

**“A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS OF COSMETICS”**

Dissertation Submitted to

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**

In partial fulfilment of the requirement for the degree of

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**BHARATA MATA COLLEGE, THRIKKAKARA, KOCHI**

(Affiliated to Mahatma Gandhi University)

Accredited by NAAC with “A+” Grade)

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# **BHARATA MATA COLLEGE**

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## **BONAFIDE CERTIFICATE**

This is to certify that this dissertation entitled “**THE STUDY ON IMPACT OF SOCIAL MEDIA AWARENESS ON COSMETIC PRODUCTS,**” has been prepared by Farzan Pareed, David Anil, and Jain Joji under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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## DECLARATION

We, Farzan Pareed, David Anil, Jain Joji, B. Com Final year students, Department of commerce (Computer Application), Bharata Mata College Thrikkakara, hereby declare that the Dissertation submitted for the award of Bachelor's Degree is our original work. We further declare that the said work has not previously been submitted to any other University or Academic Body.

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**JAIN JOJI**

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**CHAPTER 1**  
**INTRODUCTION**



**CHAPTER 2**  
**REVIEW OF LITERATURE**

**CHAPTER 3**  
**THEORETICAL FRAMEWORK**

## **CHAPTER 4**

### **DATA ANALYSIS AND INTERPRETATION**

## **CHAPTER 5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

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**ANNEXURE**



## QUESTIONNAIRE

1. Which of these below shown social media platform do you use?
  - Instagram
  - WhatsApp
  - YouTube
  - Pinterest
  - Facebook
  
2. Which one do you think is the most effective social networking site for online marketing?
  - Instagram
  - WhatsApp
  - YouTube
  - Pinterest
  - Facebook
  
3. Are you satisfied with the products brought through social media?
  - Not really
  - Almost ok
  - Neutral
  - Perfect
  
4. How long have you been using products purchased online?
  - 1 year and below
  - 2 years
  - More than 2 years
  - None
  
5. How often do you buy cosmetics products?
  - Rarely
  - Frequently
  - Very frequently
  
6. From which place do you buy this product?
  - Mall
  - Nearby shop
  - Trusted online shops
  - From media ads
  
7. Does quality advertisement change your perception about the product?
  - Yes
  - No
  - Maybe

8. Which Social media platform do you use the most?

- Myntra
- Flipkart
- Amazon
- Others

9. What type of content do you prefer to see from cosmetics brands?

- Products demonstration
- Customer review and testimonials
- Behind the scenes
- Promotions and discounts
- Educational content

10. What type of product do you use from these categories?

- Ayurveda
- Homeopathy
- General medicines
- Others

11. How much do you spend on buying a product within last month?

- ₹500-1000
- ₹1000-2000
- ₹2000- 3000
- Not known

12. In which way advertisement have influenced you?

- Better result
- Positive impression
- Better experience
- Interesting

13. What did you look when you buy a cosmetic product?

- Price
- Brand Reputation
- Quality
- Personal preference
- Review from other users

14. Which of these traditional advertising methods do you see recently?

- Television advertising
- Newspaper and magazines
- Radio podcast and content related ads
- Billboard and other outdoor ads

15. This would make me try a new facial care product

From advertisement

Free samples

Discount on purchase

Testimonial from satisfied purchases

16. What factors influenced you the most when deciding to purchase a product?

Posters, public notices

Newspaper ads

Email marketing

Online ads (Instagram, Flipkart etc.)

17. What did you face while purchasing a product online?

Trafficking

Fraud sites

Redirection to other sites

Price issues

18. What is the major problem faced using this product?

Skin decease

Health issues

Pimples and patches

Not comfortable

No of the above

19. Do you use the following products?

Yes No

Beauty product

Shampoo

Handwash

Perfume

Oil

Moisturizer

20. Please select brands from shampoo that you used recently?

Pantene

Garnier

Dove

Heads and shoulders

Tressame

Sunsilk

Ultra- docx

Himalaya Herbals

None of the above

21. Can you specify the type of oil brands you use recently?

Parachute

Nyle

Dabur Amla

Indulekha Bringa

Dabur Almond

Oil

Garnier

Himalaya Herbals

None of the above

22. Has any of the hand washes shown below been used recently?

Dettol

Lifebuoy

Pears

Palmolive

Lux

Dove

Camay

Himalaya Herbals

None of the above

23. Please specify the below shown perfume brands that you use recently?

Oudine melanie

Victoria Secret

Gucci

Chanel

Bulgari

Paco Robanne

Calvein Klein

Amouage

None of the above

24. As per the current product availability in facial care market I...

Am currently satisfied

Am searching for a natural alternative

Saw that most are artificially made

Do not notice any

## **INTRODUCTION**

### 1.1 INTRODUCTION

In the fast-paced digital world, marketing has been seen as a significant particularly through social media. This study about the impact of social media on digital marketing with reference to cosmetics is substantially concentrated on data for all diligence. The cosmetics sector, which has been competitive and applicable through digital marketing, has created a revolutionary background for other sectors of the society. There's fierce competition among numerous brands in the cosmetics request for consumers attention. In the terrain, social media platforms like Facebook, Instagram, YouTube and TikTok have taken a pivotal part in determining how cosmetics brands communicate with their target request. Cosmetics companies may connect with consumers on a particular position with charming visual material, influencer hookups, stoner-generated content, and targeted advertising, strengthening brand fidelity and raising brand recall. This introductory study aims to illuminate the assiduity's wide-ranging goods of digital marketing. The composition will examine how social media platforms have changed brand mindfulness tactics, allowing cosmetics enterprises to reach a bigger followership, share in in-the-moment debates, and come leaders in their separate diligence. This study intends to offer perceptivity into the changing terrain of digital marketing in cosmetics and its direct association with brand recognition through a thorough review of case. studies and assiduity trends. In the posterior sections, we will uncover the precise strategies employed by cosmetics companies, the challenges they defy, and the criteria employed to estimate the effectiveness of their digital marketing endeavours. Upon the capstone of this exploration, our ideal is to attain a comprehensive understanding of the influence of digital marketing on brand visibility within the cosmetics assiduity, thereby furnishing precious perceptivity for academia, businesses, and marketing professionals likewise. Social media and digital marketing have had a huge impact on brand mindfulness in many diligences, including cosmetics. The revolutionary effect that social media has had on boosting brand recognition in the cosmetics business will be compactly bandied in this preface. The

cosmetics assiduity's marketing strategies have seen a substantial transition lately, with a strong emphasis on digital platforms. Social media has developed into an important tool for cosmetics companies to engage with their target followership, have meaningful

exchanges, and eventually increase brand mindfulness. This shift is the result of an increase in social media operation, particularly on platforms like Facebook, Instagram, Twitter, and YouTube, which have created a virtual community for marketers, influencers, and beauty addicts. This paradigm change in marketing strategies presents a singular occasion to probe the complex goods of social media on brand recognition within the cosmetics sector. Cosmetics brands may reach a worldwide followership, target their messaging to groups, and develop a recognizable brand identity by exercising the eventuality of social media platforms.

## 1.2 SIGNIFICANCE OF THE STUDY

The study on the impact of digital marketing through social media on brand awareness in the cosmetics industry holds significant relevance for several reasons. Firstly, the cosmetics sector has witnessed a paradigm shift in marketing, with social media emerging as a primary channel. Understanding how this transformation affects brand awareness is critical, not just for cosmetics but also for other industries undergoing similar changes. Secondly, social media platforms facilitate direct and immediate interaction between brands and consumers. Investigating how these interactions influence brand awareness helps shape more effective marketing strategies tailored to consumer preferences. The global reach of social media is another key aspect. Cosmetics brands can connect with a worldwide audience, making it essential to explore the impact of digital marketing strategies on a global scale, especially for brands with international ambitions. In a competitive market like cosmetics, gaining a competitive edge is vital. Insights into how social media marketing impacts brand awareness can help brands differentiate themselves and succeed in a crowded marketplace. Furthermore, the role of influencers in cosmetics promotion is substantial. Analysing their impact on brand awareness provides actionable insights for brands seeking fruitful collaborations. Effective data utilization is crucial in the digital era. Understanding how to analyse and use data

generated by digital marketing for decision-making can lead to more efficient and cost-effective campaigns. Lastly, consumer trust and authenticity are paramount in cosmetics. Examining how social media marketing influences these factors helps brands build and maintain trust with their customers. In summary, this study's significance lies in its potential to inform cosmetics brands about effective strategies for enhancing brand awareness in the digital age. It offers insights into navigating the evolving landscape of social media marketing, enabling brands to connect with their audience and succeed in a competitive market.

### 1.3 STATEMENT OF PROBLEM

The transformation of the cosmetics business to digital marketing via social media is fraught with serious difficulties. First off, brands must quickly react due to the dynamic nature of digital platforms, continuously changing algorithms, and change consumer habits. This begs the question of how well brands can adapt to these developments to increase brand awareness. Additionally, it is important to evaluate how the growing rivalry in the cosmetics industry affects the effectiveness of brand awareness efforts as more cosmetics brands fill the social media scene. Investigating tactics that help differentiate brands in this competitive market is crucial. Influencer marketing is essential to the social media promotion of cosmetics, but it has several facets. It is critical to comprehend how influencer collaborations within a diversified influencer ecosystem affect brand awareness.

### 1.4 OBJECTIVES

- To find out the awareness of social media marketing.
- To find out most effective strategy of social media marketing.
- To study the effectiveness and implementation of social media marketing for cosmetics products.
- To compare social media marketing to traditional marketing.

## 1.5 SCOPE OF THE STUDY

This seeks to identify and explore the critical elements that lead to success in the cosmetic industry. These factors might include product innovation, branding, marketing strategies, and consumer trends. Here, the intention is to conduct a study or research to understand the difficulties that customers encounter when using digital marketing services. The intention is to utilize the findings from the study to analyse the specific functions that brand awareness serves in the process of acquiring potential customers (leads) and converting them into paying customers (sales). It also aims to gain insights into the influence of social media on raising

awareness for cosmetic brands. This could involve examining how platforms like Instagram, Facebook, or TikTok affect a brand's visibility and reputation. These encompass various aspects of brand analysis, customer challenges in digital marketing, success factors in cosmetics, social media impact, and the connection between brand awareness and business outcome

## **1.6 RESEARCH METHODOLOGY OF THE STUDY**

### ➤ **Primary data**

It is the data that is collected for the first time. It is the raw data that is collected.

### ➤ Statistical tools used

- Diagram
- Table
- Personalised Analysis

### ➤ Hypothesis

- $H_0$ : There is no significant relationship between the frequency of social media exposure to cosmetics product content and consumer's purchasing decisions of cosmetics.



- H<sub>1</sub>: There is a significant positive relationship between the frequency of social media exposure to cosmetics product content and consumer's purchasing decisions of cosmetics.
- H<sub>0</sub>: The type of cosmetic products advertised on social media does not significantly affect consumers' purchases intentions.
- H<sub>1</sub>: The type of cosmetic products advertised on social media significantly affect consumers' purchases intentions.

