

A Study on Cosmetics Advertorial FACTORS on social media influencing consumer purchasing behavior

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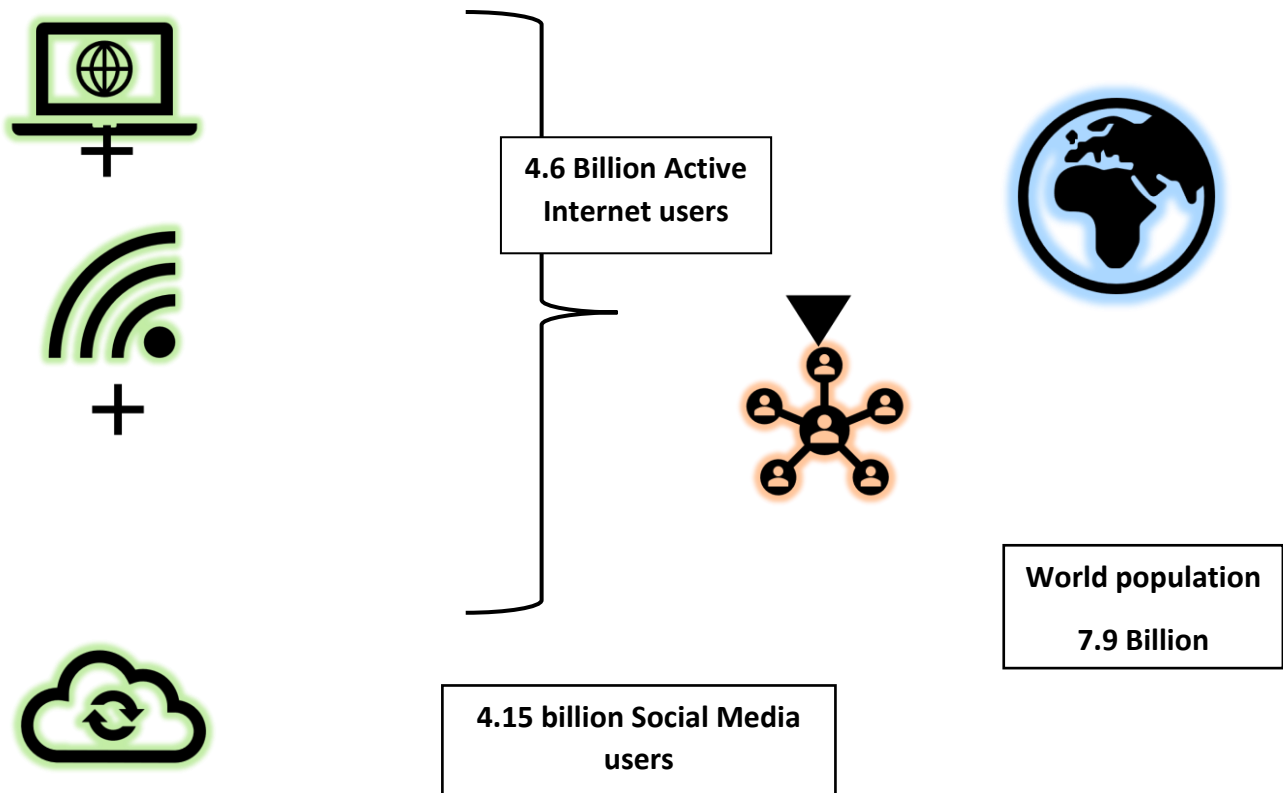
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Abstract:

Advertisement when done in the right way benefits the company to attain its motive of gaining a significant part of the market. And when it comes to promoting the product in the market there is a wide variety of options available to target the market segment, to list a few Print media, Radio, Banners, etc. are the example of means to promote. One of the majors to promote or position the product among the target population is the use of social media (SM), and in this category of social media there is again bifurcation into different platforms like Facebook, Instagram, Twitter, etc. each of these platforms has their huge user base which poses as a potential target market for the businesses to carried out their promotional activities, there is numerous factor which makes social media platform as best alternative than others like less cost compared to other means, targeting the audience according to their like (here the role of AI come in action) and this is the factor which gives cutting edge advantage to social media over any other alternative. So, considering all the above aspects regarding the advertorial types social media has tremendous versatility in use and scope to study, therefore the following study is being conducted to get substantial information regarding the effect of various social media advertorial factors affecting cosmetics usage.

