

IMPACT OF SOCIAL MEDIA MARKETING ON ORGANIC COSMETIC PRODUCTS

AUTHOR: G. Indhumathi,

**Assistant Professor, Department of Corporate Secretaryship, PSG College of Arts & Science, Coimbatore-641014. email id : indhumathig@psgcas.ac.in

CO-AUTHORS:, Akshitha.A, Barani Dharan.G, Harishmitha.R, Khushi S Ranka, Lavanya.O.S & Swathi.M***

*Students of III B.Com (CS), Department of Corporate Secretaryship, PSG College of Arts & Science, Coimbatore-641014.

ABSTRACT

In the era of digital connectivity, social media has emerged as a transformative and indispensable tool in the realm of modern marketing. Platforms such as Instagram, Facebook, YouTube, and Whatsapp have not only changed the way brands communicate with their audiences but have also redefined consumer engagement, brand loyalty, and purchasing behavior. Unlike traditional marketing channels, social media provides an interactive space where consumers and brands can engage in real-time, fostering a more personal and relatable connection. This article delves into the significant impact of social media marketing on the promotion, visibility, and consumer perception of organic cosmetic products. The organic beauty industry has witnessed remarkable growth in recent years, driven by increasing awareness of health, environmental sustainability, and the harmful effects of synthetic ingredients. As consumers become more mindful of what they apply to their skin, they seek brands that align with their values of purity, transparency, and eco-consciousness.

INTRODUCTION

The organic cosmetics industry has witnessed rapid growth in recent years, fueled by increasing consumer awareness of health, sustainability, and environmental concerns. As more people shift towards natural and organic skincare, haircare, and makeup products, brands must find innovative ways to engage with their audience. Social media marketing has emerged as a gamechanger for the beauty industry, revolutionizing how organic cosmetics brands connect with consumers, promote their products, and influence buying decisions. This introduction explores how social media strategies have influenced the growth and success of organic cosmetics products in an increasingly competitive market.

OBJECTIVES SOCIAL MEDIA MARKETING ON ORGANIC COSMETICS PRODUCTS:

- To identify key social media platform most effectively used for marketing organic cosmetic products.
- To analyse consumer behaviour and purchasing decisions influenced by social media marketing on organic cosmetic products.
- To examine brand awareness and visibility for organic cosmetic products through promotions.

SCOPE OF THE STUDY:

The cosmetics industry has undergone a significant transformation with the rise of social media marketing. Consumers no longer rely solely on traditional advertisements or in-store experiences to discover and purchase skincare and makeup products. Instead, social media platforms have become primary sources of information, influence, and engagement. This research focuses specifically on skincare, haircare, body care and makeup products within the cosmetics industry, with an emphasis on consumer behaviour in the digital space. It examines how influencers and cosmetics brands use various marketing strategies on social media and how social proof such as reviews, testimonials, and user-generated content shapes purchase intentions. The ultimate goal is to determine how brands can effectively promote organic cosmetics and increase adoption rates among consumers

STATEMENT OF PROBLEM:

The organic cosmetics industry has seen significant growth as more consumers seek natural and sustainable beauty products. However, despite the increasing availability and interest in organic cosmetics products, a significant challenge persists many. One of the primary barriers to widespread adoption of organic cosmetics is the limited understanding of their ingredients, benefits. Many individuals are unaware of the differences between natural, organic, and chemical-based formulations, making it difficult to assess product quality and efficacy. Another key area of confusion lies in certifications. Various organizations, such as USDA Organic, ECOCERT, COSMOS, and NaTrue, provide certification for organic beauty products.

RESEARCH METHODOLOGY

Area of study:

The area of study for your research focuses on the intersection of Influence of Social Media Trends on Organic Beauty Adoption, Impact of Influencer Marketing on Organic Cosmetic Brand Growth, Role of Social Proof in Organic Cosmetics Marketing, Awareness & Perception of Organic Beauty Certifications.