### **1.7 LIMITATIONS OF THE STUDY**

- Error occurred from faulty questionnaire may affect the study.
- The study suffers from inherent limitation of sampling techniques.

### **1.8 CHAPTERISATION**

**CHAPTER 1:** The First chapter deals with the introduction to the topic.

**CHAPTER 2:** The second chapter deals with Review of Literature of the study.

**CHAPTER 3:** The third chapter deals with Theoretical Framework of the study.

**CHAPTER 4:** The fourth chapter deals with Data Analysis and Interpretation of the study.

**CHAPTER 5:** The fifth chapter deals with Findings, Suggestion, And Conclusion of The Study.

## LITERATURE REVIEW

### **1. Alwan & Alshurideh (2022)**

This study intends to examine the influence of social media marketing, electronic word of mouth marketing, and digital marketing on purchase intention with the moderating effect of brand equity. To accomplish the research goals, a quantitative research strategy was adopted. Data were gathered from a sample of 254 IKEA Jordan online customers. The information was gathered using a random sample procedure using an electronic questionnaire. Data normality and scale reliability statistical analyses were carried out using IBM SPSS 20 software, and measurement model and hypothesis testing statistical analyses were carried out using Smart PLS3 software. Based on the study objectives, the results evaluated the measurement model's, structural models, and moderation analysis's validity.

### **2. Ilyas et al (2020).**

The objective of this research is to examine and validate the impact of brand awareness on repurchase intention variables, both directly and indirectly influencing customer satisfaction metrics. The reflection of manifest factors like recollection, purchase, and consumption is the study's contribution. Using an online survey for data gathering, 200 samples of respondents participated in this study. The research strategy uses a quantitative explanatory approach. The structural equation is one of the data analysis test tools. Sobel test and AMOS statistical data analysis tools are used in the modelling (SEM) approach to assess the link indirectly. This research project comprises four hypotheses, three of which have favourable and significant relationships (repurchase intention on brand awareness, brand awareness on client happiness and client).

### **3. Krishnaprabha & Tarunika (2020)**

The purpose of the study is to investigate how digital marketing affects brand recognition. Consumers received the data that had been gathered using a random questionnaire. With the use of numerous statistical tools and methodologies, the acquired data has been analysed. The end results show that digital marketing activities have an impact on perceived quality, brand loyalty, and brand recognition in addition to having an impact on brand awareness. Their approval is given for each research variable.

### **4. Tabuena et al (2022)**

Examining the digital marketing tactics utilized by online business sellers during the COVID-19 outbreak is the main goal of this research analysis. Effective marketing in this situation permits the gathering of information to learn more about the intended consumers, allowing advertising and other methods to be more focused. Additionally, this was started to fully comprehend how internet business sellers' digital marketing technique's function. According to their analysis of the literature, the researchers came up with the following themes: understanding online, internet, mobile, and digital marketing; digital and traditional modes of marketing; and future research directions and implications. Finally, digital marketing has surpassed.

#### **5. Dilham & Muda (2018)**

The goal of this study is to ascertain whether brand awareness, which serves as an intermediary variable, might have an impact on the degree of consumer loyalty. This study is an associative analysis intended to determine the effects of each variable. In North Sumatra, Indonesia, the population consists of female MSMEs, and 95 samples of respondents were chosen by purposive sampling. Questionnaires, interviews, and literature reviews were used to obtain primary data for the secondary study. This study's hypothesis was tested using multiple linear regression analysis with a significance level of 5% (0.05). According to the study's findings, brand recognition is significantly impacted by internet marketing indicators but not by customer connection, online, or satisfaction characteristics. Marketing on the internet.

#### **6. Abd Jalil et al (2021)**

the purpose of this study is to investigate how social media marketing techniques affect consumers' intentions to repurchase halal cosmetics made in Malaysia. Drawing from the theory of social media marketing, the study determines the nexus and considers the mediating roles of electronic word-of-mouth communication (e-WOM) and brand awareness through word-of-mouth. Using social media marketing strategy and repurchasing intention as the two primary relations, the work adopts a holistic approach to brand awareness and electronic word-of-mouth communication. Data was gathered from 300 respondents (followers) using an online questionnaire using the partial least squares structural equation modelling (PLS-SEM) method. According to the findings, social media marketing (SMM) significantly affects brand recognition, e-WOM, and repurchase intention; the impact is greater on.

#### **7. Chekima et al (2020).**

The cosmetics industry is seen as a lucrative yet fiercely competitive company that has experienced significant growth on a global scale. To increase the efficiency of the advertisement, celebrity endorsement is a common grab-attention approach used by brand makers globally. Despite its widespread appeal, businesses are increasingly eschewing it in

Favor of social media influencers because of how well-liked social media and online retailers are. Nevertheless, nothing is known about how successful this novel approach to influence marketing is. This study sought to close this disparity by examining the impact of social media influencer credibility—that is, their attractiveness, dependability, and level of experience—on advertising effectiveness—that is, their attitudes toward the product, their attitudes toward the advertisement, and their intentions to make a purchase.

#### **8. Sundaram, Sharma & Shakya (2020)**

The real-time interactivity and high dynamism offered by digital media platforms have altered the terrain of brand management. Additionally, the development of social media has had significant impact on the method used by businesses to keep in touch with their clientele. These sectors have not been able to fully investigate the topic of social media marketing, and their knowledge of digital marketing tactics for branding purposes is limited. Gaining a thorough awareness of the changes taking place in the marketing industry is essential since they have direct impact on the long-term viability of the brand. However, research on social media marketing and its effects on brand management is still in its infancy. (Sundaram, Sharma & Shakya (2020))

#### **9. Matarazzo et al (2021).**

In the context of small and medium-sized enterprises (SMEs) involved in the Made in Italy industries, this research looks at how digital transformation affects customer value creation. The goal is to learn more about how dynamic capabilities, acting as enabling mechanisms, may support digital transformation. We employ multi-case study research to examine the digital transformation of six Made in Italy small and medium-sized enterprises (SMEs) in the furniture design, fashion, and food sectors. The findings demonstrate how digital tools help the chosen SMEs innovate their business models by opening new channels of distribution and enhancing the methods in which they produce and provide value to different client segments.

The findings demonstrate the importance of sensing and learning capacities as catalysts for the digital revolution. Apart from the theoretical input to the current body of literature about

#### **10. Lokithasan et al (2019).**

Social media influencers are those who have built a following on social media. An influence on social media has become a valuable marketing tool for businesses these days. Businesses leverage the influence of social media influencers to sway and convince customers using social media. The reason for this is that social media influencers can quickly market to and reach a big number of consumers due to their large followings on social media. This ends up

being more beneficial for small and medium-sized businesses (SMEs) than celebrity endorsements. The purpose of this study is to investigate how emerging adults perceive the distinctions between the promotional styles of male and female social media influencers. Focus groups are held as part of the qualitative method.

#### **11. Chrisnayanti & Fah (2022).**

The purpose of this study is to investigate how young adults in Indonesia plan to purchase skincare goods in relation to social media marketing activities (SMMAs). Investigating the mediating role of subjective norms, as viewed by the study's secondary goal. The association between social media marketing activities and the intention to purchase skincare goods is influenced by behavioural control, brand awareness, and social brand engagement. Notwithstanding its widespread appeal in the Indonesian market, little research has been done and the impact of social media marketing on young adults' intentions to purchase skincare products in Indonesia has not been fully examined. This research uses a cross-sectional quantitative approach. Non-probability sampling was used to get 271 responses from respondents between the ages of 18 and 34.

#### **12. Indumathi, R. (2018)**

This study states that over the past ten years, the specialty of digital marketing has grown with direct marketing serving as its foundation. Brand marketers now have a greater number of direct and indirect channels of communication with their target customers because of the rise in the number of personal devices and their use. The study focuses on how digital marketing affects a certain product's branding. The study focuses on how technological advancements in digital marketing have increased consumer awareness of businesses and their

market development. The study gives an overview of several digital marketing methods including email marketing, SEO, mobile marketing, blogging, affiliate marketing, etc., and their impact on customer brand creation.

### **13. Kaiser et al (2020).**

druggies upload > 350 million prints per day to Facebook. While considerable exploration has explored textbook-grounded stoner-generated content on social media, exploration on prints is still in its early stages. This paper uses a sample of 44,765 Facebook prints from 50 Facebook druggies in the United States and Germany to determine the degree to which prints play an integral part in people's social media dispatches. The analysis shows that uploading brand prints (i.e., prints containing a brand name or totem) is related to brand love, brand fidelity, and word-of-mouth (WOM) countersign of the brand in question. We also decode

subsample of these prints for content and train an important mongrel machine literacy algorithm combining inheritable hunt and artificial neural networks. The performing algorithm can prognosticate druggies' brand love, brand fidelity, and WOM countersign from the content of their brand prints posted on Facebook. Eventually, we bandy the counteraccusations for social media marketing, in particular social media monitoring.

### **14. (Ansari et al. (2019)**

This study set out to investigate the effects of social media content marketing and brand awareness on customer purchasing decisions. An online survey was used to obtain the data for this study. 150 people in all participated in the study, 60% of whom were women and 40% men. The goal of this study was to examine how brand recognition and social media content marketing are related to customer buying behaviour. In contrast, social media content marketing has a moderately positive significant link with customer purchase decisions according to the results, whereas brand awareness has a weak positive significant association with it.

### **15. Putri & D. R. (2021)**

E-CRM using social media marketing initiatives for brand loyalty, brand awareness, and brand image Arshi Naim, Fatma Alma'alwi, Sadaf Fatima, and Hamed Alqahtani Electronic Customer Relationship Management for Building a Brand Image, 109–138, 2022 Examining how social media marketing initiatives affect brand recognition, brand image, and brand

loyalty is the goal of the study. Additionally, this research aims to examine the impact of brand awareness and brand image on brand loyalty. Consumers that actively follow the top five companies on social media, as measured by Marketing Gulf's social media brand performance data on platforms like Facebook, Twitter, and Instagram, make up the research's population.

#### **16. Krishnaprabha et al. (2020)**

The purpose of the study is to investigate how digital marketing affects brand recognition. Consumers received the data that had been gathered using a random questionnaire. With the use of numerous statistical tools and methodologies, the acquired data has been analysed. The end results show that digital marketing activities have an impact on perceived quality, brand loyalty, and brand recognition in addition to having an impact on brand awareness. Their approval is given for each research variable.

#### **17. Desai et al. (2019)**

Digital marketing is the practice of promoting goods or services using digital technology primarily the Internet, but also mobile devices, display advertising, and other digital media. The growth of digital marketing since the 1990s and 2000s has altered how companies and

brands use technology for marketing. Digital marketing efforts are becoming more common and effective as digital platforms are integrated into everyday life and marketing strategies and as individuals utilize digital gadgets rather than go to physical stores. This essay primarily focuses on a conceptual understanding of digital marketing, how it benefits modern businesses, and a few examples of actual cases.

