

Impact of online advertising and the use of cosmetic products: a study on the influence of online advertisements and change in the purchasing behaviour of women in Kerala

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ABSTRACT

Online advertisements have created a great impact among the common people and their purchasing habits with the substantial rise of internet usage. The online retailing particularly in India is in a transition stage where most of the brands are leaving the traditional store format. Online advertising has different parameters that contributes to the consumer buying behaviour. The online retailing in India grows bigger each day with the emergence of new brands and online shopping sites, women consumers play an important role and their buying behaviour is significant with regard to the growth of online shopping through various platforms and applications. In that respect, Online advertising through social media is on a fast-developing pace and advertisements through various platforms like Instagram, Facebook, YouTube and other shopping apps like Nykaa, Sephora, Amazon, Myntra etc gives innumerable shopping opportunities for women with different national and international cosmetic brands. Online advertising influenced the women in Kerala to come out of the shell and thus created a need on their minds. The basic question is how online advertising attract female consumers to online/ social media platforms. This study aims to determine various factors affecting preference of female consumers for different cosmetic brands and majorly focused on the influence of online advertisements among women in Kerala and the changes in their purchasing behaviour. The major findings of the study indicate the huge effect of online advertising on choosing cosmetic brands by women through online platforms. The research method used for this particular study is analytical survey. This particular analytical survey attempts to describe and explain the influence of online advertisements and change in the purchasing behaviour of Women in Kerala with regard to the cosmetic products. The result of this particular study allows to examine the interrelationships among variables and to develop explanatory inferences. Findings of the study makes it clear that women in Kerala are receptive to the forms of online ads of cosmetic products on social media platforms and various mobile applications or shopping sites.

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1. Introduction

The dependency on internet and social media platforms in the recent decade made advertising to get a new face. In respect to customers' appetite for products, various items are appealing. With

experience of strong customers' intrinsic and extrinsic flavour influences by easing habits and interests over time. Advertising therefore affects customers' tastes and desires in a concrete way [1]. These days people are connected to each other and spend most of their time on online sites or applications. This has it all: the budget, and it's accepted by everyone. However, it offers many avenues for small and large businesses to generate profit [2]. In addition to designing, the manufacturers are now widening their categories of customers' desires and expectations by consciously involving them [3]. Personal sharing, particularly through the internet, has a major effect in the 21st century [4]. Past few years have marked a great shift among the people in India for making a notable change in the consumer behaviour. Consumers no longer need their laptops, but rather focus on cell phones, hand-held devices, and handheld units that are continuously in contact, which allows real-time data transfers with customers [5].

Different brands utilise different types of marketing technique and varied facets of the communication to improve their position in the industry. Meanwhile, cosmetic manufacturers also puts their goods in the media and markets through the internet [6]. Cosmetic goods have completely changed the fabric of Indian society, particularly in the recent past decade, and as a result, consumers from lower socioeconomic strata and the age demographic groups have shifted towards luxury and mass market brands [7]. A tremendous rise in India's cosmetics and beauty industry is seen every year, with an average growth pace of 15- to 20 percent India's beauty care industry is priced at \$950 million dollars this year, which is predicted to grow to \$2.68 billion by 2020, according to the Indo-Italian Chamber of Commerce [8]. Stores could act as a gatekeeper to a company's overall success in a traditional market, which would limit the potential customers in an online market but many consumers would possibly not shop from a small retail store due to the confinement of space and lower traffic volume, so it would be less successful in growing the sales of online retailers [9]. People have become more attracted to online shopping and the real time shopping is on a gradual decline. Online advertisements can be called as game changer in this aspect. To be more precise female consumers are the frequent users of most of these shopping applications and among that cosmetic brands and items have become favourite for many. Online advertisements play a significant part in this role change where women are attracted to opt and buy cosmetics online with offers rather than depending on physical stores.

Few beauty companies currently concentrate on their target demographic, but most of them are targeted towards female customers, as shown by the items and their advertising. In comparison, the context of this sector, variables including shifts in economy, global environment, the demand, culture, and knowledge both play a major role in their activities, as well as of how quickly they alter over time [10]. Major make-up brands chosen by the millennials including L'Oréal, Lakme and Maybelline are opting to be visible only online with restricted offline store facilities. This in fact is a major shift which draws a clear picture of the recent consumer behaviour of women in Kerala. Many top end brands like MAC, SmashBox, Bobbi Brown, Sephora have chosen to woo their customers only on digital platforms. Women consumers in Kerala started using new brands like Wet and Wild and Nyx geared up in India recently with their presence only on online platforms and websites like Nykaa marks a change in the approach of the whole idea of print or broadcast advertising. Online advertising of cosmetic brands or products are circulated throughout various platforms in different formats. The age of social media has transformed the way customers knowledge and decision-making skills takes place [11]. Kerala is a small state in the southernmost part of India and still the reach of these platforms and online advertisements is very high. New media platforms like Facebook, Twitter, LinkedIn, and YouTube enable small-time entrepreneurs to develop their brand image into becoming a celebrity, a celebrity by cultivating their audience and disseminating content themselves, while presenting a fresh source of insight into their thoughts and opinion as part of the tale. Marketers and marketing experts are all over the world and experimenting with using innovative approaches to increase the impact of these social media influencers by talking to the social media customer base in a new way [12].

