



IMPACT OF DIGITAL MEDIA MARKETING CHANNELS ON BUYING BEHAVIOUR OF COSMETICS PRODUCTS IN GORAKHPUR

Shivani Mishra

Research Scholar Gorakhpur University.

ABSTRACT In this age of the internet, advertising has evolved in a variety of ways. Advertising media are continuously changing. The study's goal was to learn about client purchase habits when it came to herbal cosmetics. It began with newspaper and print advertisements and has now expanded to include digital channels such as search engines and social media platforms such as Facebook and Instagram. Most cosmetics companies struggle to comprehend their clients' purchasing habits. Questionnaires are used to obtain the study's primary data. A total of 103 people were surveyed for this research. People's engagement in social media, search engines, and blogging is at an all-time high, which aids brands in advertising themselves online. When it comes to influencing a consumer, digital platforms are quite essential. As a result, I'd like to focus my study on the influence of internet channels on customers' purchasing decisions when it comes to cosmetics. People are growing more beauty aware, and knowing your customers is critical to your business' success. We discovered that picture video has a favourable and considerable impact on purchasing behaviour, as well as a long-term effect on customer behaviour.

KEYWORDS : Consumer Buying Behavior, Herbal Cosmetics, Digital Marketing Channels, Advertising.

INTRODUCTION

Online marketing, often known as internet marketing, is referred to as digital marketing. Digital marketing is important not only for capturing a large marketing region, but it is also important for buyers since it allows them to speak directly with customers. With the growth of technology and the use of the internet, marketing techniques have shifted to digital marketing strategies, and the means of engaging with clients has changed with time. The use of digital marketing is increasing day by day as consumers have access to a wider selection of items not just inside certain geographical borders, but from all over the world. Over time, the phrase "digital marketing" has gained popularity. The advantages of digital marketing are as follows: Consistent online presence, low cost, immediate and highly quantifiable outcomes Easily identifiable, can communicate in real time with a specific audience Provide a clear line of communication between you and your consumer; provide a high return on investment Video marketing, content marketing, social media marketing, and email marketing are examples of digital marketing channels.

Video marketing is currently one of the most popular digital marketing trends. This channel is not only useful in increasing traffic and engagement, but it also helps to increase brand recognition. Creating blogs is classified as a video channel, and it is also classified as a content marketing channel. Following blogs is the current trending thing on many social media platforms; they have a large following, and companies utilise them to market their businesses. This is what content marketing is, and it includes things like blog posts, case studies, webinars, and infographics. All of these things help you target your audience and persuade people to buy your products. The audience is targeted, which leads to consumers purchasing the company's items. We need to produce consistent and high-quality material to grow our audience. Marketing on social media According to studies, 54 percent of social browsers use social media platforms to study their goods. Some marketers utilise social media platforms extremely well, while others are dissatisfied with them. Employing tagging, analysing which posts succeeded, and including holidays and trends are three strategies for increasing social media participation.

Email marketing is typically the most essential digital channel, and it may be the best ROI of any marketing technique, according to LYFE marketing. Email marketing sends highly relevant material to subscribers' inboxes email an unobtrusive manner. This is one of the most effective programmes for increasing the number of customers and the company's revenues. The company sends out emails to customers with new product offers, forthcoming events, and other services, and keeps in touch with them directly. The term "green" has become a new development trend. This term is being used by businesses in both their rules and product names. This green phrase is now a game changer for the firm in terms of increasing sales in the nation, as consumers are gravitating toward natural products to protect their skin from hazardous chemicals. Nowadays, there are many chemical products on the market that have an immediate impact on the skin, but after a few days, the chemical causes skin allergies. Consumers have realised the significance of having green features in products for their well-being, and marketers have realised the

necessity of having green characteristics in products for obtaining competitive advantage, along with the term. Cosmetics is one of these industries. Many businesses nowadays use the phrase "herbal or natural" in their slogan or product name to attract customers to their products. The relationship between the cosmetic business and digital marketing is extremely strong because during this period of lockdown, cosmetic companies utilise this platform for advertising and they make excellent use of this time. During this period of lockdown, everyone uses the social media platform more.

Research Problem

It was shown that most cosmetic companies struggle to comprehend their customers' purchasing attitudes, therefore the study's focus is on the digital marketing channels that influence consumer purchasing decisions.

Research Gap

According to a prior study, the effect of digital channels did not assist in influencing the customer's perspective about acquiring a product.