#### **18. Hassan et al (2021).**

Social media influencers contribute to the beauty industry by promoting diversity and inclusivity, opening about their personal lives on social media, and accepting all cultures. Referred to as "beauty gurus," these influencers collaborate with cosmetics businesses using their makeup expertise, and they get paid handsomely for increasing brand recognition among social media users. Although research on social media influencers has been done, it is unclear how these individuals interact with younger millennials about the selection and application of cosmetics. Therefore, the legitimacy of beauty "gurus" in influencing the preferred cosmetic products of young, female millennials was examined in this study. Data was gathered by survey method from young ladies who have subscribed and used a judgmental sample.

### **19. Bilgin & Y. (2018).**

This study is about how social media marketing initiatives affect brand recognition, brand image, and brand loyalty is the goal of this study. Additionally, this research aims to examine the impact of brand awareness and brand image on brand loyalty. Consumers that actively follow the top five companies on social media, as measured by Marketing Turkey's social media brand performance data on platforms like Facebook, Twitter, and Instagram, make up the research's population. On this study, a quantitative approach was taken, and convenience sampling was utilized to select 547 brand fans to participate on online questionnaires that were then published on social media. Structural equation modelling has been used to analyse the data that was obtained.

### **20. Karen et al. (2022)**

The development of information technology has had an impact on how marketing is done in the industry, leading to a diversity of platforms and techniques for increasing consumer brand recognition. In our rapidly changing technological environment, digital marketing tactics including advertising, social media marketing, content marketing, email marketing, and website marketing are well-known and used across a range of industries. The relationship between different digital marketing methods and brand recognition is thoroughly studied in this article. Due to this, the study's comparative causal design was adopted, and the primary

data were collected from 273 digital media users in the province of Riau Island and assessed using the Smarts programmed.

### **21. Hudders et al (2021).**

This review sheds light on the investigation into the deliberate use of social media influencers. 154 peer-reviewed academic publications with an influencer marketing focus were found in the Scopus database, the majority of which were published in the last three years (2018–2020). Many of these studies were empirical in nature and employed methods such as content analysis, interviewing, experimental designs, and survey research. The bulk of research concentrated on using influencers as a commercial marketing strategy, however a few also looked at how influencers can impact public opinion or inspire behavioural change. Based on the theoretical framework of Stern's Revised Communication Model for Advertising, the studies were categorized based on three key study characteristics: source, message, and



audience. The first research stream concentrated on communication and influence viewpoints.

### **22. Audrezet et al (2020).**

Influencer marketing, the technique of approaching social media influencers (SMIs) to promote products, is becoming more and more popular. By forming alliances with brands SMIs can use their influence to earn rewards for themselves. SMI followers, on the other hand, respect influencers' altruistic spirit and inward reasons. Collaborations between SMIs and brands may therefore cause problems for SMIs' authenticity management. Based on SMI-brand partnership observations, SMI interviews, and a comparison of various data sources, this study uses a qualitative methodology. The investigation revealed two ways for managing authenticity: genuine and open-minded authenticity. To address the conflicts brought about by brands invading their material, we clarify these tactics and offer a four-path framework that offers the first conception of how SMIs might manage authenticity for themselves.

### **23. Ladhari et al (2020).**

This study looks at how, in the context of the beauty product industry, homophily, emotional connection, and credibility affect a video blogger's (henceforth referred to as vlogger) popularity and the purchasing decisions made by his or her viewers. More precisely, the study investigates how the vlogger's knowledge, emotional connection to him or her, and the four homophily construct dimensions—attitude, value, background, and appearance—all affect the vlogger's popularity. The popularity of the vlogger in turn affects the things that viewers choose to buy. Online data regarding beauty product vloggers was gathered from 501 US

women in the sample. The findings demonstrate that the vlogger's popularity is significantly impacted by the three homophily aspects of looks, values, and attitude. Expertise does not significantly affect things, but emotional attachment does. The popularity of vloggers.

### **24. Matarazzo et al (2021).**

In the context of small and medium-sized enterprises (SMEs) involved in the Made in Italy industries, this research looks at how digital transformation affects customer value creation. The goal is to learn more about how dynamic capabilities, acting as enabling mechanisms, may support digital transformation. We employ multi-case study research to examine the digital transformation of six Made in Italy small and medium-sized enterprises (SMEs) in the

furniture design, fashion, and food sectors. The findings demonstrate how digital tools help the chosen SMEs innovate their business models by opening new channels of distribution and enhancing the methods in which they produce and provide value to different client segments.

**25. Jamali et al. (2018).**

They States that Approximately 2 billion people use social media today. This resulted in a community of 2 billion users on social media. This completely changed how brands communicate and advertise themselves. Social media significantly influences customer buying intent. Social media influences brand marketing strategies and modifies brand communication channels. The purpose of this study is to pinpoint the variables that affect consumers' intentions to buy Samsung smartphones, one of the most popular smart phone brands. According to the findings of earlier studies, it is harder to sustain consumer intent on social media. Any irritating content used in social media marketing can damage a brand's reputation and decrease consumer loyalty.

**26. Cao, D., Meadows, Wong & Xia (2021).**

Using social media to actively communicate with customers has become standard practice for merchants. Additionally, there is mounting evidence that some customers opt out of interacting with social media marketing content and that customer participation levels fluctuate among various social press. Nonetheless, empirical studies on the impact of contextual elements that might be a factor in these disparities. Additionally, the variance in social media participation behaviours—namely, creativity, contribution, and consumption—are not sufficiently studied. Thus, we aim to comprehend how different involvement levels are influenced by important social. Contextual elements related to media, specifically content credibility, and media richness. We examine 721 responds to surveys using PLS-SEM. The findings show that media context has a major impact on engagement-related actions.

**27. Dedeoğlu et al. (2020).**

In addition to examining the moderating effects of country of origin (COI; macro and micro image on destination natural and service quality, this study looks at the impact of social media sharing on tourist destination brand awareness and destination natural and service quality. 56 domestic and foreign travellers visiting Alanya, Turkey, provided the information. The study's relationships were investigated using structural equation modelling. Participant sharing, on

of the elements of social media sharing, has a favourable impact on destination brand awareness, however no discernible impact of nonparticipant sharing on destination brand awareness was discovered. Tourism impressions of destination service and natural quality are favourably impacted by destination brand awareness. Most relationships are moderated by the COI image.

**28. Akbar et al. (2018).**

They States social media, an essential instrument in today's communication landscape, is also evolving into an essential channel for business communications. It is increasingly being used by many firms because to its design, which enables direct communication between the business and its clients, as well as its superiority over conventional communication methods. The use of social media tools has grown steadily, making it crucial to consider how new generation communication platforms affect brand recognition. For this reason, the impact of Facebook, one of the most popular social media platforms in studies (or literature), on businesses' brand recognition is investigated.

**29. Aljumah et al. (2023)**

One important goal and essential to gaining a competitive edge is the growth of trust among the company's customers. To determine the impact of social media interaction, public relations, and electronic word of mouth on brand awareness and trust, this study was explored. This study also looked at brand awareness's mediating function. Data from the UAE's retail sector's clients was gathered for this purpose. This study used a cross-sectional design and quantitative research methodology. By using basic random sampling, the data was gathered using a study questionnaire. 512 respondents received the questionnaire, which was circulated. 69.72% of the responses were usable.

**30. Alfian et al. (2019).**

This study aims to assess the influence of Instagram, word-of-mouth, and brand awareness on Arthenis Tour & Travel's customers' decision-making. The major data for this study came from

client responses. A questionnaire with a Likert scale is used as the instrument. In this study 105 Arthenis Tour & Travel customers made up the population, while 83 people made up the sample. The hypothesis is tested several times using linear regression. The value of F count (198,348) > F table (2, 72) related to simultaneous and partial on Social Media Marketing

Instagram, Word of Mouth, and Brand Awareness of the expected variables because of purchase was determined based on the study's findings.

## **THEORETICAL FRAMEWORK**

### **INTRODUCTION**

This chapter explains important generalities related to buying gets repliers towards quality advertisements. The chapter gives a clear idea about how social marketing influences people to buy ornamental products.

### **MEANING**

Although presently championed by marketing and life influences, the miracle of impulse buying remains deficiently comprehended. This lack of understanding persists incompletely due to the absence of a satisfying conceptualization of this specific purchasing geste for an extended period. In this essay, a disquisition of the being knowledge on impulsive geste precedes the preface of a unique appreciation of impulse buying. latterly, the essay delves into the results of an exploratory study probing the phenomenology of guests' impulsive purchase events. This study identifies:

- (1) The subjective emotions marking the initiation of the buying impulse
- (2) How consumers navigate and address their impulsive desires to make a purchase
- (3) The various adverse consequences stemming from impulsive shopping.

### **DEFINITION**

Social media marketing in ornamental products involves strategically using platforms like Facebook, Instagram, and Twitter to promote and announce beauty particulars. This design focuses on creating engaging content, including images and vids, to show the features and benefits of ornamental products. The thing is to enhance brand visibility, engage the target followership, and eventually drive deals. Conditioning includes content creation, influence collaborations, community operation, and performance analysis. The ideal is to cultivate vibrant online presence, fostering a sense of community and connection with consumers in the competitive beauty assiduity. Through a combination of creative juggernauts and data driven perceptivity, social media marketing for ornamental products aims to establish a strong brand identity and meet business objects within the dynamic geography of digital platforms.

## **Advantages of the Study:**

1. **Insight into Consumer Psychology:** Understanding the subjective feelings initiating impulsive buying provides valuable insights into the intricate realm of consumer psychology. This knowledge allows marketers and businesses to tailor strategies that resonate with consumers' emotional triggers, enhancing the effectiveness of marketing campaigns.
2. **Effective Impulse Management Strategies:** The exploration of how consumers manage impulsive desires to buy provides a foundation for developing effective impulse management strategies. Businesses can use this information to design interventions, such as targeted advertisements or incentives, to guide consumers in making more considered purchasing decisions.
3. **Tailored Marketing Approaches:** The identification of different kinds of negative effects resulting from impulsive shopping enables businesses to adopt more nuanced and tailored marketing approaches. By addressing potential drawbacks, marketers can position products in a way that minimizes adverse consequences, making them more appealing to the target audience.
4. **Enhanced Customer Experience:** The phenomenological exploration of customers' impulsive purchase events contributes to an enhanced understanding of the customer experience. Businesses can use this knowledge to optimize various touchpoints in the buying process, ensuring a seamless and satisfying experience for consumers.
5. **Strategic Business Planning:** The study provides a foundation for strategic business planning by shedding light on impulsive buying patterns. This information is crucial for forecasting market trends, adjusting inventory, and developing business strategies that align with consumer behaviour in the realm of impulse buying.

6. **Competitive Advantage:** Armed with a novel understanding of impulse buying, businesses can gain a competitive edge by being better equipped to anticipate and respond to consumer behaviours. This knowledge allows for more agile and adaptive business strategies, positioning a company ahead of competitors in a dynamic market.