1. Introduction:

There are 4.6 billion active internet users around the world, out of which 4.15 billion are social media users which operate it through their smartphones. And today the world population stands around roughly 7.9 billion which means that the internet social media community is almost 50% of the total world population. So, if we consider this community as a whole different set of a country then it will be the most populated country in the world and so it is the world's biggest market place and hence beating China and India in this term. Social media is huge and it is the fastest growing platform than any other technology, FM radio took 30 years to reach an audience of 50 million and television took around a decade and Facebook did it in a year thanks to the internet revolution[1]. Here, the point that is being highlighted is that we are in the age of the internet and social media is the dominator and considering the cosmetics industry which makes utmost use of this platform to promote their product and thrive in the market. The Indian beauty and personal care industry (BPC) is poised to grow at the rate of 5 to 6 % CAGR and become a 10 billion dollar market by 2021. If they make their use perfectly to reach their consumers then they will hit the gold mine on which they are sitting upon.



2. Literature Review:

3.1 Cosmetics in India:

Indian economy started to boom rapidly after liberalization (1991), all other markets in India gain pace benefitting the reform but it was the Indian beauty industry that was still lacking the growth, even after three-decade of the economic revamp the growth was lowest in the world. Later paying attention to these changes were made and the taxes imposed on the cosmetics were slashed which gave the cosmetic industry a fertile land to grow business, thereafter lakmé became the first foreign company to enter the Indian market[2]

3.2 Challenges to advertise:

For any industry, to enter into the foreign market or any niche market, in that case, requires getting enough knowledge and likes and dislikes about the people living there. The things that can make or break the advertorial campaign start from the music in the advertorial, the celebrity which has endorsed the product, the name of products and its meaning in the native language, etc. to make a huge difference to gain the confidence of the target consumers. The factors stated above are crucial because if we wrongly understand the regional culture and make use of a feature that is controversial, it can adversely affect the advertisement as well as the sales of the product. Like in this literature we found that the product Coca-Cola when launched in the Chinese market it was renamed as “kekokele” which means tasty and happy in the local language and this major change was brought in the marketing strategy after observing the behaviour of the people and their acceptance which was found more when the product was named according to regional language. [3]

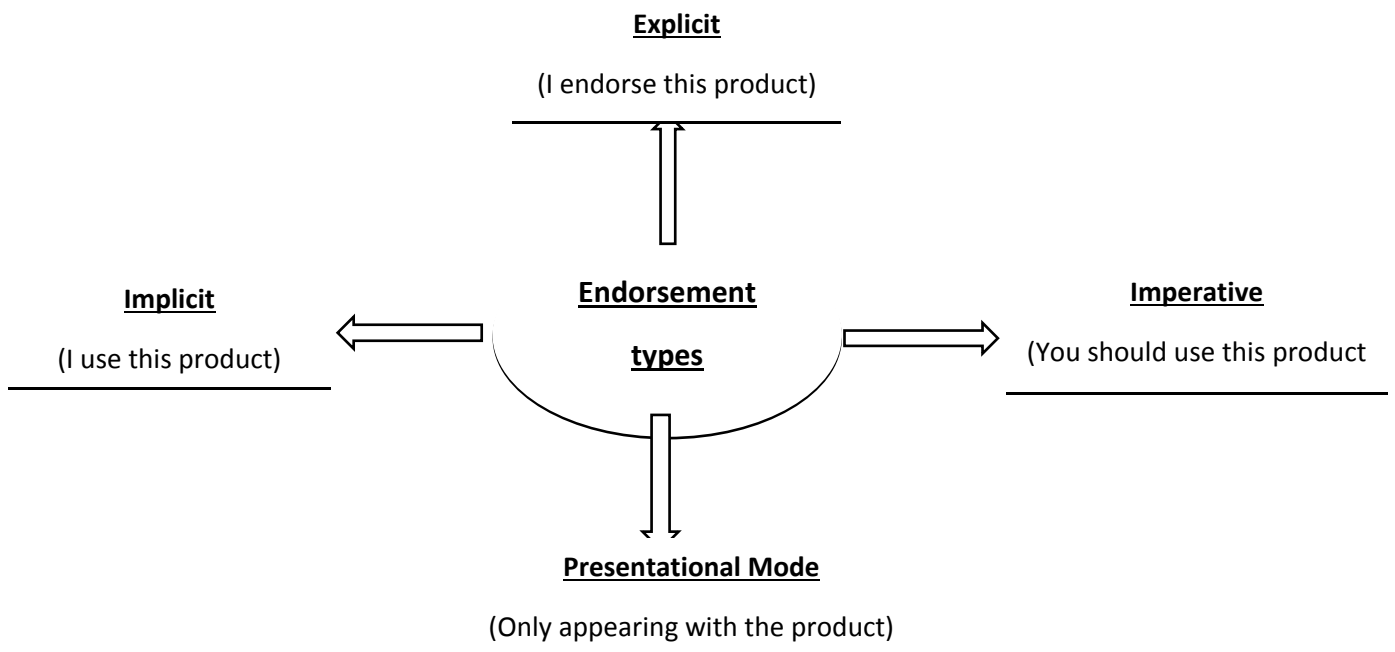
3.3 Marketing strategies:

