasing counterfeit items, according to research done through focus groups and interviews. According to the study, decision-making is less influenced by perceived dangers and demographic factors, highlighting the significance of a brand's identity in shaping consumer behaviour regarding counterfeit goods.

In the cosmetics sector, **Mr. Ishikar Suraj K. (2021)** investigate exactly how commercials impact consumer purchasing behaviour. Data from 200 young respondents was analysed, and the outcomes indicate that while advertisements are effective at creating awareness and influencing perceptions, they are less successful at generating long-term, deep impressions in the minds of consumers. Regression and correlation analysis are used in the study to provide insights into more effective strategies for advertising.

In their 2019 study, **Koshy Ligo and Dr. Manohar S. John** examines the variables that affect young people's decisions concerning face care products. They discover that brand name, ingredients, and marketing have a significant role in determining consumer preferences. The research, which surveyed 200 college students and using the Garrett Ranking method, shows that while components address the concerns of health-conscious consumers about the safety and effectiveness of products, brand name builds credibility and trust. Advertising, particularly on digital and social media channels, has a significant effect on perceptions through utilizing relevant and interesting material. The study highlights the significant influence that trend-right advertising has on young consumer buying choices.

A study by **Mrs. Vidhyajawahar and Dr. Tamizhjothi K. (2017)** explores how marketing mix and demographic factors affect brand preference and purchasing behaviour of beauty care products among female consumers. Analysis of data from 91 respondents reveals significant relationships between price, product, education, and occupation with brand preference.

Kakkar Leena (2013) conducts an investigation with sixty respondents to look at the brand preferences and buying habits of women. The study looks at how different brand-related elements affect women's decision-making processes, with an emphasis on how marketing campaigns affect these choices. The study offers important new information about how brand-related factors influence women's purchase decisions.

Disparities between men and women in purchasing behaviour are examined by **Irabatti Priya Anand (2014)**, with a particular focus on the ways in which gender shapes shopping preferences and behaviours. The study reveals notable distinctions in brand purchasing behaviour between men and women, highlighting certain gender-specific habits and motives which influence their purchasing decisions. It does this by analysing responses from 250 participants in Solapur City.

Joshi Astha (2018) looks into how women shop in the clothing industry, focusing on things like brand value, quality, and pricing. The study's findings, which are based on information

gathered from 150 respondents in Indore, indicate that cost and quality have a big impact on customer decisions when it comes to buying clothes.

In their 2019 study, **Dr. John S. Franklin** has investigated the variables affecting women's purchasing decisions in the Indian clothing industry. The study emphasizes how women's purchasing decisions are influenced by shifting fashion trends, media exposure, and brand variety. It also demonstrates how important social effects and brand loyalty are in determining customer preferences. The results provide insightful information for marketers hoping to successfully target the growing women's clothing sector.

The impact of demographic characteristics on Delhi consumers' preferences for cosmetic items is examined by **Dr. Jothi A. Lenin (2016)**. The examination of 96 replies indicates that demographic factors, including income, gender, and age, have a considerable impact on product preferences. With the help of this research, cosmetic companies will be able to better target their marketing strategies to the unique requirements of various consumer categories, increasing their marketability and attractiveness.

Naseema CM (2018) study involves in the investigation of Malappuram District consumers perceptions on cosmetics. Based on basic percentage analysis and random sampling, the study concludes that consumers are generally happy with the cosmetics they buy. The research underscores the significance of preserving brand awareness and proposes that marketers ought to employ efficacious marketing instruments to augment client contentment and allegiance. By using this strategy, brands may better serve the demands of their customers and increase their market presence.

In the Namakkal District, **Ms. Kumari S. Krishna and Dr. Natarajan M. Latha (2016)** investigate women's brand loyalty and cosmetic product purchasing patterns. Based on information gathered from 100 respondents and SPSS analysis, the study reveals important aspects influencing brand loyalty, such as brand name, price, promotion, quality, and retail environment. The findings offer fascinating details about the variables influencing women's brand loyalty to cosmetics, which enables businesses to optimize their marketing campaigns and maximize customer happiness and loyalty.