### **Disadvantages of the Study:**

1. **Subjectivity and Interpretation:** The study's focus on subjective feelings and phenomenology introduces a potential limitation in terms of subjectivity and interpretation. Different individuals may interpret subjective experiences differently, leading to challenges in standardizing findings.

2. **Limited Generalizability:** Findings from an exploratory study may have limited generalizability due to the specific context or characteristics of the sample studied. Extrapolating these findings to a broader population may not be entirely accurate, limiting the study's applicability.

3. **Inherent Bias in Self-Reporting:** The study relies on self-reporting of consumers' impulse purchase events, which introduces the potential for inherent bias. Participants may not accurately recall or report their experiences, impacting the reliability of the data collected.

4. **Dynamic Nature of Consumer Behavior:** Consumer Behavior, especially in the context of impulse buying, is dynamic and influenced by various external factors. The study may capture a snapshot of Behavior at a specific point in time, potentially missing the evolving nature of consumer preferences and responses.

5. **Ethical Considerations in Studying Negative Effects:** Investigating the negative effects of impulsive shopping raises ethical considerations, as it involves delving into potentially sensitive areas such as buyer's remorse or financial consequences. Ensuring participant well-being and privacy becomes crucial in such studies.

6. Practical Implementation Challenges: Implementing strategies based on the study's findings may pose practical challenges for businesses. Strategies aimed at managing impulsive buying must be seamlessly integrated into existing marketing practices, and businesses may face hurdles in executing these changes effectively.

**Below shown are some of the factors which affect the buying behaviour through Social Media Marketing in Cosmetic products**

- **Price**
- **Brand Reputation**
- **Quality**
- **Personnel preference**
- **Review from other users**

**Price Influence:** The pricing of cosmetic products on social media platforms is a pivotal determinant of consumer behavior. Buyers meticulously evaluate affordability, seeking products that offer optimal value and align with budget considerations, significantly impacting their final purchasing decisions. Respondents show a percentage of more 33% out of 100 respondents. **Brand Reputation Impact:** 42% of respondents agrees to this option. Social media's role in shaping perceptions of cosmetic brands is crucial. A positive online reputation nurtures consumer trust and loyalty, influencing purchasing decisions as individuals gravitate towards brands showcased on social platforms that are considered reputable and reliable. **Quality Perception:** The perceived quality of cosmetic products, often conveyed through compelling social media content, directly shapes consumer preferences. 73% of people agree



to this statement which is the most agreed to other statements. Products depicted as high quality on social channels attract consumers in search of effective and dependable beauty solutions. Personal Preference Dynamics: Individual tastes and preferences play a vital role in guiding cosmetic purchases influenced by social media content. Consumers are naturally drawn to products that resonate with their unique style, needs, and self-expression, fostering a sense of personal connection with the brand. Only 23% agrees to this which is the lowest and shows that is not much useful to our statements above. User Reviews Impact: Social media reviews and testimonials wield substantial influence over consumer trust. Positive feedback and recommendations from fellow users on social platforms serve as powerful factors contributing significantly to consumer confidence and well-informed decision-making in the realm of cosmetic product purchases.

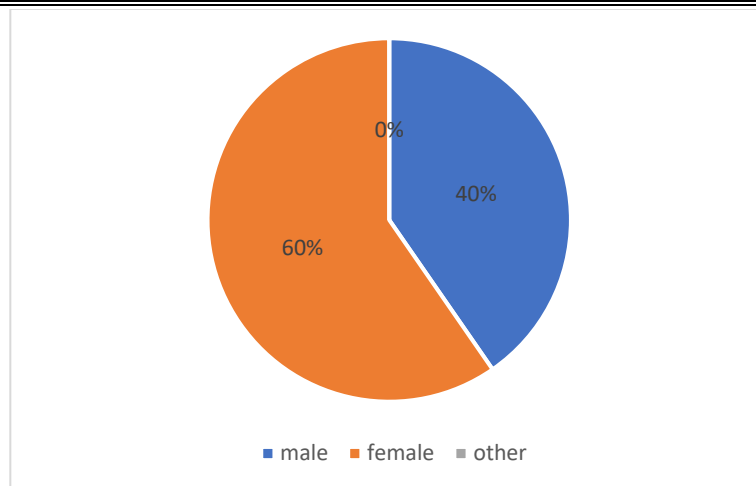
**TABLE 4.1**

**CLASSIFICATION ON THE BASIS OF GENDER**

Classifications	No. of respondents	Percentage
Male	44	40%
Female	65	59.6%
Other	0	0
TOTAL	109	99.60%

(Source: primary data)

**FIGURE 4.1: CLASSIFICATION ON THE BASIS OF GENDER**



### **INTERPRETATION**

Gender Distribution: Male: There are 44 male respondents, comprising 40% of the total respondents. Female: There are 65 female respondents, making up 59.6% of the total respondents. Other: There are no respondents in the "Other" category. Gender Imbalance: The data suggests a gender imbalance in the respondents, with a higher percentage of female (59.6%) compared to males (40%). Data Quality: It is worth noting that the percentages

provided seem to be rounded, as the sum is not exactly 100%. This could be due to rounding or a small number of respondents not being included in the presented data.

### **TABLE 4.2**

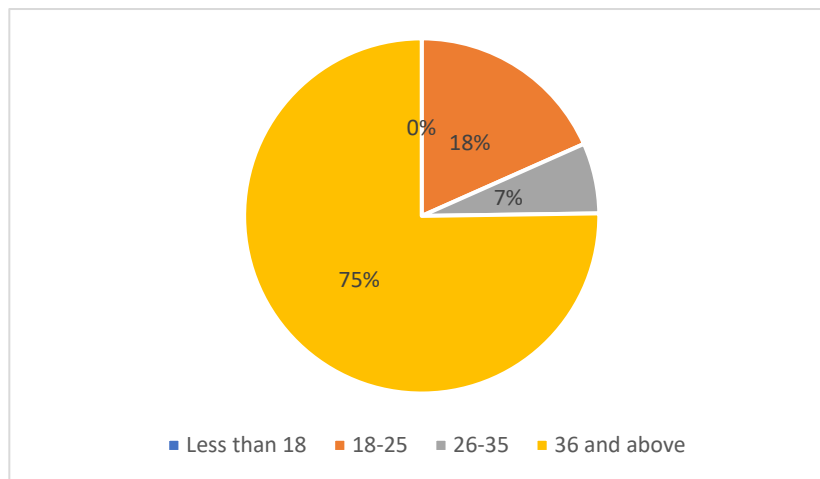
#### **CLASSIFICATION ON THE BASIS OF AGE**

CATEGORIES	NO. OF RESPONDENTS	PERCENTAGE
Less than 18	0	0
18-25	20	18.3

26-35	7	6.4
36 and above	82	75.2
TOTAL	109	99.9

(Source: primary data)

### **FIGURE 4.2: CLASSIFICATION ON THE BASIS OF AGE**



### **INTERPRETATION**

Age Distribution Lower than 18 There are no repliers in the " lower than 18" order. 18- 25 There are 20 repliers in the 18- 25 age order, comprising 18.3 of the total repliers. 26- 35 There are 7 repliers in the 26- 35 age order, making up 6.4 of the total repliers. 36 and above utmost repliers, 82 individualities, fall into the " 36 and above" order, representing 75.2 of the total repliers. Age Group Breakdown The data indicates the distribution of repliers across different

age groups, furnishing sapience into the age demographics of the surveyed population. Ag Skew numerous repliers are in the " 36 and above" order, suggesting that the sample is dispose towards aged individualities. Youth Representation The " 18- 25" age group has representation of 18.3, indicating a lower proportion of youngish repliers in the check.

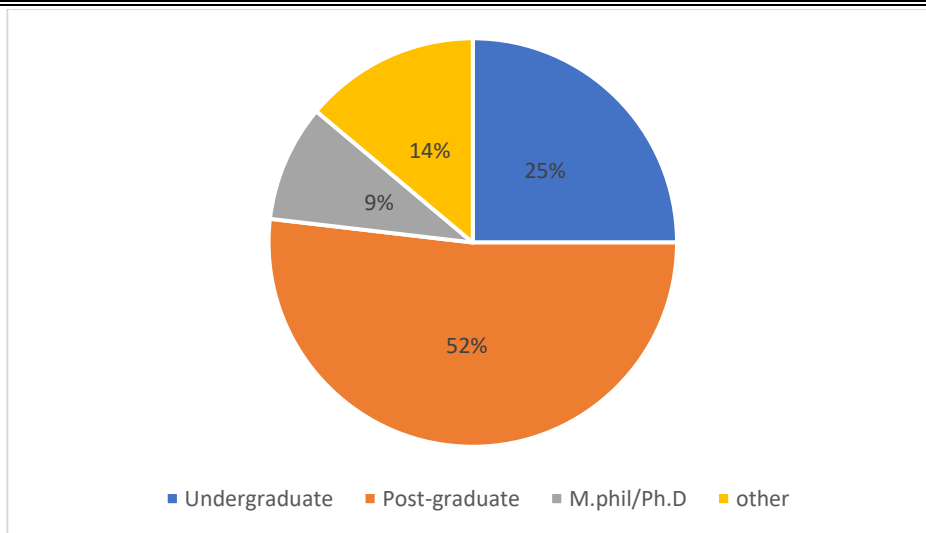
**TABLE 4.3**

**CLASSIFICATION ON THE BASIS OF EDUCATIONAL  
LEVEL**

<b>CATEGORIES</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Undergraduate	27	25
Post-graduate	56	51.9
M.Phil./Ph.D.	10	9.3
other	15	13.9
<b>TOTAL</b>	<b>108</b>	<b>100.1</b>

(Source: primary data)

**FIGURE 4.3: CLASSIFICATION ON THE BASIS OF  
EDUCATIONAL LEVEL**



## **INTERPRETATION**

Education Distribution: Undergraduate: 27 respondents (25% of the total). Post-graduate: 51.9% respondents (51.9% of the total). M.Phil./Ph.D.: 10 respondents (9.3% of the total). Other: 15 respondents (13.9% of the total). Post-graduate Dominance: The largest group of respondents holds a post-graduate degree, constituting a majority at 51.9%. Representation of Advanced Degrees: The categories "M.Phil./Ph.D." and "Other" together represent individuals with more advanced degrees beyond undergraduate and post-graduate levels.

