

Key Factors influencing Consumers' choice of Buying Cosmetic Products through Social Media

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Abstract:

The research aim is to study the effect of influencers of social media, online word of mouth and quality of the product on purchase intention for cosmetic in consumers. In last couple of years' social media has increased its popularity at rapid rate, therefore social media focusing on changing pattern of consumption which ultimately shift the companies' interest from product to people and also from delivering of information to exchange of information. This study is descriptive in nature and include both qualitative and quantitative analysis. This is completely secondary data base study. Secondary data in the study was collected with the help of journals, research papers, letters, magazines, books and government publications. The study concluded that influencer of social media, online word of mouth and quality of the product have a positive impact on consumer purchase intention. Therefore, it is suggested from the study that marketers must go through various platforms of social media to enhance intention of purchase in consumers.

Keywords: Influencer of social media, Online word of mouth, quality of the product, consumption pattern, social media platform.

1. Introduction

In the new media era social media found to be one of the best promotional strategy media. For cosmetic industry there is best occasion to place their product in social media platform without spending huge amount on advertisement. After 2005 You Tube is found to be one of the most famous online platform. After one year YouTube allow business to use their platform for promoting their goods and services (Schwemmer & Ziewieeki, 2008). For interacting with large number of audience Facebook, Instagram and You Tube become very popular marketing tool. Facebook is found to be one of the most used social media platform and You Tube is second most used social media platform.

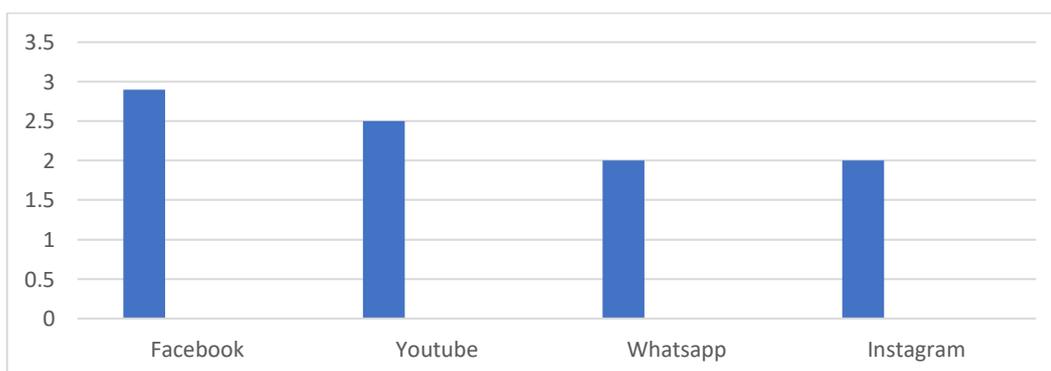


Fig 1. Monthly active users of social media platform

Source: Forbes Advisor

In average people spend 145 minutes on social media every day. Short form videos found to be most engaging type of content on social media. People mostly use their mobile devices for accessing social media for attracting customers. Today cosmetic companies use influencers for attracting customers on social media platform as in beauty related videos on You Tube there are many reviews of beauty influencers in which customers regularly going through. Therefore, beauty influencers act as promotional tool for promoting cosmetic products (Schwemmer & Ziewieeki, 2008).

Whereas product suggested by family and friends are not as much trusted as product suggested from social media influencers. As compare to companies' people receive more update information from influencer on social media. When people share their thoughts in You Tube comment section about the product which is earlier discussed by beauty influencers is known as e-WOM. People found online word of mouth more useful as actual result of the product described by the ex-customers nor by the brand, therefore it become more trustable. So cosmetic industry must understand and focus on the factors which affects online word of mouth of purchase intention of consumers towards cosmetic products.

People also consider quality of the product more valuable rather than getting information of the product online which led to perceived quality. The overall advantage of product or service based on its usage by the customers is known as perceived quality (Cheng, 2017). In building purchase intention in consumers' perceived quality generated in customers then there is a chance of developing purchase intention in consumers. Therefore, perceived quality plays a vital role in generating intention of purchase. This can be said electronic word of mouth, social media influencer and quality of the product play very crucial role in generating intention of purchase in consumers.