Ms. Dhadhal Chitralkha H. (2012) investigates the relationship between Gujarati women's brand loyalty and product-specific characteristics. The study finds a strong correlation between brand loyalty and variables such product variety, pronunciation ease, and brand reputation. Brand personality and quality, on the other hand, did not significantly correlate with brand loyalty. The results provide valuable insights into strategies that cosmetics businesses can employ to cultivate brand loyalty among women consumers by highlighting the significance of major characteristics of the goods.

Ms. Poddar Kavita (2013) examines into whether brand loyalty influences Indian female students' purchasing habits when it comes to cosmetics. The study shows a positive correlation between brand loyalty factors like brand name, quality, and price and purchase behaviour after analysing data from 150 respondents. The results indicate that these characteristics have a major influence on female students' decisions to purchase cosmetics, which emphasizes the significance of brands concentrating on these aspects to increase brand loyalty.

With a focus on brand love and brand hatred, **Harpuneet Singh Kohli (2021)** investigate the impact of emotions in brand-related experiences and loyalty. Based on information from 250 participants, the study shows that brand loyalty is directly impacted by brand experience. It illustrates that while brand hate impacts both behavioural and attitudinal loyalty, brand love increases attitudinal loyalty. These findings offer marketers important new understandings into the ways that emotional elements impact consumer loyalty.

Among Soweto shoppers for athletic clothing, **R.L. Mathaba, M. Dhurup, and Mpinganjira (2017)** look into shopper satisfaction, store loyalty, and significant store

qualities. Moderate levels of satisfaction and a high correlation between satisfaction and store loyalty are revealed by an analysis of data from 489 customers. The behaviour of store employees, brand availability, pricing promotions, and retail atmosphere are important elements that impact store choice. The results emphasize important factors to consider when creating retail strategies that work in metropolitan townships.

Dr. Dhadhal Chitrlekha H. (2015) investigates how women who purchase skincare cosmetics view pricing factors. According to the research, the availability of special discounts is the second most important element influencing purchasing decisions, after a reasonable price. The report recommends that in order to increase brand loyalty and draw in more consumers, cosmetics brands should create marketing strategies that centre on sensible pricing and promotions.

Mahesh A and Dr. Dinesh G.P. (2014) investigate how often women use face skin care products, highlighting the importance of facial attractiveness as well as the market's competitive obstacles. The study shows that developments in the facial cream sector are being driven by changing standards of beauty and growing empowerment of women. These changes force companies to modify their approaches in order to remain competitive and meet the changing demands and tastes of female customers. Businesses need to adapt to these dynamics by coming up with new ideas and matching their products to the expectations of customers and the ideals of modern beauty.

Mani Ambica Prakash (2015) investigates the purchasing habits of female Dehradun residents who use colour cosmetics, looking at how various demographic factors affect the number and places of purchases. The study highlights the importance of demographic factors in influencing female color cosmetic users' purchasing decisions and consumption habits, offering insightful information about their preferences and views.

Dr. Chaubey D. S. (2021), Dr. Tripathi Nutan, and Dr. Tripathi Durgesh Mani examine how visual marketing affects consumer purchasing decisions in the cosmetics industry. Data from 193 respondents show that customer preferences are strongly influenced by the attractiveness of merchandising, underscoring the crucial role that imaginative and effective visual merchandising plays in increasing product visibility and driving sales. The research highlights the substantial impact that well-crafted merchandising tactics can have on consumer engagement and purchase decisions.

3.0 Methodology

3.1 Need and Scope of the Study

Now a day, people are living online, and most of the day to day decisions are hugely impacted by the social media. If the company wants to get success, they should always stay in the word-of-mouth of the customers. Failing to be in the WOM is failing to succeed in the market. Hence the dependency of companies on social media carries utmost importance. There is a need to understand how the customers are taking decision based on social media impact and what are the platforms which makes the customers to take decisions. Hence the present study focuses on the above aspects. The scope of the study is limited to respondents in and around Karnataka state whose age group is falling from 18 to 50 years.

3.2 Objectives of the study

1. To identify the best social media marketing channel relied by the customer to buy cosmetics.
2. To examine the relation between usage of social media and purchase behaviour of consumers purchasing cosmetic products.
3. To investigate the different dimensions of buying behaviour of consumers influenced by social media marketing.