Panofsky (1970) developed the model to analyse the promotion which says at ‘Level one’ content of the advertisement is considered at ‘Level two’ the content that is being presented is related to the context of the culture and at last on the ‘Third level’ there is the valid reason that is being searched to relate the image and

culture altogether. So here the single advertisement is sliced into three equal segments which help to understand the market better and makes the promotion more successful.[3]

3.4The advertorial factors and their importance:

For making any promotional material in the audio-visual form and grab the attention of the consumer's, music, famous personality, culture, and way of representation are some of the things that are important to be considered. The study conducted in Pakistan for getting the information or knowing the impact of celebrity endorsement has described celebrity as the person who is having an image in the society with name and fame and the person who can help to influence people to alter their buying behaviour by their endorsement. Endorsement can be of following types



Celebrity appealing helps in building the brand image and helps to communicates the message to end users properly. Also, with the positive side of the endorsement, there is a negative side too, because if the image and the background are controversial it will not be beneficial for the product.[4]Celebrity endorsement of advertising has a significant influence on the students when compared to those that are not endorsed by celebrity. It can be concluded that the acceptability of the product has increased due to celebrity endorsement along with other factors such as music and graphics playing complementary roles. Apart from the celebrity endorsement and message of the particular advertisement, simple cues like slogans, music, and graphic attracts the customers and make the advertisement look better and also has a favorable response towards it.[5] Product brand which is the independent variable compatibility is an important factor for choosing the celebrity for the advertisement. The image of the celebrity also matters. Celebrity has the capability of delivering the deeper meaning message and adds on the power to the product as the lifestyle and personality of non-celebrities cannot match the celebrity.[6]One of the studies which has taken detergent industry who gives advertisement of products on television channelsstates that the celebrity endorsement does not have any influence on customers purchasing decisions of detergent powder. Repetition of advertisement along with quality hasan impact on purchasing decision of detergent powder by consumers. The repetition of ads of detergent, attracts the attention of the viewer towards the product and affects the selection of the particular brand. [7]Celebrity endorsement adds the special attributes that the product may have lacked. It creates the image for the product which helps the customers for its easy identification. As a result of which the brand can establish credibility very quickly, it can obtain immediate identification which can improve sales. Celebrity endorsement if used effectively can make the brand stand out, provides instant awareness to customers thus marketers must choose the right celebrity for marketing their product. [8] The companies are



investing huge amounts in celebrity endorsement because the celebrity advertisement increases brand awareness, brand image, attention towards the product by customers, brand repositioning, attract new customers etc. These celebrity advertisements may have certain negative impacts such as drop-in popularity of celebrity, public controversy, image change, etc. It is revealed that using a celebrity in the advertisement is an effective strategy but it does not influence consumers in buying the product [9] Celebrity endorsement is a cost-effective advertisement for cosmetic products. Companies have to wait for the correct time to carry out advertisement strategies based on season and trend. It can be concluded that celebrities play an important role in promoting products by attracting customers and improving sales. There is a positive correlation between celebrity endorsement and brand image. Cosmetic companies have to make advertisements by celebrities to improve brand equity. [10]

