



A STUDY ON SOCIAL MEDIA AND ITS INFLUENCE ON WOMEN COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO THE CITY OF COIMBATORE

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ABSTRACT

Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brands since early last year. By creating advertisements with unrealistic images of beauty, it has resulted in anxiety, low self-esteem, and low self-confidence in many women. Most of these negative emotions stems from unhappiness among body and appearance. Less research has been performed relating to cosmetics and how this can have an influence on women, and how women can use cosmetics to manipulate their appearance. The purpose of this paper is to study the effectiveness of social media on women consuming cosmetic products in Coimbatore city. The sample size for this study is 80 who are selected using convenient sampling method. The research clearly states the types of social media sites being used by the marketers to sell their products and the availability of an array of cosmetic products through social media. The demographic influence is studied with regard to the awareness level and satisfaction level. The reliability for the questionnaire has attained a Cronbach alpha value of .811. This research will be useful for the marketers to improve their cosmetic business through the valuable suggestions.

KEYWORDS : Social Media, Women, Cosmetic, Factors Influencing

Women Cosmetic Industry

Breaking into the cosmetics industry is not easy. Bringing a new cosmetic item to market requires not just developing and manufacturing a great product, it also requires marketing the product. And according to some, this last step is actually the most difficult part of the process. Marketing nonessential luxury items like cosmetics not only requires the marketers to make the public aware of their new product, but also to convince them that the product is superior to other similar cosmetic items.

Influence of Advertisement on cosmetic consumption by womengender

Cosmetics are a major expenditure for many women, with the cosmetics industry grossing around 7 billion dollars a year, according to a 2008 YWCA report. Cosmetic retailers design advertising to alter women's attitudes toward cosmetics, encouraging them to buy more products. Many advertisers shape this attitude by encouraging women to feel dissatisfied with their appearance. Because women feel pressure to meet idealized beauty standard, cosmetic advertisements that offer women the opportunity to live up to that standard can be highly effective, encouraging more cosmetic purchases.

Cosmetic advertisements can make women feel unsatisfied with their appearance. This dissatisfaction can work to advertisers' advantage when they're selling a product designed to make women look better, so some cosmetic companies may cause women to feel insecure and then offer their product as a solution to the insecurity. Cosmetic advertisements frequently use retouched images to make models appear more "perfect" than they are. The widespread retouching of images in cosmetic advertisements can cause women to develop unrealistic beauty standards. This increasing fixation on beauty can encourage women to buy even more cosmetic products. However, cosmetic advertising can provide women with information about available products. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Trust and goodwill are the basis of social networking, and by marketing in the realm of social media these fundamental notions need to be adhered. It is probably the only marketing platform that encourages fool proof communication and accountability among sellers as well as consumers. Global companies have recognized Social Media Marketing as a potential marketing platform, utilized them with innovations to power their

advertising campaign with social media marketing.

Review of Literature

Women today are constantly being reminded of what is considered beautiful. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women. In 2008, the YWCA USA developed a report, Beauty at Any Cost, which discussed the consequences of the beauty obsession on women and girls in America. This report showed that not only does this beauty obsession result in decreased levels of self-esteem, but it's also putting a dent in the pocket of many Americans. The YWCA reported that \$7 billion is spent each year on cosmetics (Beauty at Any Cost, 2008, p. 7). If we go beyond just buying cosmetics to more drastic measures, the amount of cosmetic surgeries is also increasing. In 2007, there were "nearly 11.7 million cosmetic surgical and non-surgical procedures performed in the United States" which is an increase of 500% in the number of surgeries performed over the last ten years (Beauty at Any Cost, 2008, p. 3). This beauty obsession has created a billion dollar industry, which holds the power to shape and change women's perceptions of beauty. Many studies have been done to show the effects of media on women today, and most of the results indicate that the media negatively affects self-image. Less research has been done specifically on the cosmetic industry and how it affects consumer's self-image. Based on the \$7 million that is spent on cosmetics each year, it's evident that the cosmetic industry influences.

SOCIAL MEDIA

Social networking sites are used as a colossal for all social media and computer-mediated communication. Ellison and Boyd (2007) states that social network sites as web-based services that allow individuals to construct profiles, display user connections. Social networking is only one layer of Social Media Technology (SMT). As said by Winston Churchill's (1939) radio address regarding the actions of Russia, social media technology as complex, much like "a riddle, wrapped in a mystery, inside an enigma" that is continuously being examined and briefly comprehended before it changes once more. As each application is accomplished, other innovative technologies rapidly emerge, enabling new utilities for all the users. Over a last decade, rapid increase of differentiated services have

shown this to be true as micro-blogging sites such as Twitter, location-based services like Foursquare, and consumer review platforms including Glassdoor have all worked combined to provide a totally new and engaged media experience, which has now become more accessible through mobile devices (Reuben, 2008). The whole range of social media applications noted above share the natural ability to enable social behaviour through dialogue – multiple-way discussions providing the opportunity to discover and share new information (Solis, 2008).