YouTube is one of the most important online platforms which marked a tremendous growth in the recent past. YouTube allows you to both to produce your own video and post it to social media for a lot of other people to download, as well as contribute to existing projects[13]. Images may talk volumes by their usage, as people appear to lack the physical capacity to communicate the same knowledge while speaking. The prior research findings indicate that many variables affect consumer loyalty when it comes to online videos on YouTube [14]. To gain traction with consumers, companies collaborate with YouTubers who feed celebrities seek to profit from the authority of YouTubers on

matters such as what to wear, how to conduct, and what to do [15]. This in fact is most trending among the women in Kerala. There are a number of YouTube channels where micro influencers take up a major role to reach consumers. Digital marketing has made selling cosmetics a whole new area, making it a fan-centric approach rather than print media-centric of editors and magazine features. With each passing year, the impact of social media influencers on the market (expressed in terms of perceptions of consumers toward the products and companies) is becoming stronger [16]. 2018–2019 have seen the highest number of makeup influencers and vloggers in Kerala. Many of them introduced the online visible brands and thereby created an emotional appeal among women audience.

Facebook is yet another space for online advertising. With the help of search history of a user, Facebook creates an algorithm and reach people with products they like. Women who search for makeup products would see ads related to makeup brands and products on Facebook which promotes the sales of these products. Instagram is a user-friendly social media platform that helped in the recent rise of the micro influencers and online sale. Influencers are incredibly beneficial to companies, particularly when used as a form of earned media. This has been shown by several test findings [17]. With a hope that selling the product or service to consumers on social media with this volume would guarantee a broad position in the product's business [18]. Social networking platforms, including Instagram, may be used to market the goods or services provided by the company.

According to modern studies, a good many bloggers believe their content has strong search engine optimization benefits in the addition to featuring content pertaining to cosmetics and conducting reviews on the internet, their social media channels majorly Instagram, the social media bloggers find their content quite successful [19]. A custom HTML based listing that displays the material and choices to be shown to customers will be supplied by the screen. All products are given a hashtag that consumers will look up on social media and use in order to obtain still more ideas on how they can use the commodity and also add photos of themselves that illustrate their own creative uses of it in turn, this would boost the number of social media followers and enable shoppers to post images of the items they purchase on social media using the same hashtag [20].

As a consequence, shoppers would be confused by the greater range of affordable products so they can't find out what to buy; social networks would play a huge role in retail analysis, according to customers. There are many pages and sellers on Instagram who offers advertisements of different makeup products with giveaways and many other offers. Mobile Applications create a huge space for online advertising which attracts women to buy the cosmetic products online. Among these applications Nykaa and Sephora ranks the highest in India in terms of online advertisements so as to create a need in the mind of viewers or customers

2. Theoretical Framework

This study focuses on the impact of online advertising and the use of cosmetic brands/products among the women in Kerala state. Many of the purchasing decisions that customers make are strongly affected by their attitudes and attitudes are mostly formed by advertisements [21]. The study aims to determine various factors affecting preference of female consumers for different cosmetic brands. This study is majorly focused on the influence of online advertisements among women in Kerala and the changes in their purchasing behaviour. The major findings of the study indicate the huge effect of online advertising on choosing cosmetic brands by women through online platforms.

Marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the company's target market and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned [22]. In designing effective marketing communications, every marketer needs to understand the communication process in general. Summarizes the communication process consisting of communicators (senders and receivers of messages), communication tools (messages and media), communication functions (encoding, decoding, response, and feedback), and interference [23]. Marketing communication has three main objectives, namely to disseminate information (informative communication), influence to make a purchase or attract consumers (persuasive communication), and remind the audience to make repeat purchases (recall communication) [24]. The development of technology in the past few decades has dominated the line of human life very rapidly. One technology that is developing rapidly is internet technology; this virtual world technology is a technology that is becoming a trend for all circles. With

the internet, everyone can communicate with other people in various parts of the world without being limited by time and space [25].

Marketing activities involve a lot of communication activities. Communication is an activity carried out by individuals or organizations who exchange ideas. Communication is also an activity where humans exchange ideas through conversation, writing, and drawing [26]. Communication is a process of exchanging meaning between two or more parties using symbols. When combined into a new study called marketing communication, which contains a brand marketing mix, there will be an exchange of meaning. In the end, the purpose is disseminated to consumers Marketing communication is used by companies to inform, persuade, and remind consumers directly and indirectly [27]. Marketing communication plays a vital role for consumers. This can be seen when consumers can show how and why a product is used, where and when the consumer is located. Consumers learn about products, companies, and brands; then, they will try them [28].

