

E-commerce Elegance: Examining the Role of Digital Marketing in Shaping Women's Cosmetic Preferences

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Abstract

Online advertisements have had a significant influence on the purchasing habits of the general public. In India, the most of the businesses are ditching the brick-and-mortar retail model in favour of online shopping. A slew of aspects in online advertising affect consumers' purchasing decisions. With the rise of new companies and online shopping sites, internet retailing in India is experiencing a surge in popularity. Women shoppers play a significant role in the growth of online shopping across an extensive array of platforms and apps. As a result of social media platforms like Instagram, Facebook, and YouTube as well as shopping apps like Mantra, Sephora, and Amazon and Myntra, women have access to a plethora of national and international cosmetic businesses through online advertising. It was an online advertising campaign that drove women in Haryana to emerge from their shells. The most pressing issue is how to use internet advertising to attract female customers to online and social media platforms. Researchers conducted this study to learn what factors influence women's preferences for different cosmetic goods, with a focus on how online marketing affect Haryana's women and the consequent shifts in their shopping behaviours. Findings from this study reveal a clear link between online advertising and how women chose cosmetic products while shopping online. Analytical surveying was the method used in this investigation. The goal of this research is in order to assess the effects of online marketing on Haryana women's purchasing habits for cosmetics. Explanatory inferences can be drawn from the findings of this study, which investigates variable-variable relationships. Research shows that women in Haryana are open to online advertisements for cosmetics on social media platforms, smartphone applications and retail websites.

Keywords: Digital Marketing, Consumer, Buying Behavior, Cosmetic Products, Women.

Introduction

During the previous ten years, advertising has taken on a new look thanks to an increased reliance on digital platforms and social media platforms. Buyers' product desires are satisfied by a wide range of products. Consumers' intrinsic and extrinsic flavour impacts are lessened over time as a result of previous exposure to certain flavours. To put it another way, advertising has a direct impact on the preferences and aspirations of consumers. Most of our time is spent on websites or programmes that may be accessed via web browsers. All sides are on the same page with this budget. It does, however, provide a plethora of revenue-generating opportunities for enterprises of all sizes. Additionally, companies are aggressively incorporating customers in order to broaden the range of wishes and expectations that they may fulfil.

In the twenty-first century, personal sharing, especially over the internet, has a significant impact. In the previous few years, Indian consumers' purchasing habits have dramatically changed. Mobile phones, portable devices, and handheld units that are always connected and allow for real-time data exchange with consumers are becoming increasingly popular with consumers. Marketing and communication strategies are used by a wide range of enterprises to improve their market position. Cosmetic companies, on the other hand, use print and electronic media to promote their products. When it comes to cosmetics, poorer socioeconomic and demographic groups have switched their purchasing power to luxury and mass-market brands in the recent decade. There is a 15 to 20 percent yearly growth rate in the Indian cosmetics and beauty sector. The Indo-Italian Chamber of Commerce has issued a statement. As stated by a 2020 forecast, India's beauty care business is expected to grow from \$1254

million to \$4.31 billion. Few beauty businesses are now demographic-focused, but the majority are, as evidenced by their products and advertising, aimed at female clientele. Nevertheless, in this industry, the way things work and how quickly they change are heavily influenced by economics, the global environment, demand, culture, and knowledge. MAC, SmashBox, Bobbi Brown, and Sephora are just a few of the high-end firms that have opted to promote purely online.

A shift in the perception of print and broadcast advertising is seen in Haryana, where women are beginning to use new brands like Wet and Wild and Nyx, which have lately built a presence in India mostly through online platforms and websites such as Mantra. Advertising for cosmetic companies and products is published online in a number of formats and on a range of platforms. Client information and decision-making abilities are now communicated in a different way because of the rise of social media. Despite the fact that Haryana is a small state in southern India, the platforms and online advertising it utilises have a large impact. As a small business owner, you may cultivate a following on social media networks, including Facebook, Twitter, LinkedIn, and YouTube, while also providing new insights into your thoughts and ideas. There are new ways being tested by marketers and marketing experts globally to maximise the impact of these social media influencers. In recent years, YouTube has become one of the most popular channels on the internet. Your film can be shared on social media, or you can participate in an ongoing project by uploading it to YouTube and sharing it with others. A lot of information may be conveyed visually instead of verbally because humans seem to lack the physical capacity to do so. Consumers' devotion to YouTube videos is influenced by a range of circumstances, according to a previous study. It's true that this is the most preferred fashion choice among the women of Haryana. Micro influencers play an important role in promoting products and services on YouTube. In order to generate buzz among clients, businesses collaborate with You Tuber's who feed celebrity. On the basis of their authority in themes such as how to dress, conduct oneself, and what to do, they are trying to capitalise on the power of YouTubers.