Source of data:

This study relies on primary data collection, the sources of data will include Online surveys distributed via Google forms, Social media users interested in cosmetics aged (18+).

Sample size:

The sample size of this study is 103 responses.

Sampling method:

- Convenience Sampling

Tolls of analysis:

The following statistical tools have been used to analyse the primary data collected: Simple percentage analysis:

$$\frac{\text{Value}}{\text{Total}} \times 100$$

REVIEW OF LITERATURE

1. **Kaplan, A. M., & Haenlein, M.(2010):** Users of the world, unite! The challenges and opportunities of social media. In this foundational and widely cited article, Kaplan and Haenlein define and categorize social media and explore its implications for businesses.

The authors provide one of the earliest and most influential frameworks for understanding different types of social media, categorizing platforms into six types: collaborative projects (e.g., Wikipedia), blogs, content communities (e.g., YouTube), social networking sites (e.g., Facebook), virtual game worlds, and virtual social worlds. They discuss both the opportunities and challenges social media presents to companies, including Opportunities for engagement, customer feedback, and brand building. Challenges related to loss of control, reputation management, and the need for authenticity and transparency Business Horizons,53(1), 59-68.

2. **Fuchs, C., & Diamantopoulos, A.(2014):** Explaining consumers' organic food choices: A meta-analysis of the literature. In this article, Fuchs and Diamantopoulos conduct a meta-analysis of existing studies to identify the key drivers behind consumers' choices to purchase organic food. By synthesizing findings from a wide range of empirical research, they aim to provide a clearer, evidence-based understanding of the motivational factors influencing organic consumption The analysis reveals that the most influential factors include: Health concerns (e.g., avoiding pesticides or chemicals), Environmental awareness (e.g., sustainability, ecofriendliness), Ethical considerations (e.g., animal welfare, fair trade), Perceived product quality (e.g., taste, freshness) Journal of Consumer Behaviour,13(2), 118-134.

3. **Choi, Y. K., & Rifon , N. J.(2012):** Who is the source? The influence of source characteristics on online consumers' attitudes toward online advertising. In this article, Choi and Rifon examine how source characteristics—such as credibility, attractiveness, and trustworthiness—affect online consumers' attitudes toward online advertising. Their research highlights that the perceived identity and credibility of the ad's source (whether it's a celebrity, influencer, or anonymous figure) plays a crucial role in shaping consumer responses. The study reveals that consumers are more likely to form positive attitudes toward online ads when the source is seen as credible and trustworthy. Furthermore, the fit between the source and the product being advertised also influences ad effectiveness social media influencers and content creators. Journal of Advertising,41(3), 75-91.

4. **Casaló, L. V., Flavián, C., & Guinalú, M. (2018):** The role of social media in consumer decision making In this article, Casaló, Flavián, and Guinalú explore how social media influences consumer decision-making processes. The authors analyse the ways in which social platforms contribute to shaping consumer perceptions, preferences, and ultimately purchasing behaviour. The paper emphasizes the importance of user-generated content, electronic word-of-mouth (eWOM), and social interactions in affecting consumer trust and purchase intentions. Journal of Business Research,82, 1-1

ANALYSIS AND DISCUSSION

Data analysis and interpretation in research involve examining and processing data to uncover patterns, trends, and relationship, followed by making sense of those findings

TABLE NO 4.1.1 GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDANTS	PERCENTAGE
Male	40	38.8%
Female	61	59.2%
Others	2	1.9%
Total	103	100%

INTERPRETATION:

The above data clearly suggests that 59.2% of the respondents are female, 38.8% of them are male and remaining 1.9% are others.