OBJECTIVES

1. To examine the effect of digital channels on buying behaviour of consumers towards herbal cosmetics products.
2. To find whether customers are more inclined towards online buying or not.
3. To study the impact of digital marketing on buying behaviour of consumers with respect to gender.

Hypothesis

Ho: There is a no relationship between digital channels and buying behaviour of customers towards herbal cosmetic product.

Ha: There is a relationship between digital channels and buying behaviour of customers towards herbal cosmetic product.

LITERATURE REVIEW

J. Vidhya Jawahar & K. Tamizhthyothi. (2013) in their paper titled Consumer attitude towards Cosmetic Products centred on the impact of attitudes on consumer purchasing behaviour The information was gathered through an online survey of 100 Bangalore-based female shoppers. The techniques of analysis are ANOVA, mean, and standard deviation. They came to the conclusion that, aside from income, age, occupation, and marital status all indicate a favourable attitude toward cosmetic products.

Kruti Bhatt (2017) studied on Consumer Buying Behaviour towards Cosmetic Products To determine what factors influence consumer purchasing decisions for cosmetics. The information was gathered from 100 people using an online questionnaire. The data was analysed using a single sample t-Test. According to the results of a one-sample t-Test study, Herbals and Just Herbs are the most popular cosmetic brands in Navsari. The findings may be useful to online merchants and marketers in recognising and better understanding emerging trends in the natural cosmetics sector.

Simarpreet Kaur, Nittan Arora & Harshpreet Kaur. (2019) studied

Impact of Digital Media on Consumer Buying Behaviour. The main goal is to investigate the influence of digital media on users' shifting purchasing habits. The information was gathered using a 200-sample online questionnaire. The analysis was done using the Simple Percentage Method. According to the Simple Percentage Method, 41% of respondents' smart phones and 26.5 percent of respondents' laptops had an impact on their purchasing decisions. According to the findings, digital media has influenced consumer purchase behaviour, making customers more impulsive, value-oriented, and price sensitive.

P. Ranjith. (2016) studied on Impact of Digital Marketing in Customer Purchase Decision in Trichy. The main goal is to investigate customer awareness of digital marketing in Trichy. Another goal of the study was to look into the impact of digital marketing on purchasing decisions. The information was gathered via an online questionnaire from a sample of 50 people in the target region. The Chi-Square Test was performed to analyse the data. The Chia Square Test yields the following results: The influence of digital channels is not linked to a change of opinion in their purchasing choice, rather it is linked to customer satisfaction. According to his research, the effect of digital channels does not support a shift in client perceptions toward purchasing.

Desai K. (2014) studied consumer buying behaviour of cosmetic products in city Kolhapur. The goal is to figure out what elements influence people's purchasing decisions when it comes to cosmetics. Another goal of the study was to look at the purchasing process of cosmetic goods by customers. The data was collected using a convenient sampling approach. The following are some examples of analytical methods. As statistical approaches, simple percentage and ranking procedures were utilised. Females account for a substantial portion of the cosmetic market, according to the findings. According to studies, the most significant element influencing a consumer's purchasing choice is quality. Other major variables that influence consumer purchasing decisions include television and reference groups.

Research Methodology

1. This research was conducted to study the impact of digital marketing channels on buying behaviour toward herbal cosmetics products in Gorakhpur.
2. Research design -Descriptive Research
3. For data collection a Questionnaire was circulated amongst the age group of 18-25 people on social media in Gorakhpur & quantitative research was carried out.
4. This data is collected through Snow ball sampling. The total response through which the analysis is done i.e., the sample size is 102 responses.
5. Sample size is calculated by Cochran's Sample size Formula.
6. Statistical Tool: - hypothesis is tested by SPSS Software.

DATAANALYSIS

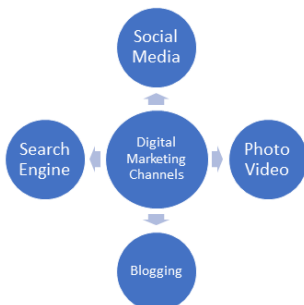
Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.893	.891	16

In order to check if the data collected through the survey is satisfying the intended output, we need to check the internal consistency of the data and hence reliability test is performed where in the value of cronbach's alpha is calculated. The suggested value of alpha is around 0.65 or above and the value obtained here is 0.893 which signifies the appropriateness of data.