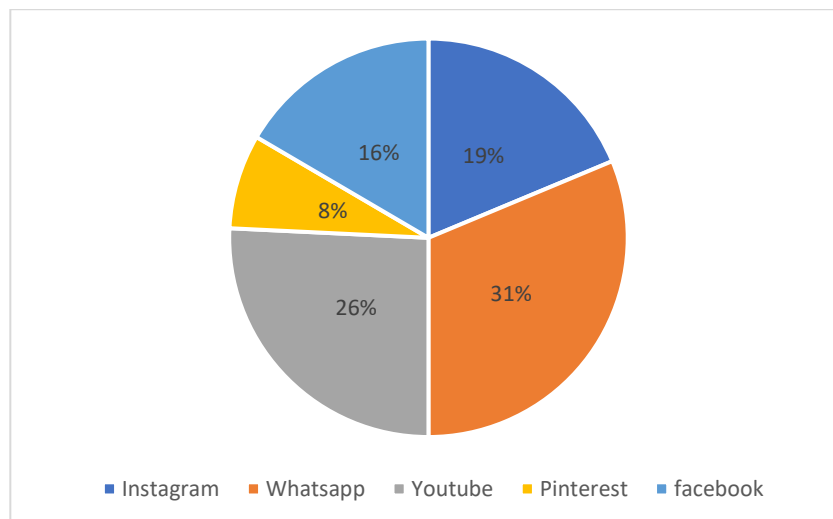
**TABLE 4.4**

## USAGE OF SOCIAL MEDIA PLATFORM

MEDIAS	NO. OF RESPONDENTS	PERCENTAGE
Instagram	61	56
WhatsApp	102	93.6
YouTube	84	77.1
Pinterest	25	22.9
Facebook	54	49.5
TOTAL	326	299.1

(Source: primary data)

**FIGURE 4.4: USAGE OF SOCIAL MEDIA PLATFORM**



## **INTERPRETATION**

Multiple Platforms: Respondents seem to use multiple social media platforms, as the percentages for each platform exceed 100%. This suggests that some respondents use more than one social media platform. WhatsApp Dominance: WhatsApp is the most widely used platform among respondents, with a high percentage of 93.6%. Popular Platforms: Instagram, YouTube, and Facebook are also popular among respondents, each with a substantial user base.

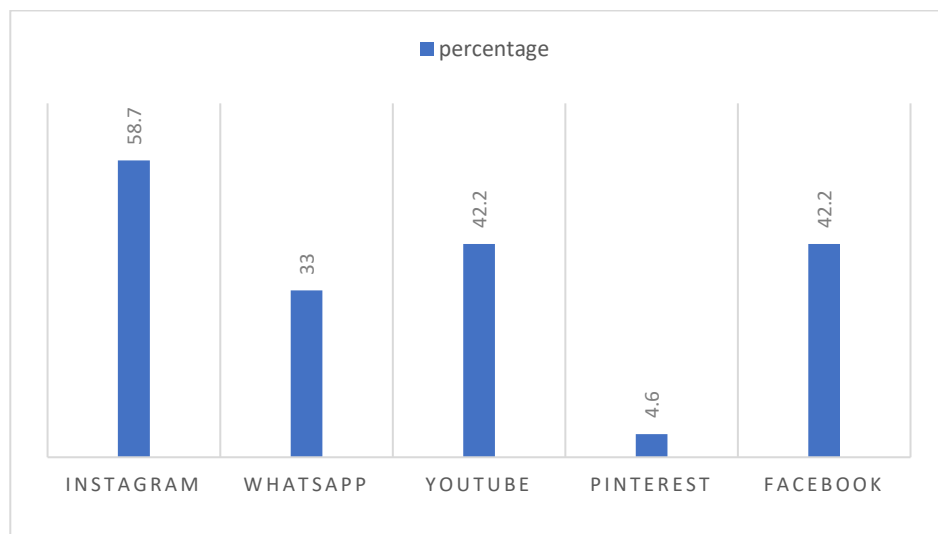
**TABLE 4.5**

### **OPTIMAL SOCIAL MEDIA PLATFORMS FOR THE EFFECTIVE ONLINE MARKETING**

<b>MEDIAS</b>	<b>NO. OF RESPONDENCE</b>	<b>PERCENTAGE</b>
Instagram	64	58.7
WhatsApp	36	33
YouTube	46	42.2
Pinterest	5	4.6
Facebook	45	42.2
TOTAL	196	180.7

(Source: primary data)

**FIGURE 4.5: OPTIMAL SOCIAL MEDIA PLATFORMS  
FOR THE EFFECTIVE ONLINE MARKETING**



### **INTERPRETATION**

Multiple Platforms: Like the previous data, respondents seem to use multiple social media platforms, as the percentages for each platform exceed 100%. Popular Platforms: Instagram, YouTube, and Facebook are commonly used among respondents.



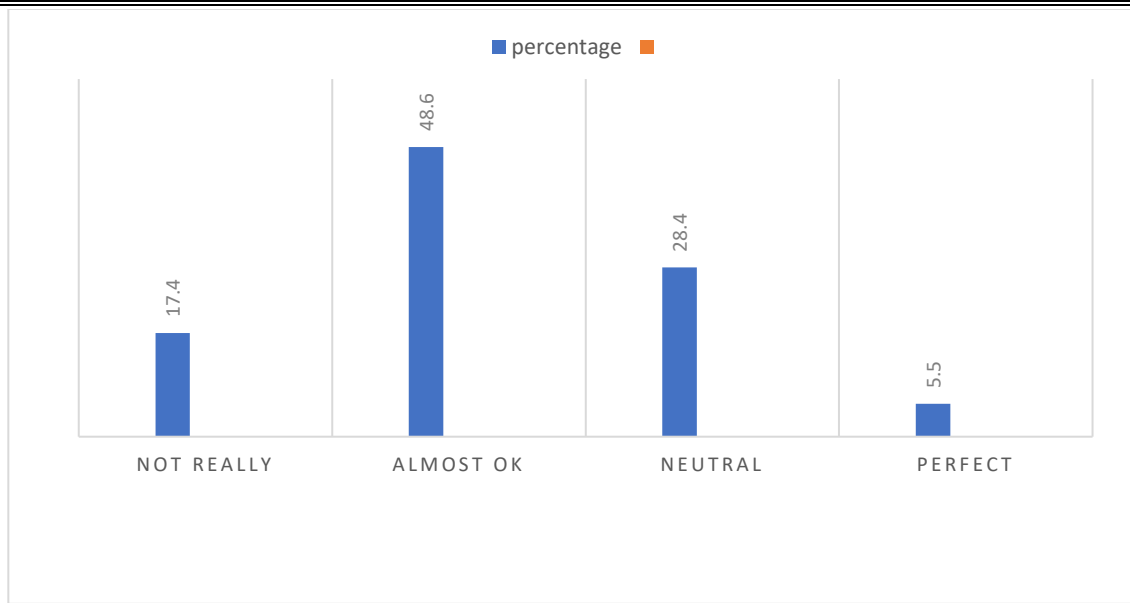
**TABLE 4.6**

**SOCIAL MEDIA PRODUCT SATISFACTION**

<b>OPINIONS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
not really	19	17.4
almost ok	53	48.6
neutral	31	28.4
perfect	6	5
TOTAL	109	99.4

Source: primary data

**FIGURE 4.6: SOCIAL MEDIA PRODUCT SATISFACTION**



## INTERPRETATION

Overall Satisfaction: The data provides an overview of respondents' satisfaction levels ranging from "Not really" to "Perfect." Majority Satisfaction: Most respondents fall into the categories of "Almost ok" and "Neutral," indicating a generally satisfactory or neutral sentiment. Positive Satisfaction: A smaller percentage of respondents rated their satisfaction as "Perfect," suggesting a positive sentiment among a minority.

**TABLE 4.7**

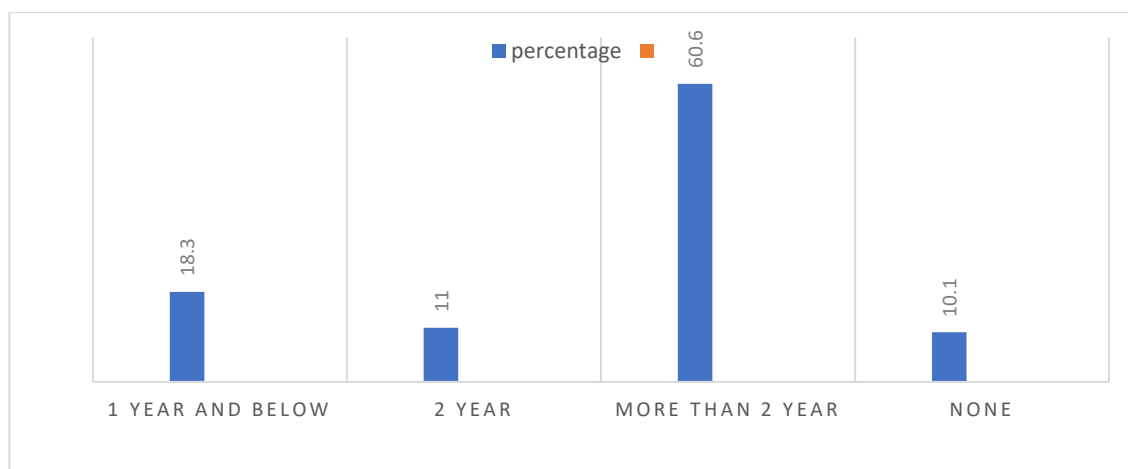
### **ONLINE PRODUCT USAGE DURATION**

CLASSIFICATIONS	NO. OF RESPONDENT	PERCENTAGE

1 year and below	20	18.3
2 years	12	11
more than 2 years	66	60.6
none	11	10.1
TOTAL	109	100

(Source: primary data)

**FIGURE 4.7: ONLINE PRODUCT USAGE DURATION**



**INTERPRETATION**

Experience Distribution: The data gives an overview of the distribution of respondents based on their experience duration. Majority with Experience: Most respondents (60.6%) have more than 2 years of experience. Variability in Experience: Respondents vary in their experience levels, with representation in categories ranging from less than a year to more than 2 years.