3.4 Cultural factors and their importance:

For any organization, it is very important to know the clear cultural aspects of the targeted region before designing an advertisement. In the present competitive world, the localized advertising approach gives a competitive edge. [11] Culture influences an individual to choose their cosmetic brand and product. The language and symbols used on the packaging of the product attract consumers while opting for the product. India is a country of various cultures and religions; every state has its subculture. The sub-cultural and regional aspects have an impact on the purchase of cosmetics. [12] Both men and women have strived to become more attractive through the years. However, the concept of attractiveness is dependent on a factor like where one lives. There is an impact of culture and society on the individual. When society changes, the perception towards beauty changes accordingly. [13] International marketers believe that consumers are preferring to resemble others, and they prefer to eat the same food, wear the same clothes, watch the same television programs to an increasing proportion. But it is very difficult to overcome cultural boundaries in the international market. Every targeted region has different cultures and subcultures therefore it is very important to know them in detail before proceeding into their market. [14] A study conducted in Brazil, Taiwan, US, Mexico shows that the emotional appeal is used for the service industry advertisement and that study concludes that this type of advertisement choice is due to culture difference. Also, in a study of advertisement variation in the UK and France, it was found that the UK has humor in the advertisement while in France it was dreamlike. This again shows the cultural and regional differences and so it is having an impact on the variables used in making commercials. [15] Considering Indian market, understanding about the culture is very important, because in a study conducted there it is said that 'culture' & 'Family' values affect the product promotion and its 'brand image', these are the key factors that make the advertisement perfect for Indian audiences. [16]

3.5 Advertisement relating to brand image and popularity:

To make the product successful there is a need of popularity of that product and when it comes to the popularity of product it is generally referred to as brand image and in research, it was concluded as greater is the brand image maximum is the market share obtained by the brand. [17] According to Aaker (1991) the brand image or the brand awareness is the behaviour of the customer that will decide whether that customer will make use of that product or not brand image. [18] And if there is the good brand image of the product in the market and so will be the purchase of it which directly hints that there is a good response from the public and therefore it is perceived as good feedback which reflects the good popularity of the product. [19] And to make this all happen it becomes necessary for the company to position and promote the product in a way that it paves the way for the projection of a good brand image and this can solely be achieved through good marketing and promotional skills. [20] Marketing can be done in a convenient and successful way to advertise it through social media, the social media and other media platforms can influence the perception of consumers in multiple ways, as follows

- Keeping the tap on the brand loyalty of the consumer
- Targeting the segmented group of interest for the promotion
- Marketing with proper advertorial content
- Making proper communication between the product and the consumer

If everything is done properly then there are chances of obtaining good opportunities in brand equity in B2B markets. [21] Moreover using humor in marketing is well tried and tested strategy nowadays. This type of promotional activities has become the key to rightly hit the node and have a good impact on people as this is



related to the emotion of humans. Research conducted found that this approach as the best way to handle and amplify the brand image.[22]

Earlier in the days when the concept of the internet just started to spread in the western part of the world and India, there was absolute unawareness about this. Back then television, Radio, and print media was the major source of the promotion and positioning of the products, but now there is the unequivocal contribution of social media when it comes to trade promotion and positioning and hence a key factor of building a brand image because it is a worldwide fact now that the social media prevalence is very rough in today's society. Also in the research, it has been shown that the impact of social media on the brand image depends on the factor that totals how much time the target market spend time on social media it has also highlighted that people in the age range 15 to 64 are now active social media users.[23] In a research it was also said that the brand image is also dependent on the association of the brand with various attributes of the promotional factors, the market share and product quality are the reinforcing mechanisms in the current economic condition. It has been found that the gain in the market share of the product can have a positive effect on perceived quality despite concern for exclusivity, so gain in share reinforces the quality perception.[24]-[26]

3. Methods And Analysis:

3.1 Survey design:

Participants:

An online survey was conducted in the month of May 2021. An exhaustive questionnaire was prepared after doing the extensive literature survey. The questions were made in a systematic, easy to understand and open-ended manner. To reach the different population group for conducting survey, the help of various social media platforms was taken (e.g. What's App, Facebook). This survey was aimed at the people who actively use social media, and among the respondents, Male respondents were 108 (47.36%) in number, and female respondents were 120 (52.63%) in numbers. Also, the maximum number of respondents were of age group range 18-25 (96.5%) and rest were in the range of 26 to 50 age. From the responses it was understood that the most people who have responded to the questionnaire were students by profession. From the responses collected 85% (N=193) people prefer to use Instagram followed by Facebook which accounts for 7.9% (N=18).