3.3 Sample and Data Collection tool

For the purpose of study, a sample of 90 respondents have been shared the questionnaire, in which 84 found to be valid sample as the remaining 6 respondents haven't responded to all the questions. A Structured questionnaire of 47 questions have been shared to all the respondents

Descriptive analysis has been done with the help of percentages and bar graphs, whereas inferential analysis has been carried with the chi-square (χ^2) analysis by taking 4 variables influence on gender and the same 4 variables influence on Age and computed p-values for the relevant data

H₀₁: There is no significance difference on the perception level of the respondents towards the dimensions impacting to make purchase on social media with respect to the age of respondents

H_{1a}: There is a significance difference on the perception level of the respondents towards the dimensions impacting to make purchase on social media with respect to the age of respondents

H₀₂: There is no significance difference on the perception level of the respondents towards the dimensions impacting to make purchase on social media with respect to the gender of respondents

H_{2a}: There is a significance difference on the perception level of the respondents towards the dimensions impacting to make purchase on social media with respect to the gender of respondents

4.0 Analysis and Discussion

From the analysis, it is found that majority of the respondents are falling the age group of 21 to 30 years with a percentage of 42.86, followed by age group 41 to 50 years, with a percentage of 33.33. In terms of gender, Female occupied a majority portion with a percentage of 52.38, whereas the Male attributed to 47.62. Most of the respondents are found to be postgraduates with a 52.38%, followed by professional courses with a 23.81%. Majority of the respondents are married with a 52.38% and unmarried respondents are 42.86 in percentage. Most of the respondents are falling in above rupees 50,000 earnings per month with a 55 percent followed by income of Rs 30001 to Rs 40000 with a percentage of 25. Table 1 gives a clear picture of demographic description of the respondents.

	Percentage
Age of respondents	
Below 20 years	9.52
21-30 years	42.86
31-40 years	14.29
41-50 years	33.33
Gender of respondents	
Male	47.62
Female	52.38
Education qualification of respondents	
Post Graduate	52.38
Graduate	19.05
Professional courses	23.81
SSLC	4.76
Marital status of respondents	

Married	52.38
Not married	42.86
Prefer not to answer	4.76
Income level of respondents(in Rs.)	
10000-20000	15.00
20001-30000	10.00
30001-40000	25.00
40001-50000	00.00
Above 50000	55.00

Table 1: Demographic details of respondents

4.1 Product category which are influenced by social media

For the purpose of identifying the product categories which are influenced by social marketing, the researcher has considered 7 categories of product/services and the influence level in terms of percentage is given in the Table 2. It is found that

	Highly influential	Moderately influential	Not influential	Quite influential	Slightly influential
Make up	28.57	9.52	19.05	9.52	33.33
Skin	33.33	28.57	14.29	0.00	23.81
Hair	28.57	38.10	9.52	4.76	19.05
Bath and Body	23.81	28.57	14.29	14.29	19.05
Fragrance	28.57	33.33	19.05	14.29	4.76
Mom and Body	9.52	42.86	4.76	23.81	19.05
Health and Wellness	33.33	23.81	9.52	14.29	19.05

Table 2: Categories and influence level of social media on purchase

	Highly influential	Moderately influential	Not influential	Quite influential	Slightly influential	Percentage
Make up	28.57	9.52	19.05	9.52	33.33	
Skin	33.33	28.57	14.29	0	23.81	
Hair	28.57	38.1	9.52	4.76	19.05	
Bath and Body	23.81	28.57	14.29	14.29	19.05	
Fragrance	28.57	33.33	19.05	14.29	4.76	
Mom and Body	9.52	42.86	4.76	23.81	19.05	
Health and Wellness	33.33	23.81	9.52	14.29	19.05	

Figure 1: Percentage of Categories and influence level of social media on purchase

4.2 Preferred Online platform

Coming to the online shopping platform, most of the respondents are preferring multiple platforms for online purchases, which is shown in the Table 3 and Figure 2, if we consider individual platform, Nykaa is on top with 23.81% followed by Amazon with 19.05 % and then by Mama earth with 14.29%.