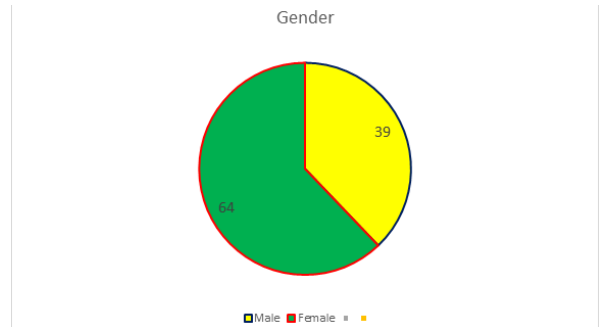
Proposed



buying behaviour	t-test for Equality of Means				
	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	-1.042	101	.300	-.12911	.12392
Equal variances not assumed	-1.046	81.390	.299	-.12911	.12345

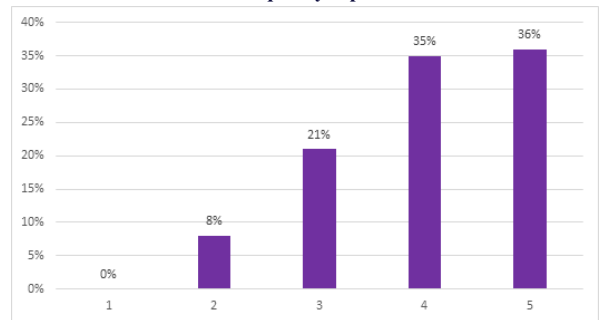
Gender wise classification of respondents

Gender has no major influence on herbal cosmetics product purchasing behaviour. We'll use an Independent Sample T test to see if there's a gender difference in purchasing behaviour. Buying behaviour is the test variable, while Gender is the grouping variable.



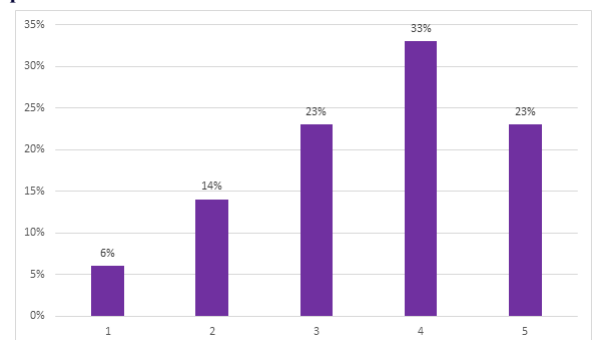
According to the results of this study, males account for 38 percent (39 respondents) and females account for 62 percent (105 respondents) (64 respondents).

Classification on the basis of quality of product



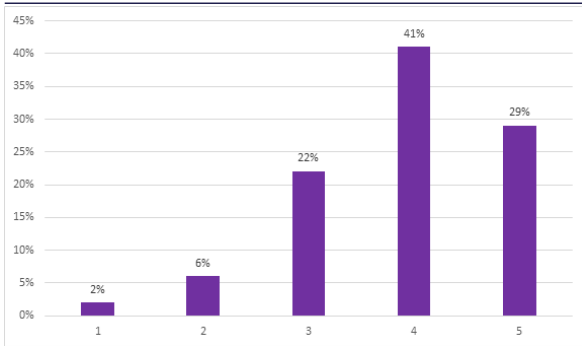
It is seen in Table that 71% of the respondents preferred quality most when buy the herbal cosmetics product, 21% preferred quality neutral when buying the herbal cosmetics product, 8% not much preferred quality of the product when they buy the herbal product they preferred other factor like price, brand, quantity of the herbal cosmetic product.

Classification on the basis of read blogs on herbal cosmetic products



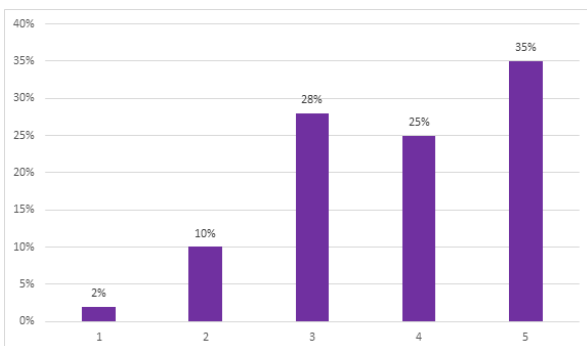
According to the table, 56 percent of respondents preferred reading blogs about herbal cosmetics products before purchasing them and collecting information about them, 24 percent preferred neutral to reading blogs before purchasing herbal cosmetics products or gathering information about them, and 20 percent did not prefer to read blogs about herbal cosmetics products before purchasing them or collecting information about them.