When it comes to marketing, digital marketing has shifted its focus away from editors and magazine features and toward consumers. There has been a steady rise in the market share of companies and products that may be attributed to social media influencers. 2017 and 2018 saw a spike in the number of Haryana-based cosmetics bloggers and influencers. As a result, many of them established well-known web brands that resonated with women. Many bloggers feel, based on recent studies, that their material has a big impact on search engine optimization. Additionally, their social media platforms, particularly Instagram, find that their content is incredibly effective. Custom HTML listings of material and options will be provided to customers on the screen. Instagram is used by a slew of accounts and businesses to promote everything from beauty goods to sweepstakes and everything in between. Women are more likely to shop for cosmetics online when they can access advertisements on their mobile devices. Mantra and Sephora are India's top and second-ranked internet marketing companies in terms of evoking a desire among viewers or customers.

Literature Review

“Customer knowledge management in the natural cosmetics industry” 2009 by Vesselina Dimitrova, Mariana Kaneva, Teodoro Gallucci. The study demonstrates that the involvement of the customers in the insight knowledge build-up for the special and unique natural products, on specialised knowledge for the type of the merchandise and use of marketing mix and consolidated advertising methods for product growth and promotional activities. “A study of consumer behaviour towards chemical and herbal cosmetic items and its impact on marketing strategies” 2012 by Patil and Hema. The research report indicates that various elements influence customer buying behaviour towards herbal products, as a reason organisations have to conclude these behavioural impacts according to the necessity of their strategic decision making for the successful positioning of the product.

“To examine the factors affecting the buying behaviour of consumers with respect to herbal and non-herbal cosmetic products” 2020 by Syal Bhawna. The study concludes that cosmetics play a big impact in the lives of people. The buyer's behavior is a crucial aspect to ascertain the worth of the commodity. Cosmetic companies should understand the requirement of the consumer and design products accordingly. “Analysis of factors influencing preferences for Green Cosmetic and Food goods A research in and around Kolkata West Bengal India” 2016 by Sudipta Majumdar. In the research, the researcher finds that to

popularise the usage of green products, firms will have to adopt these two suggestions: 1) Prices of organic cosmetic and food items should be inexpensive to make them attainable for a large number of clients. It is also aimed at selling to consumers in the upper income bracket.

According to Maria Zikeeva, "The impact of digital marketing solutions on customer-based brand equity in Russia's cosmetic business" in 2017. As part of their marketing strategy, the beauty business relies on digital marketing to attract new customers and maintain in touch with those they already have. The results of an empirical investigation into online shoppers' purchasing habits Special attention is paid to the city of Pune in this research work the researcher conclude that the research found four types of customers' such as often shopping online, buying once every six months, buying once a year, and never buying anything online. Research shows that a consumer factor is made up of various characteristics, For instance the amount of time a person spends online and the amount of money they spend on goods purchased there.

Online purchasing and customer decision-making are the subject of a paper by Neha Jain. Pre-purchase behaviour can be utilised to help marketers construct more efficient and consumer-focused marketing processes by categorising people into distinct segments. "The impact of digital marketing on consumer purchasing behaviour in the pharma industry'2018 by Aparna Bhagat. In this study, we explore the many techniques for digital marketing that pharmaceutical businesses can employ to influence their customers' purchasing decisions, as well as the perspectives of physicians and patients, in order to better serve our clients.

Theoretical Framework

Internet advertising and women's use of cosmetic brands and goods are the focus of this research in Haryana. People's opinions, which are heavily influenced by marketing, play a essential role in a vast number of purchasing decisions. For this research, we're trying to figure out what factors influence female customers' preferences among a variety of cosmetics companies. This research looks at how online marketing affects Haryana's women and how that affects their shopping habits. Internet advertising has a significant impact on women's online cosmetic brand preferences, according to the key findings of this study. It's all about getting your target market to accept, purchase, and stick around for your items through marketing communication, which is a type of marketing that aims to do just that. Every marketer must have a basic understanding of the communication process in order to develop effective marketing communications. Interference is included in the communication process. There are three main objectives of marketing communication: informing customers, persuading customers to buy, and reminding customers to make repeat purchases. Informing customers is the fundamental goal of marketing communication (recall communication). Marketing campaigns make use of a wide range of communication techniques. In order to exchange ideas, people and organisations communicate with each other. Ideas can be conveyed through conversation, writing, or art. In communication, two or more people use symbols to convey meaning to each other. These discoveries will take on a new significance when they are integrated into a new field of research called marketing communication, which includes the brand marketing mix. In the end, the customer is made aware of the goal. Both direct and indirect marketing communication is used by businesses to communicate with their clients. Marketing communications enjoy high regard among consumers. This is exhibited by clients who are able to describe the use of a product, including where they are and when they are using it. Prior to purchasing a product, service, or brand, consumers perform research.