TABLE NO 4.1.2 AGE OF THE RESPONDENTS

AGE	NO OF RESPONDANTS	PERCENTAGE
18-25	97	94.2%
26-35	1	1%
36-45	4	3.9%
Above 45	1	1%
Total	103	100%

INTERPRETATION:

The data hereby shows that 94.2% of the respondents are aged between 18-25, 3.9% of the respondents are aged between 36-45 and 1% of the respondents are aged between 26-35 and above 45

TABLE NO 4.1.3 LOCATION OF THE RESPONDENTS

LOCATION	NO OF RESPONDANTS	PERCENTAGE
Urban	68	66%
Semi-urban	16	15.5%
Rural	19	18.4%
Total	103	100%

INTERPRETATION:

The data hereby shows that 66% of the population of respondents are residing in the urban area, 18.4% of the respondents residing in the rural area and the rest of the 15.5% of the respondents residing in semi-urban areas

TABLE NO 4.1.4 OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO OF RESPONDANTS	PERCENTAGE
Student	92	89.3%
Professional	5	4.9%
Homemaker	2	1.9%
Others	4	3.9%
Total	103	100%

INTERPRETATION:

The data in the table shows that occupation of the 89.3% respondents are students , 4.9% of the respondents are professionals, 3.9% are others and 1.9% of the respondents are homemakers.

TABLE NO 4.1.5 FREQUENTLY USED SOCIAL MEDIA PLATFORM OF THE RESPONDENTS

SOCIAL MEDIA PLATFORM	NO OF RESPONDANTS	PERCENTAGE
Instagram	60	58.3%
Facebook	40	38.8%
Whatsapp	69	67%
Youtube	70	68%
Twitter	75	72.8%
Total	314 (approx. entries)	305%

INTERPRETATION:

The data in the table represents 72.8% of the respondents have to say that they use twitter most frequently, 68% of the respondents voted for YouTube, 67% of them voted for WhatsApp. 58.3% of the respondents voted for Instagram and 38.8% selected facebook.

TABLE NO 4.1.6 HOW OFTEN RESPONDENTS USE SOCIAL MEDIA

COMPONENTS	NO OF RESPONDANTS	PERCENTAGE
Several times a day	92	89.3%
Once a day	8	7.8%
Rarely	3	2.9%
Never	0	0%
Total	103	100%

INTERPRETATION:

In the following table, 89.3% of the respondents use social media several times a day, 7.8% of the respondents use once a day and 2.9% of the respondents use rarely.

TABLE NO 4.1.7 PURCHASING PREFERENCE OF THE RESPONDENTS

PREFERENCE	NO OF RESPONDANTS	PERCENTAGE
Yes	45	43.7%
No	31	30.1%
Sometimes	27	26.2%
Total	103	100%

INTERPRETATION:

In the above table 43.7% of the respondents have voted yes for preferring to purchase products from social media, whereas 30.1% of the respondents have voted no and 26.2% have them voted sometimes.

TABLE NO 4.1.8 HOW THE RESPONDENTS INFLUENCED BY SOCIAL MEDIA IN DECISION MAKING

INFLUENTIAL	NO OF RESPONDANTS	PERCENTAGE
Very influential	30	29.1%
Somewhat influential	47	45.6%
Not very influential	21	20.4%
Not at all influential	5	4.9%
Total	103	100%

INTERPRETATION:

The data from the table shows that 45.6% of the respondents find the social media somewhat influential in purchasing cosmetic products, 29.1% of them find it very influential whereas 20.4% find it not very influential and 4.9% find it not at all influential

TABLE NO 4.1.9 TYPE OF ORGANIC COSMETICS PRODUCTS COMMONLY PURCHASED BY THE RESPONDENTS

ORGANIC COSMETIC PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Skincare	53	51.5%
Haircare	24	23.3%
Makeup	6	5.8%
Body care	10	9.7%
Others	10	9.7%
Total	103	100%

INTERPRETATION:

In the above table 51.5% of the respondents purchase skincare products, 23.3% of them purchase haircare, 9.7% of the respondents buy bodycare, 9.7% of them purchase other products and 5.8% of them purchase make-up.

