

A Study on Customers Satisfaction of Cosmetic Products Using social media

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Abstract:

Purpose: The prediction of customers satisfaction on cosmetic products in social media platforms.

Methodology: The meaning of research is the specific process for careful analysis of specific information regarding a topic. The Descriptive research has been proposed and adopted the non-probability type of convenience sampling technique for conducting the survey and the sample size for the study was 374. The questionnaire method used for primary data collection and other information collected from various secondary sources of books, journals, magazines and newspapers also. The Multiple Regression Analysis was used to test the following research objective.

Findings: The role of social media is found to play a major role in the customers satisfaction on cosmetics in the society.

Significance: The young Indian population have contributed to higher demand for cosmetic products especially branded ones in low and medium price ranges in social media platforms.

The study aim to assess the prediction of customers satisfaction on cosmetic products in social media platforms in India. The young Indian population and rising incomes have contributed to higher demand for cosmetic products especially branded ones in low and medium price ranges. The cosmetic industry in India has matured to an extent of meeting global requirements, the role of social media is found to play a major role in the purchase decision of cosmetics like providing information on product availability and product contents. The leading social media platforms in cosmetic product promotion includes Facebook, Pinterest, Twitter and Instagram that mainly promotes the products online using better visuals and images ensuring brand loyalty. Social media promotion is the most cost effective method compared to conventional methods of sales promotion. "Fifty percentage of Twitter and Facebook users discussed about the product, recommend or purchase a company's products after respondent begun to follow on social media,". The study provides an in depth understanding of the customers satisfactions of cosmetic products using social media. This study confirms several critical insights and strategies of utilizing social media in customers satisfaction on cosmetic products.

Keywords: Purchase decision, Cosmetics, CRM, SocialMedia.

I. INTRODUCTION

The Social Media Marketing leads to how businesses and professionals can increase multiple social networks and their millions of users. It is mainly used to market your business and how social media can help you drive business goals. It has numerous forms in social media, that is instant messaging, photo sharing, widgets, video sharing sites, blogs, virtual works and others which agree company's brands to build consumers' trust and the utilisation of online, which leads to loyal followers and brand advocates.

Social media has transformed the conventional marketing communication channel and there is a paradigm shift in the communication process between the customers and suppliers resulting in a two way process. The customer listening capability of the cosmetic companies has exponentially increased with the cutting edge platform provided by Social media that ensures capturing all categories of customer feedback and needs. With increased transparency of customer feedback and reflection in online platforms, the cosmetic players have to adhere to honest claims and disclosures on products. The social media platform enables probable customers to know about the product features and concerns by listening to the voices reflected in past user reviews of the product posted in online platforms. According to emarketer 2011, social media platforms provides story building mechanism based on product reviews, that helps the companies to maintain their brand image online with least effort. Social media serves as a sales catalysts by way of providing word of mouth promotion. The study attempts to assess the relationship between customer relationship management and purchase decision of cosmetic products using social media. It is very important to define the contributing factors to customers relationship management on cosmetic product purchase on social media platforms. The other important aspect is that it leads us to sharing the cosmetics brand information with friends and acquaintances.

II. REVIEW OF LITERATURE

Kiang & Chi (2001) has made a research on internet marketing. The tremendous growth of the social media has created opportunities for consumers and firms to sell in the online global market, to increase the sales of the cosmetic branded products in global market shown a good progress in global market. **Shannon Sue Scullin**, According to **Jerry Fjermestad & Nicholas (2004)**, Electronic customer relationship management (eCRM) has changed the way of reaching the customers in the conventional communication channel, and in the recent past e-CRM has altered the way of promoting cosmetic products drastically resulting in big successes.