Research Methodology

Analytical surveys were used in this study's research methodology. Research questions or hypotheses are frequently tested by examining the effects of two or more variables using this technique. The questionnaire used to gather data was tailored to the study's goals and hypotheses, and it was based on a custom-made form. Open-ended and closed-ended questions were included in the poll. Women in Haryana are being polled to see how online advertising and the rise of cosmetic brands are impacting their purchasing decisions. Random sampling is used in the quantitative analysis.

Objectives of the study

1. To understand the influence of online advertisements on Women in Haryana.
2. To understand the Purchasing Behaviour of Women in Haryana.
3. To understand the usage pattern of social media platforms by Women in Haryana.

Hypothesis statements

H01: Women in Haryana are highly influenced by online advertisements;

H02: Most of the women in Haryana who belongs to the age group ranging from 26 years to 40 years are highly influenced by online advertisements of cosmetic products;

H03: Women in Haryana use social media platforms like You Tube and Facebook or Mobile Applications to see/purchase various cosmetic brands or products through online ads.

Discussion

212 women respondents were chosen at random from various parts of Haryana. The total respondents were divided into three groups based on three variables: age, income, and use of social media and mobile applications. The total number of respondents was separated into 72 groups of three age groups: 16-26, 27-42, and 43-60. Respondents were further segmented depending on their income and use of social media and mobile applications. The research was based on three hypotheses. "Women in Haryana are heavily impacted by internet commercials," was one hypothesis, and it was proven correct when more than half of the total number were heavily influenced by ads displayed on social media platforms or shopping applications, changing their purchasing behaviour. "Most of the women in Haryana who belong to the age group of 26 to 40 years are greatly influenced by internet ads of cosmetic products," the second hypothesis presented to the respondents.

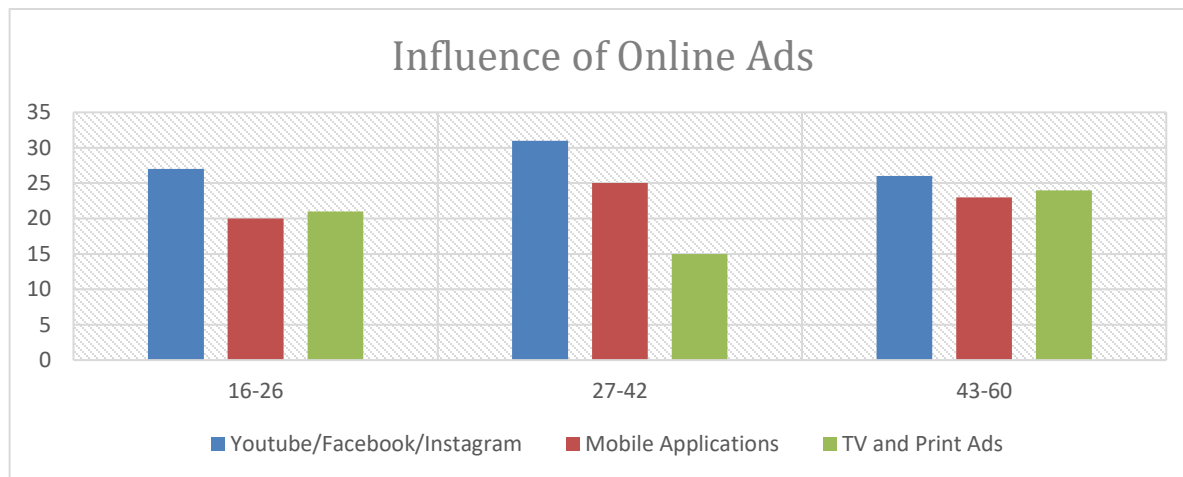


Fig 1: Influence of Online Advertising and Growth of Cosmetic Brands Among the Women in Haryana (Source: calculations by author in excel)

This hypothesis was confirmed when more than 72% of the women in the given age group responded positively and agreed that online advertisements for cosmetic items via various social networking sites and applications impacted them to purchase cosmetic products from various brands. "Women in Haryana utilise social media platforms such as You Tube and Facebook or mobile applications to see/purchase various cosmetic brands or items through online ads," according to the third hypothesis. The final hypothesis was also confirmed since a bigger proportion of respondents utilise social media platforms to see online advertisements and purchase cosmetic items, but they rely less on other channels such as print or broadcast media.