Consumer

Consumer is the person who actually purchase and utilise the product which is given by seller. With the help of social media consumers can easily interact and share their views with each other, this is ultimately help potential consumer to form clear picture.

Cosmetics

Products uses to increase the looks of face, fragrance or texture of the body are known as cosmetics. In the market there are five different dimensions of cosmetics:

1. Skin care: 30% share of the cosmetic market.
2. Hair care: 25% share of cosmetic market.
3. Colour cosmetic: 20% share of cosmetic market.
4. Personal care: 15% share of cosmetic market.
5. Fragrance: 10% share of cosmetic market.

Buying behaviour of consumer:

It is a process in which consumer satisfy their needs by choosing, buying, utilising or discarding the product or services. After analysing the needs consumer start looking for alternative to fulfil the need. Marketer need to understand all the need of consumer. There are five kind of human need: Human needs starts with physiological need which is basic need required by each and every person for survival, followed by safety need in which person look safety and security for his or her future, followed by need of belongingness and love in which people start looking his or her relationship with friends, followed by esteem need in which people start demanding and expecting prestige in the society and feeling of accomplishment, last one is self-actualization need in which person achieve exactly what he or she desires to achieve.

Depending on consumer different attitude, behaviour and perception, the purchase decision of consumer different from person to person it become very difficult for marketer to find consumer needs.

Social Media

There are five varieties of social media :

- ❖ Online networking sites: Sites used to build connection, sharing of media, experience and knowledge by users is known as social networking sites. Example- Instagram, Facebook, LinkedIn.

- ❖ Blogs: With the objective of sharing the knowledge and experience by an individual or group to large number of audience at a point of time.
- ❖ Media sharing sites: Multiple media files can be shared with the help of media sharing sites. Example- YouTube, Instagram.
- ❖ Micro blogging: The only difference in blogging and micro blogging is number of words used by a person in micro blogging are limited. In a fix limit of words users have to fit their views. Example- twitter.
- ❖ Consumer Review Networks: Consumers can easily find, share and review all information related to the product. Example- Trip Advisor.

2. Social media impact on intention of purchase in consumer

Influencer define as process who have knowledge, authority, position to influence the consumer purchase decision. Influencer are the one who can easily come in contact with consumer and with the help of social networks. Social media influencers generate attention towards consumers and creating authentic private brands this will ultimately help in creating authentic private brands. It can be concluded as one who has power to influence the purchase decision of others is known as influencer. Influencer on social media often provide many information to consumers as compare to companies (De Veirman, 2017). Influencers trust is found to be important component in online marketing strategy (Nam & Dan, 2018).

3. Influence of online word of mouth on intention of purchase in consumer

It defines as transferring ideas of a person or a firm about any product or service. Social media users transfer their comments about any product or service quality. A person who has all the personal information with product and services is considered as source of information. Online word of mouth define as providing information about product and service between consumers (Durmaz & Yüksel, 2017).

In another study it can be concluded as marketing communication which includes positive, negative statement of a potential consumers is known as online word of mouth. Online word of mouth is more modern and accessible as compare to traditional word of mouth (Cheung, Luo, Sia & Chen, 2009).

Important factor that affects electronic word of mouth were expertise, trust, high involvement fashion, influence from information. The outcome of the study is beneficial for the companies who use social media as promotional tool by focusing on factors that influence the consumers purchase intention (Saleem & Ellahi, 2017).

Other factors of online word of mouth which influence intention of purchase in consumers are product quality, its usage, trustworthiness, adoption of product information, need of information, attitude (Erkan & Evans, 2016). The conclusion of this study benefit organization who utilise Facebook social media for promoting their product and service by focusing on the factors which change consumer purchase intention (Anum, Saleem, & Ellahi, 2017). In information influence role of trustworthiness found to be most affecting source of changing consumer opinion as when product is impute to high trustworthy source as compare to low trustworthy source (Heriyati and Siek, 2011). Perceived usefulness and trustworthiness both found to be important tool in enchasing the adaptation of online word of mouth message and it also has significant role on purchase intention of consumer (Tien, Rivas, and Liao, 2019).