		Number of Respondents (N)	Percentage (%)
Age			
	18 - 25	90	96.93
	26 - 35	5	2.19
	36 - 45	1	0.44
	>45	1	0.44
Gender			
	Male	108	47.37
	Female	120	52.63
Occupation			
	Student	198	86.84
	Private employee	20	8.77
	Govt employee	3	1.32
	Others	7	3.07
social media users			
	Instagram	193	85.02
	Facebook	18	7.93
	Twitter	5	2.02
	Snapchat	5	2.02
	Pinterest	6	2.64
Average Time spent on social media			
	Less than 30 min.	30	13.21
	30-60 min.	62	27.31
	60-90 min.	57	25.11

	90-120 min.	32	14.1
	more than 120 min.	46	20.26

Table-01- Socio-demographic factors

Measures:

Five-point Likertscale was adopted for checking the level of satisfaction and level of agreement and disagreement, for understanding the level of trust the Likert scale was used as; 1(Not at all) and 5(very much) on the same note the level of appreciation was also checked as 1 (Not at all) and 5 (very much). In this manner the attitude and various other factors were examined in order to get information about the research problem. The respondents were screened from the actual responses obtained as the research only wants people who actively use social media. So out of total 231 responses, 228 responses were considered and rest were eliminated. The final data set was analysed using various data analytical techniques.

3.2 Data Analysis:

To check correlation amongst the different factors in the data set, different variables in the data were grouped together by performing the factor analysis according to the loading values (> 0.5) and after doing that, strong variables are formed which will be representing small variables. This analysis is shown in the Table-03, in this table the grouped variables are highlighted in bold and coloured in yellow and the variables are also shown in the table alongside.

Prior to factorization KMO(Kaiser-Mayer-Olkin) and Bartlett test are performed to check the sample adequacy for performing factor analysis. The p-value obtained in KMO is 0.785 (> 0.7) which proves that the sample is adequate for factor analysis and from Bartlett's test of sphericity p-value is found to be 0.000 which further proves that factors can be formed from the sample data.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.785	
Bartlett's Test of Sphericity	Approx. Chi-Square	808.623
	df	66
	Sig.	.000

Table-02: Table showing the results of KMO and Bartlett's test

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Individual Attributes						
Age	.820	.102	.078	-.033	-.020	.057
Occupation	.800	.110	.084	-.093	.060	.134
Gender	.748	.158	-.075	.080	-.121	-.180
Social media platform	.689	.187	-.073	.103	-.112	-.251
Time	.614	.028	.449	-.134	.145	.034
Advertorial Influence						

Seen advisements	-.037	.624	-.150	-.389	-.026	-.018
Frequency of display of advisements	-.056	.794	.107	-.244	-.051	-.108
Influence	.077	.754	.207	.049	-.034	-.042
convince	.014	.595	.137	.140	.312	.008
Advertorial Attributes						
Brand image	-.080	-.117	.620	-.099	.068	.089
Popularity	.024	.061	.506	.207	.119	-.056
Availability	.101	.003	-.511	.100	.093	.032
Deciding Factors						
Cost factor awareness	.083	.111	.030	.574	.081	.114
Trust	.140	.257	-.526	.633	.254	-.176
Celebrity's endorsement	.214	-.218	.437	-.673	.251	-.104
Regional Influence						
Regional Touch	.115	.021	-.106	-.001	-.707	-.195
Regional needs	.531	.076	-.134	.093	.685	-.201
Cultural factor						
Regional culture	.303	.338	-.131	-.043	-.015	.819
Work from home	.280	-.213	.163	-.049	.093	.530

Table-03Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

****NOTE: Loading Values are taken above value 0.5**

The data has communality more than 0.5 which means that it will be explaining more than 50% of the variance of the data. Along with it, the data also has five variables which has sign values more than 1.0 (> 1.0) which paved the way for further in detail analysis if the factors generated as mentioned in the Table-03.

All above tests were carried out in IBM SPSS V 22 Software. The Factorised data was further carried forward to perform confirmatory factor analysis in IBM AMOS V 23 software and structural equation modelling was also performed according to the priorly hypothesised model to check the correlation among latent factors (along with manifest variable) and to identify what different factors are having an impact on different variable in the hypothesized model. To do that Cronbach's α was checked for reliability the alpha values are shown above and we can callit the values on satisfactory level (Taber2018_Article_TheUseofCronbachSAAlphaWhenDeve) [27]and this signifies that the variable grouping done according to factor analysis are closely related to each other and hence a good sign to carry out the CFA and the structural equation modelling(SEM) on the determined data set. To perform the CFA and prove that the model is a perfect fit, the hypothesized model was drawn in AMOS graphics, all endogenous and exogeneous variables were placed properly and the error factors was also applied on the required variables, at the end the variables were correlated by connecting with arrows to test our research theory. After running the analysis, the factor loading number is checked in arrows and for model fit following statistics are checked; CFI(Comparative fit Index), RMSE (Root Mean Square Error), TLI (Tucker Lewis Index) values should fall near ideal value to get accepted as good fit.