Cheong & Morrison (2008) Found that marketing in social media boosts an additional revenue to the tune of 4.3 billion dollars based on information and recommendations available to consumers. Purchase decisions in cosmetic industry is found to be highly influenced by user generated content like reviews posted in social media and Drury G (2008) confirms the shift in customer communication process based on his research. **Mansor & Abidin (2010)** find that usage of cosmetics has become a fashion and trend amongst all age categories and the studies on attraction factor in cosmetic industry has increased. Brand following in social media platforms has

increased by 50 percent and this has motivated the cosmetic industry to invest in such avenues in order to attract more customers (**Vries, Gensler and Leeflang, 2012**)

Senthil, Prabhu and Bhuvanewari (2013) found that targeted advertising has contributed to increase in sales of cosmetics in online media platforms. With declining impact of conventional mass media promotion, the internet and social media platforms has become the preferred mode of advertising cosmetic products as it provides targeted advertising, and companies have started to invest in cutting edge internet technologies and tools to grab the future opportunities. **Krishnan, Koshy & Mathew (2013)** in their research study found that majority of the male customers were inclined to make their own decision in making the purchase of cosmetic products, especially branded ones. Despite the economic slowdown across the global the cosmetics and beauty industry has bounced back due to changing consumer attitude and adopting online buying channels. (**Łopaciuk & Łoboda (2013) and Gupta (2014)**) projects higher sales of cosmetic products in the local as well global market due to the impact of social media channels and changing consumer patterns.

III. RESEARCH OBJECTIVE:

To analyse the customers satisfaction on cosmetic products in social media.

IV: RESEARCH METHODOLOGY:

The meaning of research is the specific process for careful analysis of specific information regarding a topic.

RESEARCH DESIGN:

Research design is a technique that ushers the comprehensive study. Descriptive research has been proposed for this study.

SAMPLING METHOD:

The research study adopted the non-probability type of convenience sampling technique for conducting the survey.

SAMPLE SIZE:

The sample size for the study was 374

DATA COLLECTION METHOD:

The study deployed both primary and secondary sources of data collection. The questionnaire method used for primary data collection and other information collected from various secondary sources of books, journals, magazines and newspapers also.

QUESTIONNAIRE DESIGN:

The survey questionnaire method has been adopted for this study.

LIMITATIONS OF THE STUDY :

1.This research is considering only the customers who purchased cosmetics products through social media only.

2. The respondents located in Chennai city is the restriction for this study purpose.

STATISTICAL TOOLS USED :

Multiple Regression Analysis was used to test the following research objective.

V: DATA ANALYSIS AND INTERPRETATIONS

Multiple Regression analysis:

In order to examine customers relationship on cosmetic products in social media, The set of variables selected for multiple regression analysis.

The linear regression is:

$$Y = [X_1, X_2, X_3, X_4, X_5, X_6 \text{ and } X_7]$$

Here $X_1 - X_n$ denoted as independent variables. The independent variables are X_1 – Brand Ambassador, X_2 – where and how it was tested X_3 – affordability, X_4 – the social media advertisement, X_5 – the brands, X_6 – your skin type, X_7 – availability of the product.

The result showed R^2 value is 0.922, implied that the customers relationship management and purchase decisions of cosmetic products explained 92% of the variations in social media. The F value is [14.846] statically fitted for both interpretation and prediction in regression equation.

Table No 1: Model Summary of customers relationship management and purchase decisions of cosmetic products using social media.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.922 ^a	.850	.837	.86495	.821	14.846	7	366	.000	1.840

a. Predictors: (Constant), 19 m. brand ambassador, 19 c. where and how it was tested, 19 h.affordability, 19 k. the social media advertisement, 19 b. the brands, 19 a. skin type, 19 e. availability of the product

b. Dependent Variable: 18. Do you believe social media the right channel for promoting cosmetics products?

Table No 2: ANOVA value to customers relationship management for cosmetic products in social media.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	121.542	7	17.363	14.846	.000 ^b
	Residual	428.043	366	1.170		
	Total	549.586	373			

a. Dependent Variable: 18. Do you believe social media the right channel for promoting cosmetics products?

b. Predictors: (Constant), 19 m. brand ambassador, 19 c. where and how it was tested, 19 h.affordability, 19 k. social media advertisement , 19 b. the brands, 19 a. skin type, 19 e. availability of the product.

Table No 3: Coefficients value to customers relationship management for cosmetic products in social media.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.196	.291		4.112	.000
19 a. skin type	.382	.056	.357	6.786	.000
19 b. the brands	-.165	.041	-.218	-4.034	.000
19 c. where and how tested	-.214	.053	-.198	-4.043	.000
19 e. availability of the product	.221	.048	.256	4.590	.000
19 h.affordability	.149	.051	.139	2.921	.004
19 k. social media advertisement	.111	.072	.076	1.540	.124
19 m. brand ambassador	-.050	.055	-.045	-.907	.365

a. Dependent Variable: 18. Do you believe social media the right channel for promoting cosmetics products?