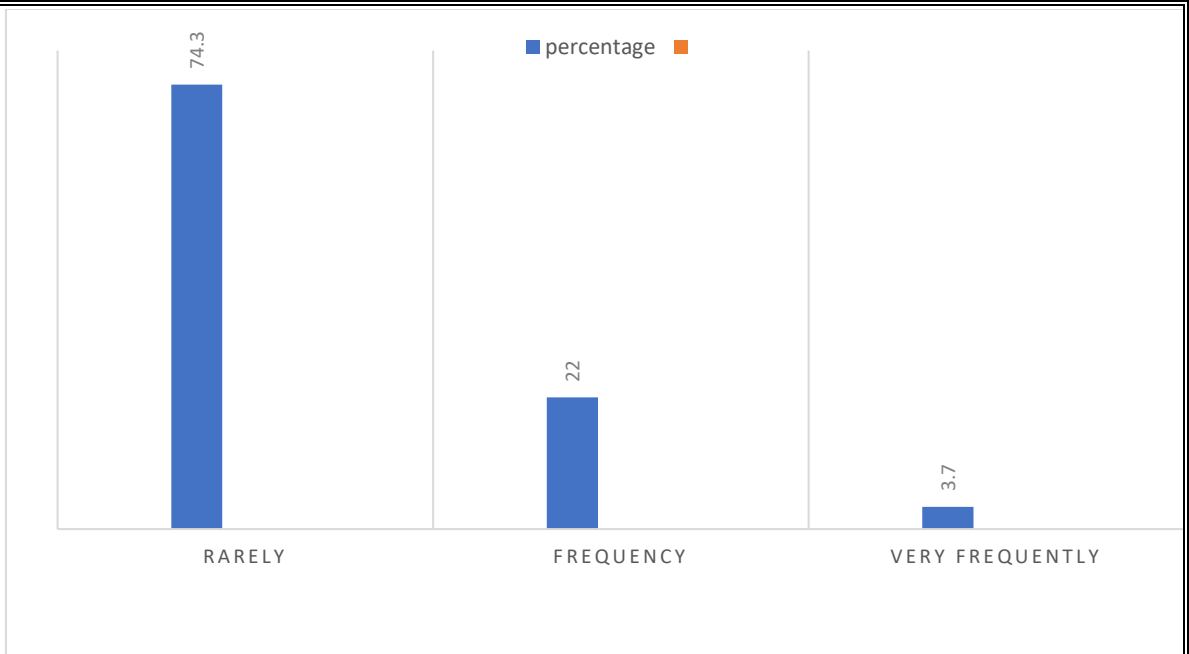
**TABLE 4.8**

**COSMETIC PURCHASE FREQUENCY**

<b>OPINIONS</b>	<b>NO. OF RESPONDENT</b>	<b>PERCENTAGE</b>
rarely	81	74.3
frequency	24	22
very frequently	4	3
TOTAL	109	99.3

(Source: primary data)

**FIGURE 4.8: COSMETIC PURCHASE FREQUENCY**



### **INTERPRETATION**

Activity Distribution: The data provides an overview of the distribution of respondents based on the frequency of the specified activity. Dominance of "Rarely": Many respondents (74.3%) engage in the activity rarely. Variability in Frequency: Respondents exhibit a range of frequencies, with some engaging in the activity more frequently (22%) and a smaller group engaging very frequently (3.7%).

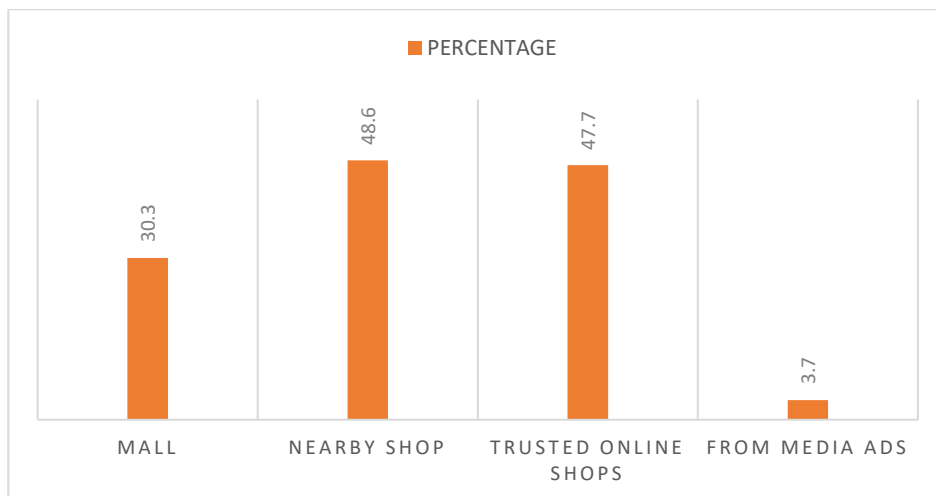
**TABLE 4.9**

**PRODUCT SOURCE LOCATION**

<b>OPINIONS</b>	<b>NUMBER OF RESPONDENT</b>	<b>PERCENTAGE</b>
MALL	33	30.3
NEARBY SHOP	53	48.6
TRUSTED ONLINE SHOPS	52	47.7
FROM MEDIA ADS	4	3.7
TOTAL	142	130.3

(Source: primary data)

**FIGURE 4.9: PRODUCT SOURCE LOCATION**



## INTERPRETATION

Shopping Venue Distribution: The data gives an overview of the distribution of respondents based on their preferred shopping venues. Preference for Nearby Shops: Most respondents (48.6%) prefer shopping at nearby shops. Variability in Preferences: Respondents exhibit different shopping preferences, including malls, nearby shops, and trusted online shops.

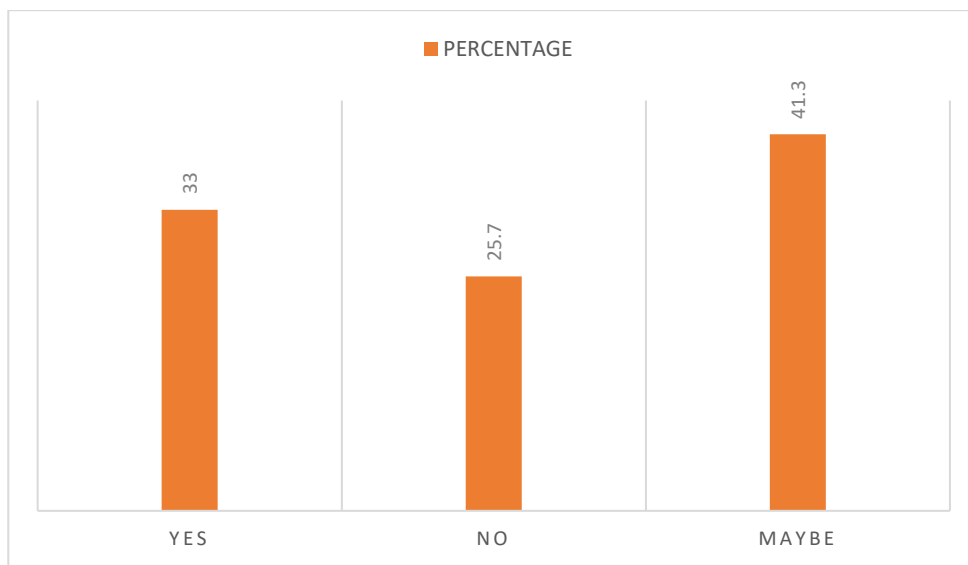
**TABLE 4.10**

### **EFFECT OF QUALITY ADVERTISING ON PERCEPTIONS**

<b>OPINIONS</b>	<b>NUMBER OF RESPONDENT</b>	<b>PERCENTAGE</b>
YES	36	33
NO	28	25.7
MAYBE	45	41.3
TOTAL	109	100

(Source: primary data)

**FIGURE 4.10: EFFECT OF QUALITY ADVERTISING ON PERCEPTIONS**



**INTERPRETATION**

Perception Impact Distribution: The data provides an overview of how respondents perceive the impact of quality advertising on their perceptions. Mixed Responses: Respondents' opinions vary, with a significant number (41.3%) indicating uncertainty by choosing "Maybe." Positive Perception Impact: A notable percentage (33%) of respondents believe that quality advertising has a positive impact on their perceptions. Negative Perception Impact: A smaller percentage (25.7%) of respondents believe that quality advertising does not have a positive impact on their perceptions.



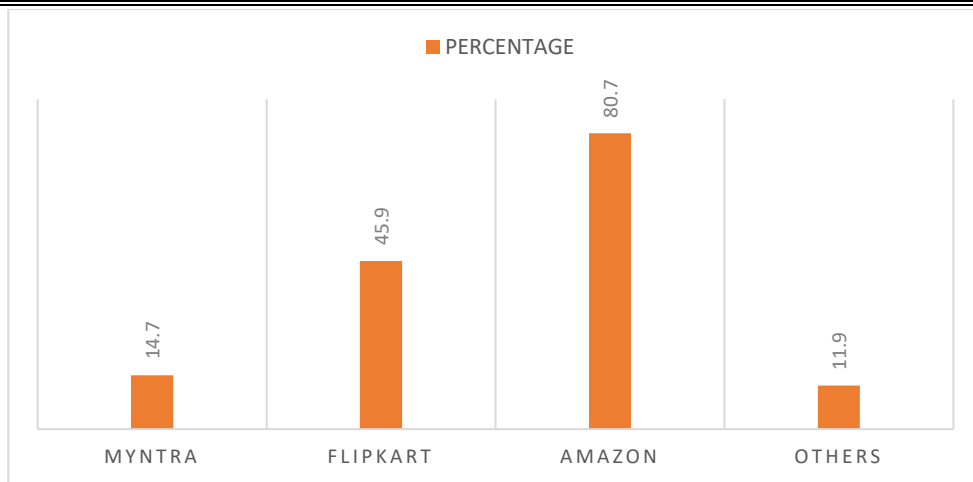
**TABLE 4.11**

**PREFERRED SOCIAL MEDIA PLATFORM**

<b>MEDIAS</b>	<b>NUMBER OF RESPONDENT</b>	<b>PERCENTAGE</b>
MYNTRA	16	14.7
FLIPKART	50	45.9
AMAZON	88	80.7
OTHERS	13	11.9
TOTAL	167	153.2

(Source: primary data)

**FIGURE 4.11: PREFERRED SOCIAL MEDIA PLATFORM**



### **INTERPRETATION**

Platform Preference Distribution: The data provides insights into the distribution of respondents based on their preferred social media platforms. Dominance of Amazon: A significant majority of respondents (80.7%) prefer Amazon as their social media platform.

Variety in Preferences: While Amazon is the dominant preference, a notable percentage still prefer Flipkart, and there are others who have different preferences.

**TABLE 4.12**

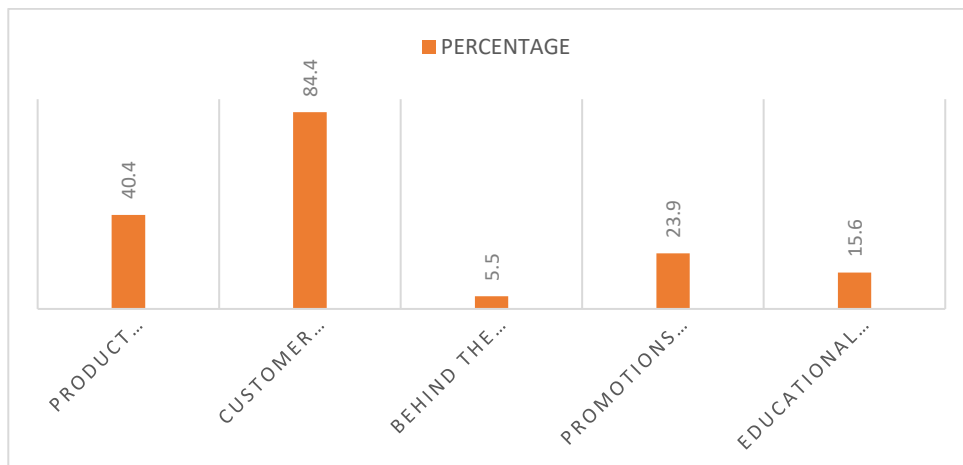
### **PREFERRED COSMETIC BRAND CONTENT**

OPINIONS	NUMBER OF RESPONDENT	PERCENTAGE
PRODUCT DEMONSTRATION	44	40.4
CUSTOMER REVIEW AND TEST	92	84.4

BEHIND THE SCENES	6	5.5
PROMOTIONS AND DISCOUNTS	26	23.9
EDUCATIONAL CONTENT	17	15.6
TOTAL	185	169.8

(Source: primary data)

**FIGURE 4.12: PREFERRED COSMETIC BRAND CONTENT**



## INTERPRETATION

Content Preference Distribution: The data provides insights into the distribution of respondents based on their preferred types of cosmetic brand content. Dominance of Customer Reviews and Tests: Most respondents (84.4%) prefer customer reviews and tests as their preferred cosmetic brand content. Variety in Preferences: While customer reviews and tests are dominant, there is still interest in other types of content, such as product demonstrations, promotions, and educational content.