Descriptive Statistics				
	N	Mean	Std. Deviation	Cronbach's α
Individual Attributes				0.50



IA1	228	1.044	.2781	
IA2	228	1.342	1.0095	
IA3	228	1.474	.5004	
IA4	228	2.079	.6787	
IA5	228	3.018	1.3306	
Advertorial Influence				0.55
INFL1	228	1.202	.5963	
INFL2	228	3.250	1.0426	
INFL3	228	3.307	1.2391	
INFL4	228	3.096	1.0741	
Advertorial Attributes				0.827
AA1	228	3.654	1.1603	
AA2	228	3.715	.9900	
AA3	228	3.364	1.1473	
Deciding Factor				0.588
DF1	228	3.706	1.1406	
DF2	228	2.855	1.0870	
DF3	228	3.548	1.3447	
Regional(Touch/Needs)				0.804
RTN1	228	3.333	1.1623	
RTN2	228	3.592	1.1668	
Cultural Factors				0.458
CUL1	228	2.895	1.0567	
CUL2	228	2.092	.8980	

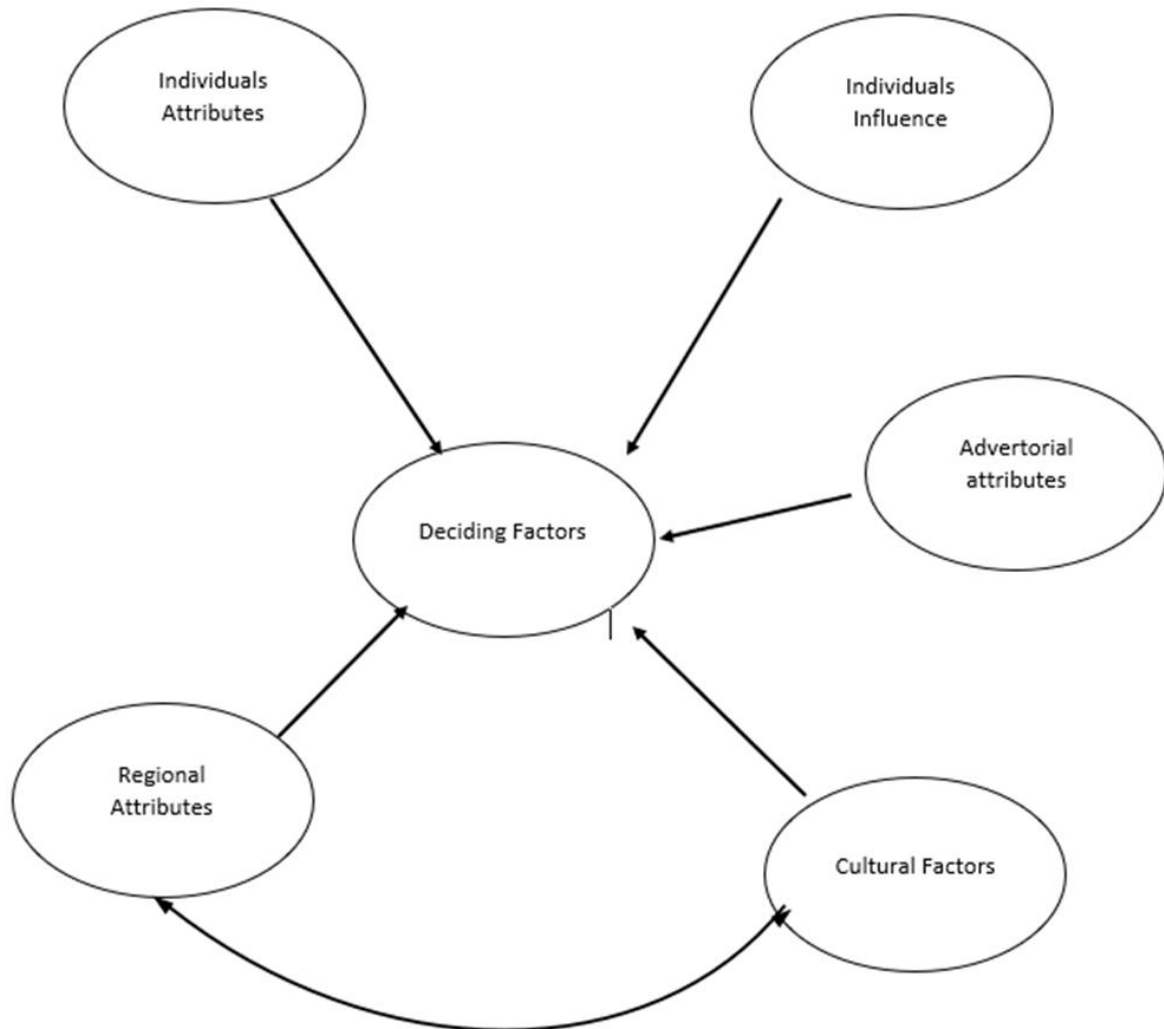


Figure-01: Hypothetical model to determine deciding factors.

Table-04- Table showing descriptive statistics

The above diagram (FIG:1) was the initial hypothesized model which is significant for “Deciding” the most probable factors which can influence in decision making process in buying cosmetics. It is shown that the regional and cultural factor can have influence on each other. Such model was checked in AMOS and with some modifications, desired model fit was obtained. The statistical values of different model fit parameter obtained are Comparative fit Index (CFI) 0.809, Root mean square error (RMSEA) 0.072, Tucker Lewis Index (TLI) 0.746, Comparative fit index (CFI) 0.809 signifies that the model has satisfactory results to be called as the model fit. The probability level achieved was significant ($P = 0.001$). [28]–[31] Next to this CFA the SEM modelling was performed.