The regression equation developed is given below:

Customers Relationship Management for cosmetic product in social media [Y] = 1.196 + .382 (Your skin type)[t=6.786] - .165 (The brands) [t=4.034] - .214 (Where and how it was tested)[t=4.043] + .221 (Availability of the product)[t=4.590] + .149 (Affordability)[t=2.921]

From the above equation it is clear, that X1 = Your skin type, X2 = The brands, X3 = Where and how it was tested, X4 = Availability of the product, and X5 = Affordability are statistically significant. These are the factors influence the customers relationship management for cosmetic product in social media index in a significant manner. The interpretation of this is: customers are buying of cosmetics products based on their skin type. The different types of customers are buying different types of cosmetic products in social media market , that leads to improve the sales of cosmetic products especially in social media market. If your skin type goes up by .357 units than level of acceptance would increase one unit. The more number of customers are buying of cosmetic product in social media based on their skin type. The skin type is the primary factor to lead the sales of cosmetic product in social media. The equation indicates that with every one point improvement in this brand of cosmetic products on the social media, that leads to improve the sales of cosmetic product through social media. With one unit reduction(hide) of information in brand ,the level of acceptance of cosmetic product would goes up .165 units. The negative sign clearly implies there is need for developing the brand strategy of cosmetic products in social media, so that sales will be increased.

The brands of cosmetic product play a primary role to increase the sales of cosmetic product in social media. The equation indicates that reduction in where and how it was tested, the level of acceptance of cosmetic product would go up by .214 units, when the product is tested and recommended. The negative sign clearly implied that are developing where and how it was tested strategy, the level of acceptance of cosmetic product can be improved. So suggestion to the customers to made to test the skin type after we recommend customers to decide the purchase decision to use the cosmetic products. The equation indicates that with every one point improvement in this availability of the product, leads to level of acceptance to buy the more branded cosmetic products by nearly .256 points. For this to happen, The large number of customers are buying branded cosmetic product in social media due to large availability of cosmetic product in social media and no customer are disappointed about the availability of cosmetic product in social media, so this plays a major role to increase the sales growth specifically in social media. The equation indicates that with every one point improvement in affordability of cosmetic product in social media can improve the level of acceptance of cosmetic product by nearly .139 points. For this to happen, the affordability of more branded cosmetic products available in social media. So more number of customers are preferring to buy the cosmetic product in social media. Every satisfied of customer not only one to buy and again, but also would spread the message or share or comment on cosmetic products in their virtual community. This is the way the cosmetic product of social media can improve its sales growth in social media.

The demographic profile of the respondents was studied with customers relationship management purchase decisions of cosmetic product using the social media, it was found only the cosmetic products has a significant relationship with social media. To support this, Regression test was applied and the result was sum of square=121.542. This exceeded the table value at 5% significant level implying that cosmetic products and social media are related. The social media usages are very high priority to deal with customers based on their skin type and nature of their beauty conscious. Now a days the youngsters are mostly preferred to buy the cosmetics product in social media.

VII. Conclusion

Today's business environment is transforming from a traditional face to face communication channel to social media intervened communication platform. The marketing trend is more critical to successful businesses through customer's engagement now and then in the future also. The purchase product cycle based on high-quality and relevant information of the product. The value added advantages are information available in 365 days/year and 24/7 services. The social media marketers' provide the right information leads to positive attitude to buy, product reputation, brand choices and brand image to the consumers. The business organizations are using different social media marketing programs and campaigns to reach the customers whom they are online. The present method of business growth reliable on entirety of social media networking platforms because of innumerable of consumers choose to buy products and services through the social media platforms. Therefore, The business organizations are using an effective strategies to succeed the larger share of business through different social media networking platforms in future. The present scenarios cosmetics is the major role for attractiveness to both male and female. Now a days both men and women use branded cosmetics on their daily use regardless of their age group but prefer the branded cosmetics based on their skin type.

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