Classification on the basis of buy herbal cosmetic



As shown in the table, 70% of respondents prefer to buy herbal cosmetics goods online from various web sites that provide all brands of herbal cosmetics products. There are also apps for various companies to market their cosmetics products. 8 percent did not prefer to buy herbal cosmetics products online, preferring other sources such as specific brand showrooms, and some of them also want to test the sample of the products, so they prefer to buy the products offline. 22 percent preferred neutral to buy cosmetics online and they also preferred to buy offline from the brand showroom and the grocery show.

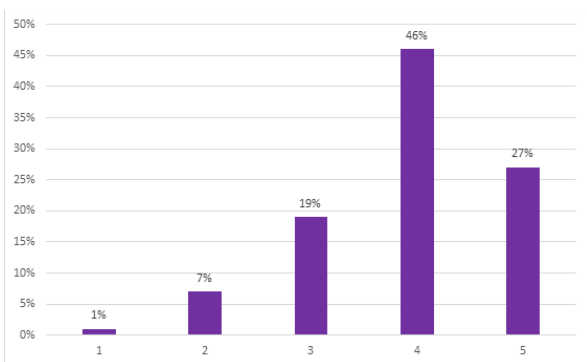
Classification on the basis of video advertisements Informative



According to the table, 60 percent of respondents believe videos about herbal cosmetics products are most informative in learning about the cosmetics products' quality, differences from other brand products, product testing or sampling, while 28 percent believe videos are not as informative in helping them decide whether or not to buy the herbal cosmetics product.

Classification on the basis of aware about herbal products

According to the table, 73 percent of respondents are aware of herbal cosmetics goods, 19 percent have a neutral attitude to knowing about herbal products, and just 8% are unaware of herbal cosmetics products, preferring non-herbal items manufactured with chemicals.



Hypothesis:

Ho: There is a no relationship between digital channels and buying behaviour of customers towards herbal cosmetic product.

Ha: There is a relationship between digital channels and buying behaviour of customers towards herbal cosmetic product.

The following digital platforms were presented to respondents as potential influencers of purchasing decisions: 1) social media 2)

Internet search engine 3) Photograph/Video 4) Writing a blog. The respondents were also asked to rate their agreement or disagreement with these variables on a five-point Likert scale (1=strongly disagree 2=disagree 3=can't say 4=agree 5=strongly agree).

PARAMETRIC TEST VARIABLES

We will use a multiple linear regression test to see if there is any significant impact of digital marketing channels such as social media, search engines, photo video, and blogging on purchasing behaviour. This will provide us with the necessary data to determine which channel has a significant impact on purchasing behaviour. Multiple linear regression is the proper test since we have one dependent variable and more than three independent variables.

Regression Test Variables Entered/Removedb

Model	Variables Entered	Variables Removed	Method
1.	Blogging, Photo_Video, Social_Media, Search_Enginea		Enter

Model	R	R Square	Adjusted R Square	Standard error	Change statistics
1	.738	.544	.524	.42860	.544 26.846 4

INTERPRETATION

Model summary focuses on R² which basically is a measure of amount of variance in dependent Variable that the independent variable account for when taken in a group. R² = 0.544; Taken as a set, the predictors or independent variables account for 54% of the variance in Buying Behaviour. Hence, we can say that the regression model is significant.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	19.726	4	4.932	26.846	.000a
Residual	16.533	90	.184		
Total	36.259	94			

INTERPRETATION

The usual alpha value is 0.05 in this case. So, because the P value is less than 0.05 and the R² is 0.544, we may infer that the regression analysis is statistically significant when all of the independent variables are considered together. They suggest that Digital Marketing Channels have a substantial influence on Buying Behaviour.

Coefficients Model

Model	Unstandardized coefficient		Unstandardized coefficient	t	Sig.
	B	Std. Error			
Social media	1.654	.229		7.223	.000
Search engine	.126	.069	.175	1.817	.073
Photos	.179	.077	.226	2.333	.022
Videos	.297	.076	.421	3.923	.000
Blogging	.021	.053	.039	.392	.696

INTERPRETATION

The coefficients table examines each independent variable or predictor separately, and we will compare the P value in the sig column with an alpha value of 0.05 to see if the supplied digital channels were significant on their own.