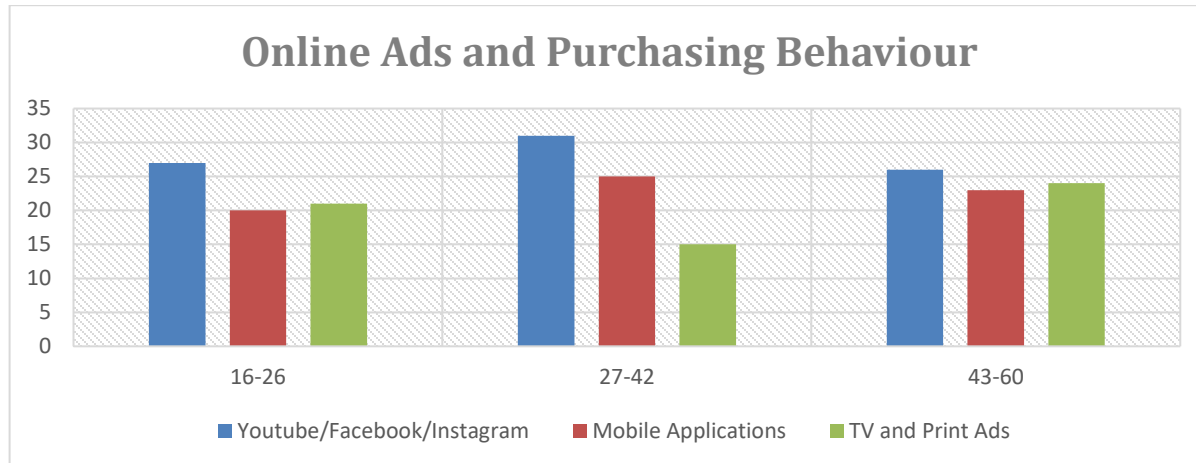


Fig 2: Online Ads and Purchasing Behaviour of Women in Haryana
(Source: calculations by author in excel)

Social media platforms with a variety of concepts and features are constantly being launched, while the number of users continues to grow at an astronomical rate. The e-commerce industry's marketers and entrepreneurs are constantly coming up with new ways to use social media to keep customers interested in their products. Why is social media so popular as an advertising platform? What's in it for you? You may use social networking to market your business in many ways. To begin with, it's far easier to select the most profitable market sectors. Social media platforms frequently keep tabs on their members and sort them based on things like gender, age, preferences, and jobs. Marketers who use this data will be able to target their audiences with more precision and efficiency. The demographics listed on social media make it easy for advertisers and marketers to find and identify the audience they wish to reach. Examples are Facebook and LinkedIn, both of which have a great appeal to their users.

Second, the data is far more comprehensive and accurate. Websites and apps that summarise and measure techniques for social media marketing have become increasingly commonplace in today's internet businesses. What's now trending on social media and how people use it. There's a lot more to it than that. Marketers and online retailers may simply design market-oriented advertising strategies based on pooled data. An experienced digital marketing agency may also help you design an unique campaign or promotion template for a certain target market.

Third, enhance the impact of advertising. Social media marketing tactics are not far from developing and disseminating all types of intriguing material to attract the hearts and minds of social media users to become potential consumers. In order to gain more followers on social media and boost sales, companies need to provide more engaging material. The more compelling and high-quality content that is produced, the more quickly other users may share and distribute it.

Conclusion

The fast expansion of new media has impacted every industry, including advertising, in a big way. In recent years, online advertising has had a Major effect on people's lives. Online advertising and the rise of cosmetic brands in Haryana are the focus of this research. It turns out that Haryana women in the 27-42 age groups are strongly influenced by these ads and their buying behaviour is changing dramatically. However, this study provides a broader understanding of Haryana women's purchasing habits and tendencies towards different brands of cosmetic products. More research in this area is needed to determine the importance and impact of the online advertising industry.

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