3. Method

The research method used for this particular study is analytical survey. In order to further understand the true motivations and preferences of people, researchers analyse data. In-depth studies focus research on human behaviour deal only with the details of things that are not superficial.[29] An analytical survey attempts to describe and explain why situations exist. In this approach, two or more variables are usually examined to investigate research questions or test research hypothesis. Ideation is the initial stage of every analysis. The researcher believes now is the moment. The result allows researchers to examine the interrelationships among variables and to develop explanatory inferences. Analytical survey helps the researcher to adapt the study results to different situational situations. The survey primarily focuses on people, allowing the researcher to stay in contact with them and including a means to observe and maintain track of their relationships [30]. The main tool for data collection was a tailor-made questionnaire, which went hand- in-hand with the objectives and hypotheses laid down for the study. The questionnaire comprised of both open ended and close ended questions. Close ended questions were included for making it simpler for respondents and as it was easier for analysis

The researcher here identifies the impact of online advertising and the growth of cosmetic products among the women in Kerala during the pilot study. The questionnaire survey is conducted among people in different regions in India to analyse the Impact of Online advertising and the growth of cosmetic brands among women in Kerala Systematic Random Sampling is used for the quantitative analysis. Total number of 216 women were chosen for the survey. Aims and objective of this research are: Examine the impact and influence of online advertising among women in Kerala; Determine the buying behaviour of women in Kerala for cosmetic products created through online advertising; Find out the major online platforms that influence women in Kerala to purchase cosmetic products online.

A hypothesis is a formal statement regarding the relationship between variables and is tested directly. On the other hand, a research question is a formally stated question unintended to provide indication about something and it is not limited to investigating relationship between variables. The researcher defines some hypothesis here to prove. H01: Women in Kerala are highly influenced by online advertisements; H02: Most of the women in Kerala 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 Kerala use social media platforms like YouTube and Facebook or Mobile Applications to see/purchase various cosmetic brands or products through online ads.

4. Results and Discussion

A number of 216 women respondents were randomly selected from different regions in Kerala. The study was carried out by dividing the total respondents on the basis of three variables ie Age, Income, Social media /mobile application usage. Total respondents were subdivided into 72 each on the basis of three age groups namely 15-25, 26-40 and 41-60. Respondents were again subdivided on the basis of income and social media /mobile application usage. There were three hypotheses for the study. "Women in Kerala are highly influenced by online advertisements" was hypothesis one and this statement was proven true since more than half of the total number were highly influenced by the ads shown through social media platforms or shopping apps and thus it changed their purchasing behaviour. Second hypothesis given to the respondents was "Most of the women in Kerala who

belongs to the age group ranging from 26 years to 40 years are highly influenced by online advertisements of cosmetic products”.

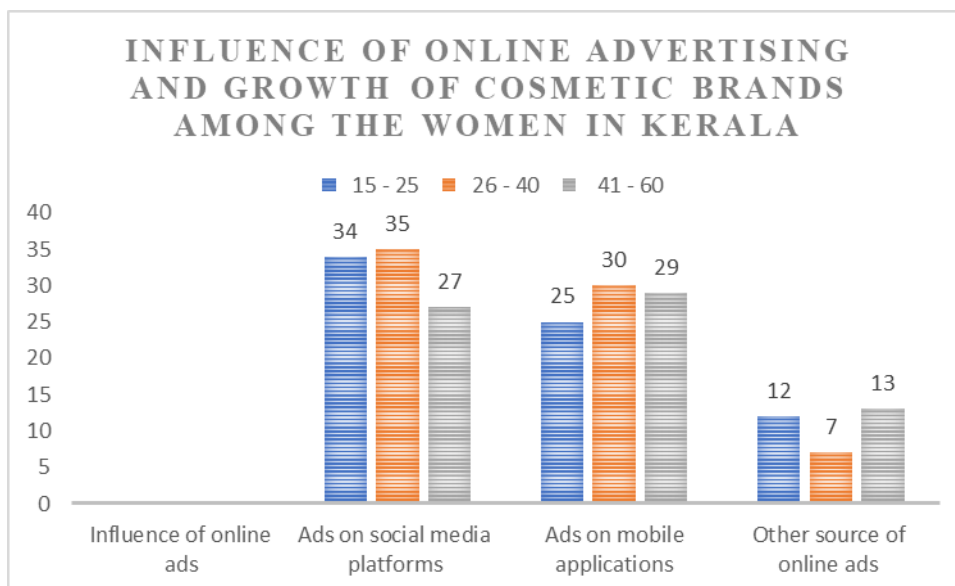


Fig. 1. (The figure shows that most of women in Kerala were influenced by Online ads either through social media platforms or mobile applications)

This hypothesis was again proven true since more than 70% of the women who belongs to the given age group shown positive response and agreed that they were influenced by online ads of cosmetic products through various social media platforms and applications which in turn made them buy cosmetic products of different brands. Third hypothesis was “Women in Kerala use social media platforms like YouTube and Facebook or mobile applications to see/ purchase various cosmetic brands or products through online ads”. Final hypothesis was also proven true since a greater number of respondents use social media platforms to see the online ads and purchase cosmetic products and on other hand they depend less on other platforms like print or broadcast medium.