1. As the value of significance is above 0.05 for social media i.e., 0.073, there is not significant effect of social media digital channel on Buying behaviour. Hence, we will not reject null hypothesis.
2. As the value of significance is below 0.05 for Search Engine i.e., 0.022, there is a significant effect of Search engine digital channel on Buying behaviour. Hence, we will reject null hypothesis.
3. the value of significance is below 0.05 for Photo Video i.e., 0.000, there is a significant effect of Photo video digital channel on Buying behaviour. Hence, we will reject null hypothesis.
4. As the value of significance is below 0.05 for Blogging i.e., 0.696, there is not significant effect of Blogging digital channel on Buying behaviour. Hence, we will not reject null hypothesis.
5. 8 Hence it can be concluded that digital channels are influencing buying behaviour.

• **Hence, we reject Ho and accept Ha.**

Findings

1. There is no significant effect of social media and blogging digital channel on buying behaviour towards herbal cosmetic products.
2. There is significant effect of search engine and photo video digital channel on buying behaviour because video sharing has long lasting impact in terms of herbal products.
3. Gender is equally effect the buying decision of herbal cosmetic products for the companies.
4. 60% number of people find video advertisement on herbal products informative.
5. 73% people find advertisement on search engine creates awareness about the product.
6. 71% people prefer quality of the product for buying the cosmetic product.
7. 70% of the people feel it is convenient to buy herbal cosmetic products online.
8. Advertisement has 42% influence over buying behaviour.
9. People have neutral views towards reading blogs on herbal cosmetic products and their purchases after reading the blogs which signifies the people might not find the blog interesting or are not much into reading the posted blogs.
10. People strongly agree to the fact that advertising on search engines is beneficial to consumer because it provides important information about goods and services.
11. Only 36% people agree with the statement that the more times an advertisement of herbal products is viewed by consumer on social media the more likely the consumer is to go and buy the product.

Recommendations

1. The cosmetics market becomes more complicated and competitive. So the display of cosmetic must be attractive. Then only the consumers are likely to buy the products.
2. In order to improve the demand pattern of cosmetics the channel of distribution should be effective.
3. There is a strong brand loyalty among the consumers So it is the right of consumers to buy particular brand of cosmetics, they must go for alternative brand if particular brand is not available. Then only the demand for herbal cosmetics will be boosted.
4. Advertisement has significant impact on buying behaviour of the consumers. In the urban areas it is very convenient to popularize the products through social media platforms, google ads and newspapers but in rural areas it is difficult to do so there should be proper emphasis of advertising in rural sectors by taking appropriate advertising steps to popularize the product.
5. There should be proper market research conducted to produce quality cosmetics to know the buying behaviour among consumers and to analyze the brand loyalty which will help to enhance the demand pattern of cosmetics in urban as well as rural sectors.

DISCUSSION

In this study, we used various digital platforms such as social media, search engines, photo video, and blogging to learn about consumer buying behaviour toward herbal products. We discovered that photo video has a positive impact on buying behaviour because video sharing has a long-lasting impact on consumers. We also ran into the study issue that most cosmetics companies have a hard time understanding customer buying attitudes and behaviours, which is crucial for marketers to understand what drives consumer purchasing decisions. They can fill the gap in the market and identify the products that are required and those that are outmoded by studying how customers choose products. It's also crucial to comprehend the consumer's expectations, as well as their likes and dislikes. It will give data on which the marketer may base his or her marketing mix plans and adjust them as needed in the future. As a result, understanding consumer purchasing behaviour is critical for achieving goals, forecasting market trends, consumer distinctiveness, and customer acquisition and retention. Finally, despite the numerous ways in which the digital marketing world has changed, one thing has remained constant: people still rely on search engines to assist them in making decisions. Ultimately, the company that understands how to maximise their inbound marketing efforts, create useful content, and attract backlines will receive the ranking they require to stay ahead of the competition.

Limitations

1. This research is geographical restricted to Gorakhpur city only

hence result can't be extrapolated to other places. Result may vary for various location.

2. Sample size taken for the study was 103 only taking time constraint in mind.
3. Findings of the study are supported sample survey. there's chance of false data because some respondent might not be serious while giving response.
4. During this study consumer who used herbal cosmetic product are analysed analysed.

CONCLUSION

Because the cosmetics sector in India is one of the fastest expanding, marketers should be aware of the variables that influence consumers' purchasing decisions as well as their perceptions of cosmetic items. When it comes to cosmetics, people usually prioritise quality and consider it an essential element of daily life, which is a great sign for marketers.

As the world's population grows, so does the need for cosmetics, and as a result, cosmetics marketing has grown competitive. Cosmetics are widely promoted through advertisements on social media platforms, newspapers, blogs, and television. To summarise, cosmetics will remain as long as humans exist.

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