Platform	Percentage
Amazon	19.05
Flipkart, Amazon	4.76
mama earth	14.29
Myntra	9.52
Myntra, Flipkart, Amazon, mama earth	4.76
Nykaa	23.81
Nykaa, Amazon	4.76
Nykaa, mama earth	4.76
Nykaa, Myntra, Amazon	4.76

Nykaa, Purpille, Tira	4.76
Tira	4.76

Table 3: Online Platforms preferred

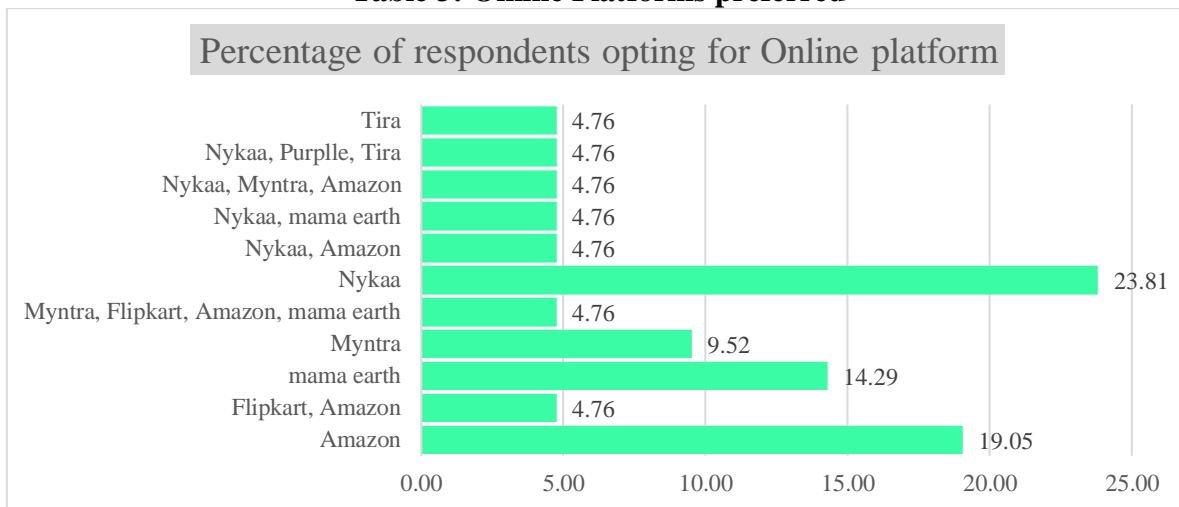


Figure 2: Online Platforms preferred

4.3 Customers opinion on Impact of Social Media Marketing on Purchase decision

To understand the buying behaviour of customers with respect to various aspects of social media, 10 important elements have been found with the help of Review of Literature and collected responses from the sample, which is tabulated in the Table 4.

	Strongly Disagree	Not Agree	Neither Agree Nor Disagree	Agree	Strongly Agree
Frequency of ads help to buy the products and services	4.76	0.00	23.81	28.57	42.86
Sources of information widely available through social media	4.76	0.00	4.76	52.38	38.10
Socail media ads play an imp role in promoting brands	4.76	4.76	4.76	47.62	38.10
Provides knowledge in terms of differentating cosmetics from one another	9.52	0.00	4.76	47.62	38.10
Likely to purchase cosmetics products through influence endorsement	9.52	4.76	23.81	42.86	19.05
Different brands provokes sales in social media	9.52	0.00	9.52	52.38	28.57
Purchase influenced by social media reviews and recommendations	4.76	4.76	0.00	52.38	38.10
Social media is a powerful tool to influence buye decision	4.76	0.00	4.76	47.62	42.86
Offers and discounts influence buying	9.52	0.00	9.52	42.86	38.10
Easy to save time in purchase with social media	9.52	0.00	9.52	42.86	38.10

Table 4: Opinion of customers regarding the impact of Social Media marketing on purchase decision

From the Table 4, it is observed that in most of the respondents are agreeing to that fact that the information provided by the social media platforms is very important to make purchase decision, they are considering the reviews & recommendations in the social media while making a purchase decision, they can see wide variety of assortment in social media. Only in the case of cosmetics purchase some of the customers are not in a position to take decision with the help of influencer endorsement

4.4 Dimensions of Consumer Buying behaviour

Consumer buying behaviour will be impacted due to the demographic, psychographic and behavioural aspects, in addition to this, the purchase decision will be impacted due to different dimensions which are shown in the Table 5, and it is found that the loyalty status of consumers also being impacted due to social media marketing and average responses are confirming that social media is playing an important role in their purchase decision of cosmetics.