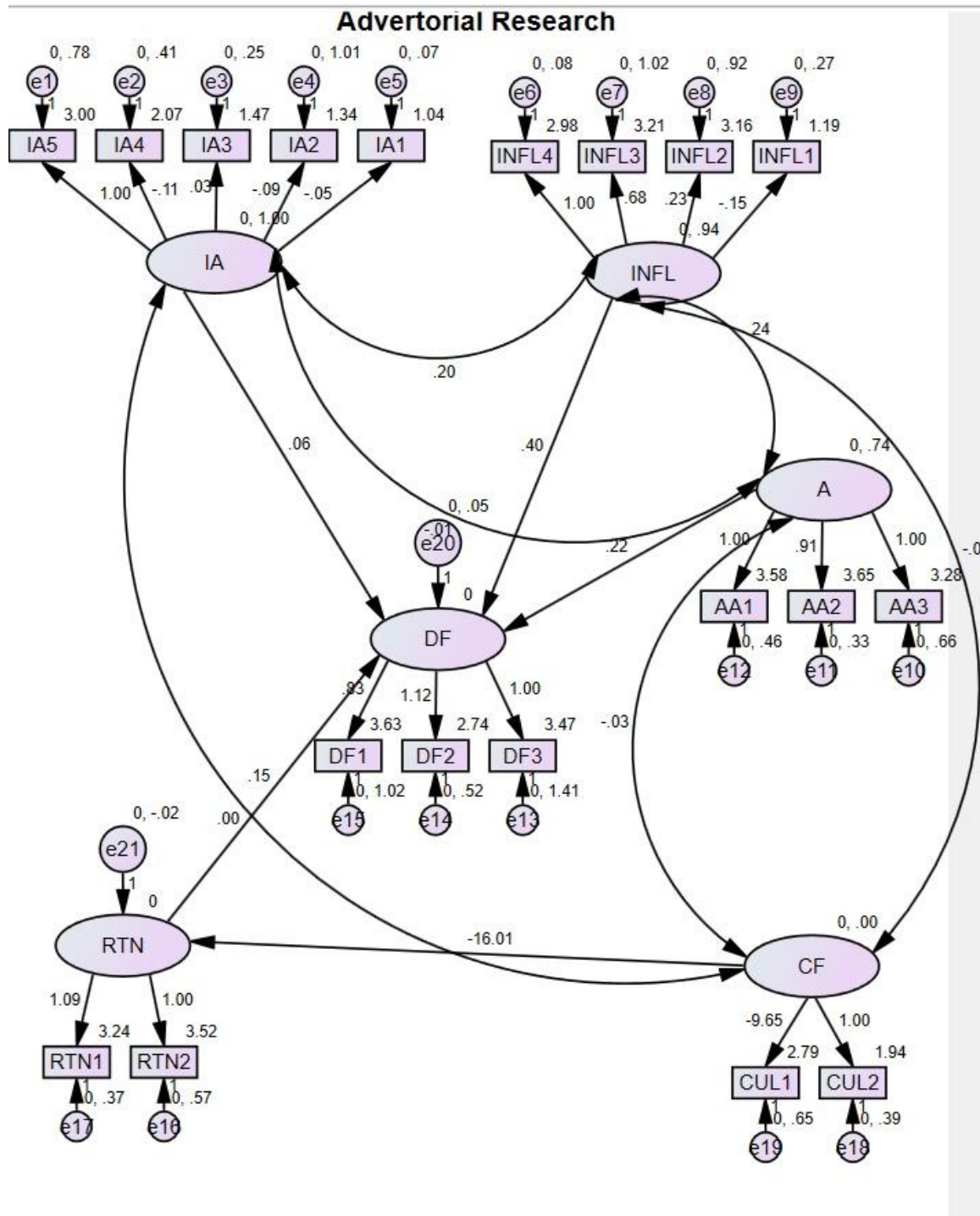


Figure-02- Amos diagram showing different factors

			Estimate	S.E.	C.R.	P
Frequency of advertisement	<---	Advertorial Influence	-0.155	0.042	-3.666	***
Brand Image	<---	Advertorial Attributes	1			
Availability	<---	Advertorial Attributes	0.907	0.075	12.141	***
Product Cost Awareness	<---	Advertorial Attributes	1			
Celebrity endorsement	<---	Deciding Factor	1			0.03
Trust on Advertisement	<---	Deciding Factor	1.121	0.187	5.998	***
Advertise relating to culture	<---	Deciding Factor	0.829	0.197	4.214	***
Deciding Factors	<--	Advertorial influence	0.403	0.086	4.658	***

Table-04- Table showing estimates of different factors

The above results were obtained by the analysis performed in AMOS as in the table it's evident that there are variables that have significant impact on each other (95% confidence) as the P (significance) value is 0.001 (in the table output it is represented as *). Like the results implies that celebrity endorsement has impact on deciding factor of an individual (with 95% confidence, P = 0.03). The trust on social media has significant impact on consumers decision to buy product (in our case it is cosmetic product). With 99% confidence we can say that by increasing the frequency of advertisements on social media preferably on Instagram we can attract a greater number of people.

4. Results:

After performing data analysis (Descriptive, CFA, SEM), we found that the latent factor is supporting the observed variables and this grouping was confirmed using factor analysis (Principal confirmatory analysis). In SPSS the Eigen values, KMO & Bartlett test are the prerequisites for performing all analysis and the test was performed and significant values were obtained. The confirmatory analysis was performed and all different statistical output of AMOS analysis were found satisfactory to call it a good fit model and the finally SEM analysis shown us the various factors that are influencing the other factors with a significant value <0.05 ($p = 0.001$). And this structural model shown us that the advertisement has an impact on making awareness amongst the people about the products availability likewise the trust on the social media advertisement has a significant influence on the individuals deciding factor whether to buy the available product in the market.

5. Conclusion:

The cosmetics industry is one a special section in the industrial diaspora where advertisement can make or break the company or the new product launch. So, it becomes very crucial for the commercials being made to transfer proper message to the consumers, and to do so understanding their point of view and attitude becomes very important. To design an advertisement with proper impact creating factors we have to understand what customers are looking into the advertisement and what factors are necessary for them to trust the commercials to go ahead and buy the product. In that context it has been proved from the current research that the celebrity endorsement would create a greater impact among the customers. The customers in fact trust celebrities and their claims while choosing the brand and the product especially in cosmetics industry. By increasing the frequency of advertisements related to cosmetics in social media we can impact people to buy our products. While designing advertisements it's important to look into the cultural aspects of that particular region and advertisements should be portrayed in such a way that they have to lead to the formation of the good brand image towards the product.

6. Limitations:

- This research was done from the consumer's point of view and hence if the retailers or the other stakeholders in the cosmetic industry are included, it would have helped to refine the research work look more accurate.



- Getting insights about the hidden factors from the people in this business like individuals in supply chain of the product would have further helped the study scope to enhance and expand.
- Availability of sales data would have helped in proper understanding about the key advertorial factors.

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