Research Methodology

The sample size selected for this study is 80. The respondents were chosen using a convenient sampling method. The study has taken respondents from the city of Coimbatore. The researcher has chosen Coimbatore to collect data, as it is one of the best metropolitan cities in down south giving importance to trend and innovative marketing being a global hub. The study is limited only to the city of Coimbatore which is one of the main study limitations. The data collected has respondent bias and only a few variables has been considered for the study. Future scope and managerial implications deals with certain marketing factors such as loyalty, satisfaction and service quality which can be explored in the future.

Objective of the study

- To study the latest preferred cosmetic products through social media
- To determine the most influencing social media among the women community
- To determine the factors influencing purchase through social media sites
- To suggest measures to the marketers and the women dealing with cosmetic products through social media sites



The demographic characteristics of the sample using the variables of gender, age, education, occupation and monthly household income are shown in Table 1.1

DEMOGRAPHIC VARIABLES	FREQUENCY	PERCENT%	
AGE	TOTAL Female*	80	100%
	A. 15-30	Nil	0.00%
	B. 31-46	65	81.3%
	C. 47-62	14	17.5%
	D. 63 and above	1	1.3%
TOTAL	80	100%	
EDUCATIONAL QUALIFICATION	A. Professional	25	31.3%
	B. Business	46	57.5%
	C. Government servant	NIL	0.00%
	D. Student	NIL	0.00%
	E. Home maker	1	1.3%
	F. Free lancer	NIL	0.00%
	G. Others please specify	8	10.1%
	TOTAL	80	100%

MARITAL STATUS	A. Married	76	95.0%
	B. Un-married	4	5.0%
	TOTAL	80	100%
SIZE OF FAMILY	A.2	8	10.0%
	B.3	21	26.3%
	C.4	47	58.8%
	D.5	4	5.0%
	E. More than 5	NIL	0.00%
	TOTAL	80	100%
TYPE OF FAMILY	A. Nuclear	77	96.3%
	B. Joint	3	3.8%
	TOTAL	80	100%
LOCALITY OF RESIDENCE	A. Urban	64	80.0%
	B. Rural	5	6.3%
	C. Semi-Urban	11	13.8%
	TOTAL	80	100%

Interpretation for the above table no 1.1 showing demographic profile of women consumers with regard to cosmetic products through social media

From the analysed results it is clear that majority of the respondents (81.3%) of the respondents fall in between the age group of 31-46 years. It is observed that about (57.5%) of the women are doing business, (31.3%) of the women are professionals and remaining (1.3%) of them are home makers. The marital status wise distribution brings it clear from the analysis that (95%) of the women are married were only (5%) of the them are unmarried. The results pertaining to the size of the family shows clearly that (58.8%) of the women belong to a family filled with four members. The analysis pertaining to type of family indicates that (96.3%) of the them belong to nuclear family and remaining (3.2%) belong to joint family. The results with regard to locality of residence, clearly reveals that (80%) of the them belong to urban area.

Reliability test

Since this research has utilized proper linkert -type scale it is important to test the internal consistency and the reliability of the questionnaire and thus we employ a Cronbach's alpha test. A total of 15 scale constructs with regard to social media influence were tested for reliability and the below table clearly shows that the set of constructs used in this study is perfect and highly reliable

Table 1.0 showing Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.800	15

Sample adequacy test and sphericity test

Table 1.1 showing KMO and Bartlett's tests

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.722
Bartlett's Test of Sphericity	Approx. Chi-Square	297.865
	Df	45
	Sig.	.000

The above table shows the sample adequacy test by KMO (Kaiser-Meyer-Olkin) and Bartlett's test. KMO compares the size of the observed correlation coefficient were the size of the partial correlation coefficient for the sum of analysed variables is 85.4% and is considered to be reliable and thus the research can be proceeded with factor analysis

Factor analysis

The first and the foremost initial process in factor analysis is to determine the linear components within the data set i.e., the Eigen values by calculating the Eigen values for R-matrix. SPSS extracts factors which has values more than 1 which is acceptable. Principal component analysis is an important technique to determine the strong patterns in the data set and an important instrument for data reduction is followed. The initial value is 1 by definition and extraction values are more than .5 is usually accepted. In this research the extraction values are high i.e., more than .5 which indicates the proportion of each variables variance. We now proceed with the total variance table