**TABLE 4.13**

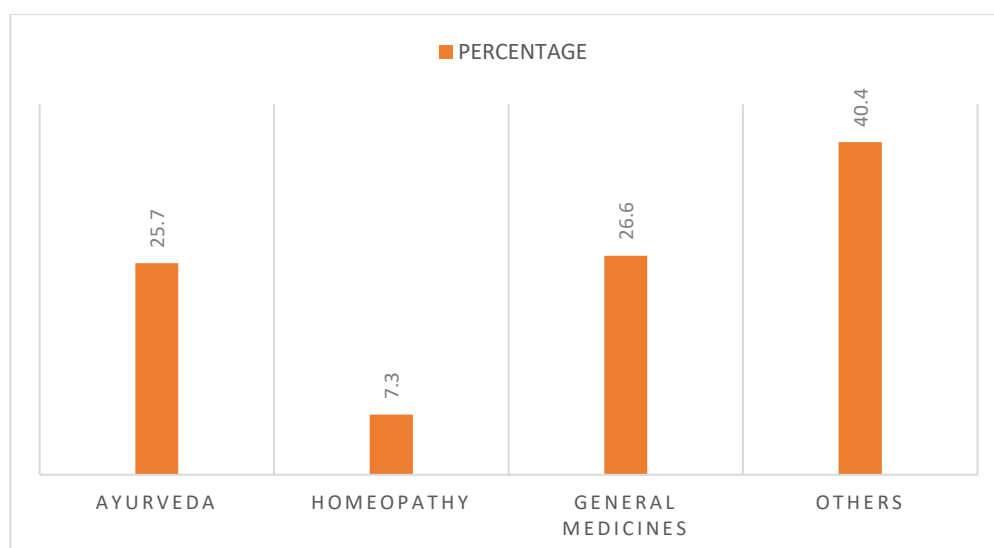
### **PREFERRED PRODUCT CATEGORIES**

<b>CATEGORIES</b>	<b>NUMBER OF RESPONDENT</b>	<b>PERCENTAGE</b>
-------------------	-----------------------------	-------------------

AYURVEDA	28	25.7
HOMEOPATHY	8	7.3
GENERAL MEDICINES	29	26.6
OTHERS	44	40.4
TOTAL	109	100

(Source: primary data)

**FIGURE 4.13: PREFERRED PRODUCT CATEGORIES**



**INTERPRETATION**

Product Category Preference Distribution: The data provides insights into the distribution of respondents based on their preferred product categories. Diversity in Preferences Respondents exhibit diverse preferences, with some favouring Ayurveda, Homeopathy, General Medicines or other unspecified categories. Popularity of "Others": The category labelled "Others" is the most popular, indicating a variety of preferences beyond the specified categories.

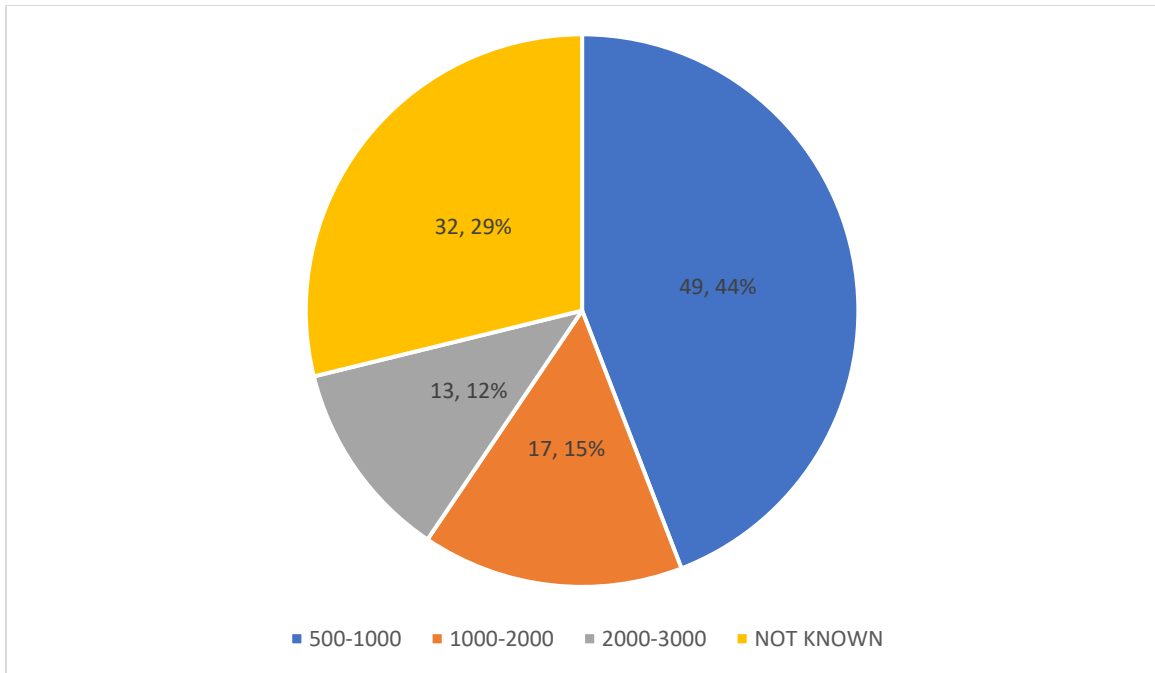
**TABLE 4.14**

**MONTHLY PRODUCT SPENDING**

<b>CATEGORIES</b>	<b>NUMBER OF RESPONDENT</b>	<b>PERCENTAGE</b>
500-1000	49	45
1000-2000	17	15.6
2000-3000	13	11.9
NOT KNOWN	32	29.4
<b>TOTAL</b>	<b>111</b>	<b>101.9</b>

(Source: primary data)

**FIGURE 4.14: MONTHLY PRODUCT SPENDING**



**INTERPRETATION**

Spending Range Distribution: The data provides insights into the distribution of respondents based on their monthly product spending ranges. Prevalence of 500-1000 Spending Range: Most respondents (45%) fall within the 500-1000 monthly spending range. Varied Spending Habits: While a significant portion spends in the 500-1000 range, there's still diversity with respondents in higher spending brackets (1000-2000, 2000-3000). Uncertain Spending: A notable percentage (29.4%) of respondents indicated that their monthly spending is not known.

**TABLE 4.15**

**INFLUENCE OF ADVERTISEMENTS ON PREFERENCES**

<b>OPINIONS</b>	<b>NUMBER OF RESPONDENT</b>	<b>PERCENTAGE</b>
BETTER RESULT	17	15.6
POSITIVE IMPRESSION	34	31.2
BETTER EXPERIENCE	24	22
INTERSTING	34	31.2
TOTAL	109	100

(Source: primary data)

**FIGURE 4.15: INFLUENCE OF ADVERTISEMENTS ON PREFERENCES**





### **INTERPRETATION**

**Influence Distribution:** The data provides insights into the distribution of respondents based on the perceived influence of advertisements on their preferences. Positive Impressions and Interest: Most respondents (31.2%) feel that advertisements have a positive impression or are interesting, suggesting that these factors play a significant role in shaping preferences. Diversity in Influences: Respondents have varied opinions, with some citing better results and better experiences as factors influencing their preferences.

**TABLE 4.16**

### **FACTORS CONSIDERED WHEN BUYING COSMETIC PRODUCTS**

OPINIONS	NUMBER OF RESPONDENT	PERCENTAGE
PRICE	36	33
BRAND REPUTATION	46	42.2

QUALITY	80	73.4
PERSONAL PREFERENCE	26	23.9
REVIEW FROM OTHER USERS	45	41.3
TOTAL	233	213.8

(Source: primary data)

**FIGURE 4.16: FACTORS CONSIDERED WHEN BUYING COSMETIC PRODUCTS**



## INTERPRETATION

Factor Consideration Distribution: The data provides insights into the distribution of respondents based on the factors they consider when buying cosmetic products. Dominance of Quality: A significant majority of respondents (73.4%) prioritize quality when making cosmetic product purchases. Varied Considerations: Respondents consider a range of factors including brand reputation, personal preference, price, and reviews from other users.

TABLE 4.17

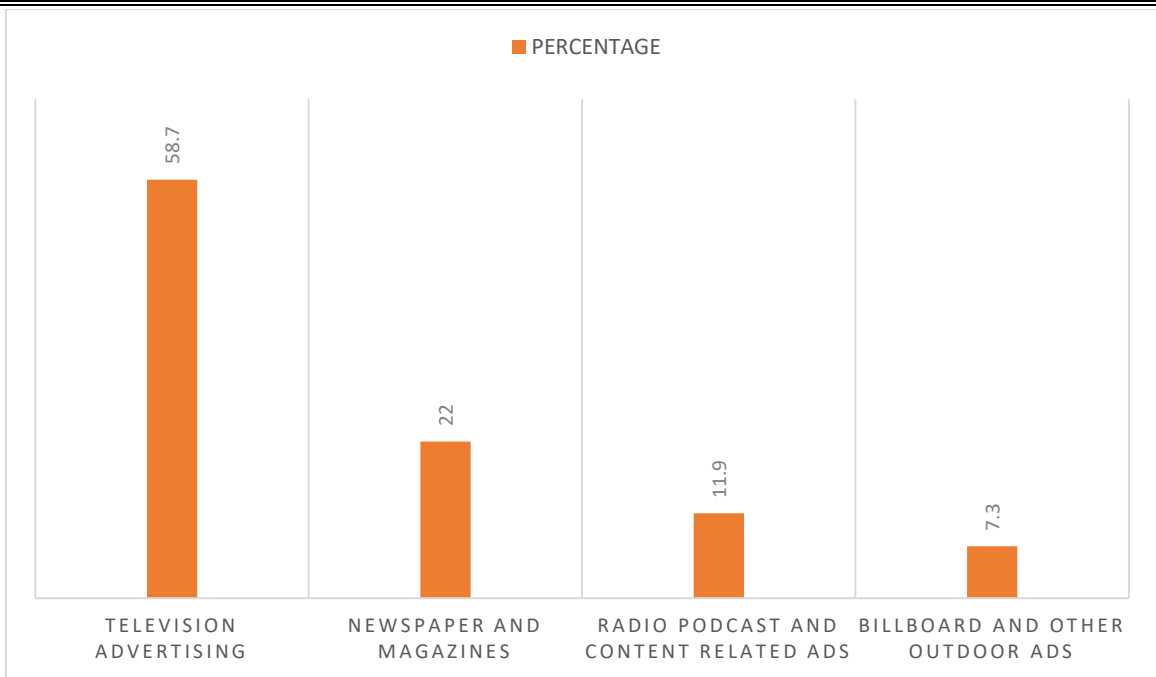
### RECENT TRADITIONAL ADVERTISING METHODS

OPINIONS	NUMBER OF RESPONDENTS	PERCENTAGE
TELEVISION ADVERTISING	64	58.7
NEWSPAPER AND MAGAZINES	24	22

RADIO PODCAST AND CONTENT RELATED ADS	13	11.9
BILLBOARD AND OTHER OUTDOOR ADS	8	7.3
TOTAL	109	99.9

(Source: primary data)

**FIGURE 4.17: RECENT TRADITIONAL ADVERTISING METHODS**



## **INTERPRETATION**

**Advertising Method Distribution:** The data provides insights into the distribution of respondents based on their exposure to recent traditional advertising methods. **Dominance of Television Advertising:** Most respondents (58.7%) have been exposed to advertising through television. **Variety in Exposure:** Respondents have been exposed to a range of traditional advertising methods, including newspapers, magazines, radio, podcasts, content-related ads, and outdoor ads.