4. Influence of quality of the product on intention of purchase in consumers

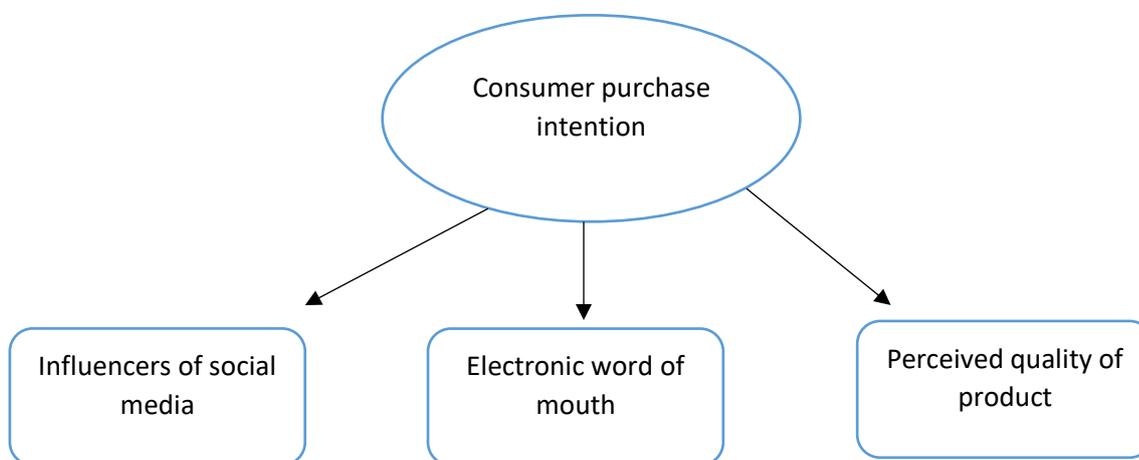
Product quality can be termed as capability of the product to do all its work correctly. It contains accuracy and reliability of the product to do all its work correctly. It contains accuracy and reliability of the product. Whereas perception in consumer is a procedure in which a person make choice, organize the information, interpretation into significant image.

There are various quality perception namely: features, performance of the product, its conformity, trustworthiness, longevity, preparedness, elegance and perceived quality (Ling & Mansori, 2018).

It another study it concludes that meaningful relation found in emotional value and quality of the product (Asshidin, Abidin & Borhan, 2016). In another study it concluded that there is a significant relationship between profit on a product and perceived quality (Yaseen & Tahira, 2011). In another studies it shows that perceived quality of the product influence consumer purchase intention. Before buying a product consumer have some perception in their mind related price, quality,

their looks and after looking the information of the product, consumer intention of purchase increase or it will decrease. Perceived quality of the product used as a material for consideration of consumer for influencing purchase intention in consumers (Ha & Lam, 2016). If quality of the product is high then consumer purchase intention is also found to be high (Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed, 2015).

Framework:



Source: (Rosara & Luthfla, 2020).

Conclusion

This paper discussed various ways by which online social networks influence consumer purchase intention for cosmetic products. By creating brand image social media indirectly influence the consumer purchase intention, therefore consumer got influenced after viewing positive review of the beauty influence. The consumer got attracted towards product which have more positive reviews. People find product information from social media, they fix the alternative in their mind after that they evaluate those alternative by going through reviews on social networking sites and then select best among all. Positive reviews of the consumer will boost confidence in consumers. The study concluded influencer of social media, online word of mouth and quality of the product have a positive impact on intention of purchase in consumers.

Suggestions

1. To understand behaviour of consumer marketer need to understand all the needs of consumers.
2. To increase purchase intention of consumers' marketers must go through various social media platforms.
3. Beauty influencers act as promotional tool for promoting cosmetic products as people trust more on social media influencer than product suggested by family and friends.
4. People found electronic word of mouth more trustable because actual result of the product described by the ex-customers nor by the brand; so cosmetic industry must understand and focus on the factors which affects electronic word of mouth.
5. Perceived quality plays a vital role in generating intention of purchase.

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