Table 1.2 showing Communalities for scale items used in Factor Analysis

Scale constructs	Communalities	
	Initial	Extraction
Visual display of products	1.000	.835
Timely delivery	1.000	.774
Repairs and replacement	1.000	.840
Wide range of products	1.000	.954
New trends every day	1.000	.835
Replaces damaged products	1.000	.774
Attracts young women	1.000	.840
Maintaining and healthy cosmetics	1.000	.954
Sudden offers	1.000	.616
Natural and homemade cosmetics	1.000	.958
Easy to order and pay	1.000	.953
Delivery received on time	1.000	.717
Products for all ages	1.000	.489
Reviews available	1.000	.958
Range of social media sites	1.000	.953
Global products available	1.000	.845
Extraction Method: Principal Component Analysis.		

Total Variance Explained: From the factor we have derived 8 iterations and the total cumulative value is 78.345 and finally we proceed with the rotated component matrix. Finally the rotated component analysis is used to shows the factor loadings for each scale construct. Based on the highest factor loadings each the following names have been given. The factor matrix contains the coefficients which express the standardized variables in terms of the factors. These coefficients, the factor loadings, represent the correlations between the factors and the variables. A coefficient with a large absolute value indicates that the factors and the variables are closely related. The coefficients of the factor matrix can be used to interpret the factors. Although the initial or un rotated factor matrix indicates the relationship between the factors and individual variables, it seldom results in factors that can be interpreted, because the factors are correlated with many variables. In this case, the factors have been rotated so that each factor has significant loadings (more than 0.40) ideally with not more than one variable.

Table 1.3 showing Rotated Component Matrix

Scale	1	2	3	4	5	6	7	8
Visual display of products	.876							

Timely delivery	.857							
Repairs and replacement		.719						
Wide range of products		.660						
New trends every day			8.33					
Replaces damaged products			8.34					
Attracts young women				.585				
Maintaining and healthy cosmetics				.471				
Sudden offers					.579			
Natural and homemade cosmetics					.515			
Easy to order and pay						.456		
Delivery received on time						.567		
Products for all ages							.675	
Reviews available							.678	
Range of social media sites								.654
Global products available								.764

The method for rotation used here is the Varimax procedure. This is an orthogonal method of rotation that minimizes the number of variables with high loadings on a factor, thereby enhancing the interpretability of the factors. On the basis of Table, five components were identified for the 15 variables. Based on the item loadings, these factors were respectively labelled as follows:

Explanation for each factor clubbing

1. The factor "Visual attraction" explains the 1st component.
2. The factor "Product range and quality" explains the 2nd component.
3. The factor "Good services" explains the 3rd component
4. The factor "Offers and naturalist" explains the 4th component
5. The factor "Global purchase" explains the 5th component

Conclusion

There has been a significant amount of research done on the effect that advertising in the fashion and beauty industry has on women. By creating advertisements with unrealistic images of beauty, it has resulted in anxiety, low self-esteem, and low self-confidence in many women. Most of these negative emotions stems from unhappiness among body and appearance. Less research has been performed relating to cosmetics and how this can have an influence on women, and how women can use cosmetics to manipulate their appearance. This paper first discusses the existing research that focuses on the cosmetic industry's influence on women. From this research, a general survey was created in order to gather general information about a group of college student's cosmetic usage, habits, and beliefs. The results indicate that college women are high users of cosmetics, are very aware of the cosmetic industry, and that some individual differences can have an effect on the choices a woman makes regarding cosmetics. Social media is a two-way communication between the target audience and the cosmetic provider. The cosmetic companies are able to generate customer

feedback via different online presences. Additionally, they are able to use social media to better target and approach their own customers and listen to different voices from them. Now a day's business today is changing from a transactional relationship to a social relationship. Social media is great for storytelling and allows for companies to maintain and build up their brand to build online communities. Platforms such as Twitter, Interest and Instagram are commonly used to present new products, display before & after images and gain brand loyalty from customers.

Suggestions

Social media offers cost-effective opportunities for the industry to build their brands. "with at least half of Twitter and Face book users said they are more likely to talk about, recommend or purchase a company's products after they begun following them on social media, The study clearly states that social media marketing leads the cosmetics products to reach the customers of different age group, different life style, based on their affordability and their skin type. Few products which are not available in the cosmetics shops are offered in the social media with different variety and also with discounts. Regular customers of social media are aware of the different schemes and also the time during with product will be available to grab the products of their demand. So, social media plays a vital role in deciding the healthy and also the sales of products.

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