**TABLE 4.18**

**TRY A NEW FACIAL CARE PRODUCT**

SUGGESTIONS	NUMBER OF REPENDEN	PERCENTAGE
FROM ADVERTISEMENT	19	17.4
FREE SAMPLES	20	18.3
DISCOUNT ON PURCHASE	7	6.4
TESTIMONIAL FROM SATISFIED	63	57.8
TOTAL	109	99.9

(Source: primary data)

**FIGURE 4.18: TRY A NEW FACIAL CARE PRODUCT**



## **INTERPRETATION**

Influence Distribution: The data provides insights into the distribution of respondents based on the factors that would influence them to try a new facial care product. Dominance of Testimonials: The majority of respondents (57.8%) are influenced to try a new facial care product based on testimonials from satisfied users. Other Influencing Factors: While testimonials are dominant, a portion of respondents is also influenced by factors such as advertisements, free samples, and discounts on purchase.

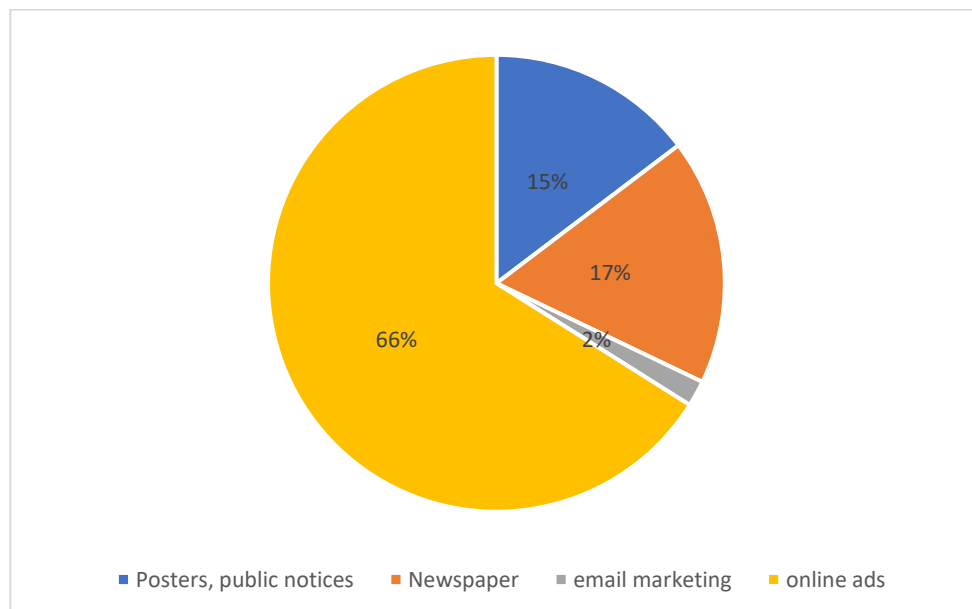
**TABLE 4.19**

### **FACTORS INFLUENCING PURCHASE OF A PRODUCT**

<b>SUGGESTIONS</b>	<b>NO. OF RESPONDENT</b>	<b>PERCENTAGE</b>
Posters, public notices	16	14.7
Newspaper	19	17.4
email marketing	2	1.8
online ads	72	66.1
<b>TOTAL</b>	<b>109</b>	<b>100</b>

(Source: primary data)

**FIGURE 4.19: FACTORS INFLUENCING PURCHASE OF A PRODUCT**



**INTERPRETATION**

- 14.7% are influenced by "Posters, public notices" (16 respondents),
- 17.4% are influenced by "Newspaper" advertisements (19 respondents),
- 1.8% are influenced by "Email marketing" (2 respondents)
- ,66.1% are influenced by "Online ads" (72 respondents).



This suggests that the majority of respondents are influenced by online ads when making purchase decision. Newspaper advertisements and posters/public notices also play a role for a significant portion of respondents, while a smaller percentage is influenced by email marketing. The data provides insights into the effectiveness of different marketing channels in influencing product purchases among the surveyed individuals.

## Chi-Square Analysis

### Case 1

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.07		.396
Likelihood Ratio	4.5		.333
N of Valid Cases	1		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.03.

According to this analysis, the p value is 0.396, which is greater than 0.05 ( $\alpha$ -value). Hence there is no significant relationship between the frequency of social media exposure to cosmetic product content and consumer's purchasing decision of cosmetics.

Therefore, H0 is accepted and H1 is rejected

## Case 2

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	6.268 <sup>a</sup>	6	.045
Likelihood Ratio	6.258	6	.003
N of Valid Cases	109		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.06.

According to this analysis, the p value is 0.394, which is greater than 0.05 ( $\alpha$ -value). Hence there is significant relationship between the frequency of social media exposure to cosmetic product content and consumer's purchasing decision of cosmetics.

Therefore, H1 is accepted and H0 is rejected.

## 5.1 FINDINGS

The major findings are as follows:

- The primary data collected from total of 109 responses 40.4% are male and 59.6% are female.
- Out of these, 75% of respondents were 35 and above aged, 18% were in the range between 18 to 25, only 6% were in the age 26 to 35.
- Out of 109 respondents, 51% of respondents were post- graduates and 25% were undergraduates, higher degree were indicated as other and M.Phil./Ph.D. and other categories.
- 56%, 93%, 77%, 22%, 49% are the percentage of respondents who uses social medias like Instagram, WhatsApp, YouTube, Pinterest, Facebook.
- Online marketing is possible through social media using these media that respondents agree with Instagram of 58%, WhatsApp of 33%, YouTube of 42%, Pinterest of 4.6% and 42% of Facebook.

- Out of 109 respondents, 48% of respondents is really satisfied with the products brought through social media.
- 60% of respondents are really experienced in using products bought online, 18% of respondents have been using products less than 1 year.
- 74% does really buy cosmetics products rarely, 22% of respondents buy them frequently and 3 % does really buy cosmetic products very frequently.
- Respondents buy cosmetic products from malls are 30%, Nearby shop are 48%, Trusted online shops are 47%, and from media ads are only 3%.
- Quality advertisement does really affect the respondents from buying a product from the following information: yes – 33%, No – 25%, Maybe – 41%.
- From the listed following social media platform, the respondents choose the most used social media platform as Amazon and Flipkart with 80% and 45%.
- Out of 109 respondents, 84% of respondents choose customer review and testimonial as the main mode of buying cosmetic products.
- 42% of Ayurvedic, 26% of general medicine, 7.3% of homeopathy and 25% of other categories are used by the respondents as the cosmetic product classification.
- Nearly 45% of respondents spend around ₹500 -₹1000 by the last month for cosmetic products. 15% and 11% of respondents spend ₹1000-₹2000 and ₹2000-₹3000 as their expense for cosmetic products. 32% of respondents are not aware of the expenditure they made last month.
- About 50-50% of respondents are satisfied about the products brought through advertisements.
- Respondents around 73% agrees that they took quality as the main category to buy any cosmetic product. Other factor of buying cosmetic products agrees with Price (33%), Brand Reputation (42%), Personal Preference (23%), Review from other users (41%).
- Out of 109 respondents, 58% agrees television as the main traditional advertisement method they see recently.

- 57% of respondents agrees that testimonial from satisfied purchases is the main reason for trying new cosmetic products. 18% of respondents backs with free samples, 17% backs with advertisements, and 6% on discount on purchases.
- Online advertisements made respondents buy cosmetic products more than posters public notices with 14% and newspaper ads with 17% respondents are backing them.
- 53% of respondents face fraud sites while purchasing cosmetic products through online ads which is the most responded than trafficking, redirection to other sites and price issues.
- Online cosmetic products bought does not really face any major issue like skin disease health issue, pimples, and patches, and only 24% of respondents agrees that they are not comfortable with the products whereas 50% of respondents agrees that they really do not face any of the issues listed below.
- The overall survey concludes with the last question, 38% of the respondents does not really like to respond to the question, 32% of the respondents says that they are searching for a natural alternative and 21% are satisfied with the products bought.

## **5.2 SUGGESTIONS**

Below shown are the suggestions to be made to make this study more productive:

- Learn about your target customers and how they behave online.
- Schedule a variety of regular posts to keep your brand consistently visible.
- Partners with influential figures in the beauty industry to enhance your brand credibility.
- Use tools to assess how well your social media efforts are performing.
- Keep the up-to-date knowledge of cosmetic products in social media.
- Make use of the best questionnaire patterns to be made through the respondents.
- Provide more satisfactory questions to be included.

### **5.3 CONCLUSION**

In reflection of my internship journey focused on social media marketing for cosmetic products, I find myself enriched with invaluable experiences and insights. Immersed in the dynamic world of digital marketing within the beauty industry, I had the privilege of translating theoretical knowledge into practical applications. Collaborating with a dedicated team, I refined skills in content creation, community engagement, and data analysis, witnessing firsthand the profound impact of strategic social media campaigns on brand resonance and customer interactions. This internship has deepened my comprehension of the pivotal role that social media plays in shaping a brand's identity and fostering lasting connections with consumers. Navigating through diverse platforms and staying attuned to evolving trends has equipped me with a versatile skill set crucial for effective marketing strategies. The experience underscores the essentiality of adaptability in this ever-evolving landscape. As I step out of this internship, I carry with me not only enhanced proficiency but also a heightened appreciation for the significance of a robust social media presence in the cosmetic industry. I am grateful for the mentorship provided and excited about applying this knowledge to contribute meaningfully to the field of digital marketing in the future, armed with the skills and insights gained during this enriching internship.