	Strongly Disagree	Not Agree	Neither Agree Nor Disagree	Agree	Strongly Agree
Content on Social Media influence buying cosmetics	4.76	0.00	4.76	57.14	33.33
Engagement of social media content influence loyalty towards brands	9.52	0.00	0.00	66.67	23.81
Compelled to buy cosmetics due to social media trends or viral content	4.76	0.00	19.05	47.62	28.57
Product knowledge helps to buy cosmetics	4.76	4.76	9.52	61.90	19.05
Effective communication helps to decide the best cosmetics	0.00	4.76	14.29	47.62	33.33
Impacts perception of beauty standard and impact on buying it	4.76	9.52	9.52	57.14	19.05
Switched loyalty from one brand to another due to social media influence	9.52	0.00	9.52	47.62	33.33
Availability of various products compelled to buy	0.00	0.00	9.52	61.90	28.57
Content found in social media is interesting	9.52	0.00	9.52	47.62	33.33
Perception that new trends are available in social media	4.76	0.00	9.52	52.38	33.33

Table 5: Dimensions of Consumer Buying behaviour

	Strongly Disagree	Not Agree	Neither Agree Nor Disagree	Agree	Strongly Agree
Content on Social Media influence buying cosmetics	4.76	0.00	4.76	57.14	33.33
Engagement of social media content influence loyalty towards brands	9.52	0.00	0.00	66.67	23.81
Compelled to buy cosmetics due to social media trends or viral content	4.76	0.00	19.05	47.62	28.57
Product knowledge helps to buy cosmetics	4.76	4.76	9.52	61.90	19.05
Effective communication helps to decide the best cosmetics	0.00	4.76	14.29	47.62	33.33
Impacts perception of beauty standard and impact on buying it	4.76	9.52	9.52	57.14	19.05
Switched loyalty from one brand to another due to social media influence	9.52	0.00	9.52	47.62	33.33
Availability of various products compelled to buy	0.00	0.00	9.52	61.90	28.57
Content found in social media is interesting	9.52	0.00	9.52	47.62	33.33
Perception that new trends are available in social media	4.76	0.00	9.52	52.38	33.33

Figure 3: Percentage of Dimensions of Consumer Buying behaviour

4.5 Chi square analysis

	DOF	χ^2 Statistic	χ^2 Critical at 95%	P-value	Decision
Gender-Perception on influence of social media marketing with respect to Fragrance of cosmetic products	4	3.94	9.49	0.415	Fail to reject the Null Hypothesis
Age-Perception on influence of social media marketing with respect to Fragrance of cosmetic products	12	18.15	21.03	0.111	Fail to reject the Null Hypothesis
Gender- Perception on likely to purchase on influencer endorsement	4	4.27	9.49	0.441	Fail to reject the Null Hypothesis
Age-Perception on likely to purchase on influencer endorsement	12	14.10	21.03	0.294	Fail to reject the Null Hypothesis
Gender- Opinion on likely to purchase decision is influenced due to reviews and recommendations of social media	4	2.05	9.49	0.677	Fail to reject the Null Hypothesis
Age- Opinion on likely to purchase decision is influenced due to reviews and recommendations of social media	9	6.13	16.92	0.726	Fail to reject the Null Hypothesis
Gender- Opinion on perception of beauty standard when purchase is made from social media influence	4	3.29	9.49	0.691	Fail to reject the Null Hypothesis
Age- Opinion on perception of beauty standard when purchase is made from social media influence	12	10.56	21.03	0.744	Reject the Null Hypothesis

5.0 Conclusion

From the analysis, it is obvious that majority of the respondents are influenced by the social media while making purchase decision of cosmetics. Most of the customers are using multiple platforms to make purchases and Nyka is considered by most of the people for making cosmetics purchase followed by Amazon and then Mama earth. There are different dimensions such as Reviews and recommendations of social media and information availability are considered as very important by the customers while making the purchase decision of cosmetics. Availability of wide variety of products and the engagement with social media are considered as the most influential factors while making purchase decision of cosmetics products

5.1 Future research scope

As the sample size is limited to only 84 and the scope is limited to major cities of Karnataka, it is expected to extend the research to different major cities with a bigger sample size so that the results can be generalized/

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