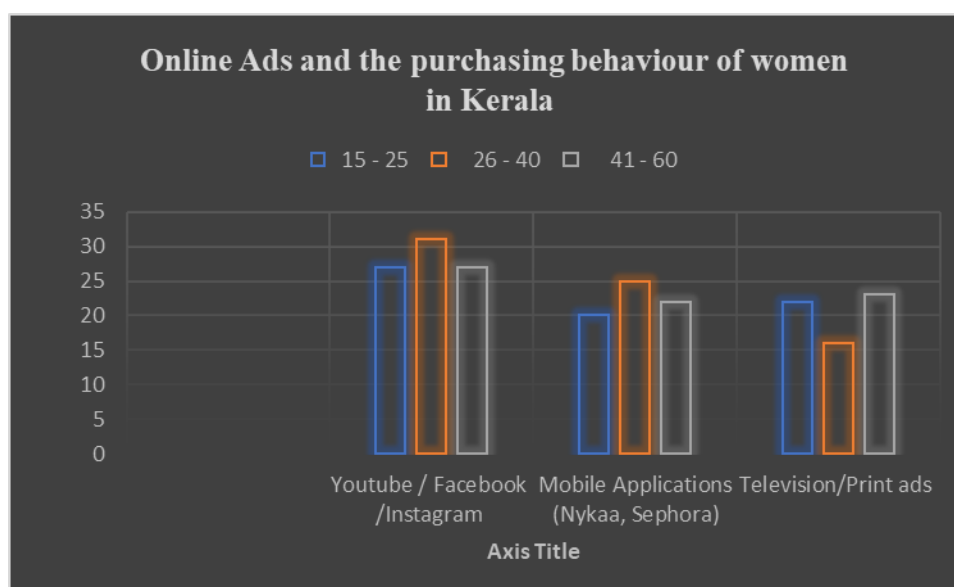


Fig. 2. (This figure states that a greater number of women in Kerala uses either social media platforms or mobile applications to purchase or see the cosmetic products and online ads makes the process much easier)

Every year new social media continue to emerge with various concepts and various features, and users continue to experience rapid growth. At the same time, marketers and online business people or the e-commerce industry continue to innovate the way they advertise by using social media platforms to continue attracting the audience's interest. So why is social media one of the leading choices for advertising? What's the advantage? Here are some of the benefits that can be obtained when advertising through social media.

First, easier to determine effective market segmentation. Social media often captures its users and categorizes them based on gender, age, interests, or occupation. Based on this, advertisers can promote more effectively and accurately. Marketers or advertisers can easily find and determine which target market to target based on the demographics listed in the social media. For example, one social media that is quite strong in attracting its users is Facebook and LinkedIn.

Second, More detailed and accurate information data. Online business people are now increasingly spoiled by the presence of websites and applications that can summarize and measure various aspects of marketing activities carried out on social media, such as what is currently being discussed, how social media users behave. Much more. Based on the data that has been summarized, marketers or online business people can easily create a promotional concept that is appropriate and by the intended target market. In addition, you can also rely on the services of a digital agency, especially an experienced agency, to set up a campaign or promotion pattern that will be aimed at a specific target market.

Third, Improve promotion to be more effective. Marketing techniques using social media are not far from producing and distributing various interesting content to captivate the hearts of social media users to become customers. The more exciting and quality the content created, the more quickly that content can be shared and disseminated by other users to increase followers on social media, which leads to far more effective and more efficient promotions to increase sales..

5. Conclusion

New media have a tremendous growth without leaps and bounds and hence it affected every single area including advertising. Online advertising has a great impact on people for past few years. This study examines the impact of online advertising and the growth of cosmetic brands in Kerala. Findings of the study makes it clear that women in Kerala are receptive to the forms of online ads of cosmetic products on social media platforms and various mobile applications or shopping sites. It's proven that women of Kerala who belongs to the age group ranging from 26 to 40 are highly influenced by these ads and in turn there is a massive change in their purchasing behaviour as well. However, this study gave a wider idea about the buying habits and the inclination of women in Kerala towards the cosmetic products of various brands. More studies are to be made in this area to find the importance and impact made out by the online advertising sector

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