TABLE NO 4.1.10 HOW EFFICIENTLY RESPONDENTS FOLLOW INFLUENCERS

COMPONENTS	NO OF RESPONDENTS	PERCENTAGE
Yes, regularly	31	30.1%
Yes, occasionally	53	51.5%
No, never	19	18.4%
Total	103	100%

INTERPRETATION:

The data suggests that 51.5% of the respondents occasionally follow influencers, beauty experts or brand that promotes organic cosmetic products, whereas 30.1% of them voted regularly and 18.4% of them voted never.

TABLE NO 4.1.11 THE SATISFICATION OF THE RESPONDANTS

SATISFICATION	NO OF RESPONDANTS	PERCENTAGE
Highly satisfy	145	28.2%
Satisfy	120	23.3%
Neutral	98	19%
Dissatisfy	72	14%
Highly dissatisfy	35	6.8%
Total	515	100%

INTERPRETATION:

From the above table data shows that, 28.2% of the respondents are highly satisfied with the products, 23.3% of them are simply satisfied, 19% of them are neutral, whereas 14% are dissatisfied and 6.8% voted highly dissatisfied.

TABLE NO 4.1.12 FAMILIAR ORGANIC COSMETIC PRODUCTS BRAND

BRANDS	NO OF RESPONDANTS	PERCENTAGE
Deyga	27	26.2%
Vilvah	38	36.9%
Earthful	22	21.4%
Others	11	10.7%
Total	103	100%

INTERPRETATION:

The above data suggests that 36.9% of the respondents vilvah for the first brand that comes to their mind, 26.2% of them voted deyga, 21.4% voted earthful and 10.7% voted other brands.

TABLE NO 4.1.13 CHALLENGES FACED BY THE RESPONDANTS

CHALLENGES	NO OF RESPONDANTS	PERCENTAGE
High price	32	31.1%
Limited stock	29	28.2%
Inefficient	35	34%
Side effects	27	26.2%
Limited access to product samples	32	31.1%
Total	155	100%

INTERPRETATION:

In the above data, 34% of the respondents find it inefficient, 31.1% of the respondents face the challenges for limited access to product samples, 31.1% find it high priced, 28.2% face limited stock and 26.2% have side effects.

TABLE NO 4.1.14 THE TYPE OF SOCIAL MEDIA AD WOULD RESPONDANTS MOSTLY ENGAGE

SOCIAL MEDIA ADS	NO OF RESPONDANTS	PERCENTAGE
Video	38	36.9%
Image	20	19.4%
Testimonial ads	22	21.4%
Carousel	23	22.3%
Total	103	100%

INTERPRETATION:

The above data suggests that 36.9% of the respondents are most likely to engage with video, 22.3% of them would engage in carousel, 21.4% would engage in testimonial ads and 19.4% would engage in image.

TABLE NO 4.1.15 SHOWING RESPONDENTS OPINION TO IMPROVE SOCIAL MEDIA MARKETING

OPINION	NO OF RESPONDANTS	PERCENTAGE
Transparency	40	38.8%
Educate your audience	31	30.1%
Influence collaboration	10	9.7%
Consistent high quality visuals	15	14.6%
Others	7	6.8%
Total	103	100%

INTERPRETATION:

The above data suggests that 38.8% of the respondents want to improve transparency while marketing, 30.1% of them want the brands to educate the audience, 14.6% of them wants the brands to improve the consistent high-quality visuals, whereas 9.7% want to improve the influence of collaboration and 6.8% wants to improve others.

SUGGESTIONS:

Video-based content: Prioritize creating engaging video-based content to effectively reach and influence consumers.

Testimonial-driven marketing: Leverage testimonial-driven marketing strategies to build trust and credibility.

Influencer marketing: Partner with influencers who resonate with the target audience to enhance authenticity and build trust.

Beauty expert collaborations: Collaborate with beauty experts to increase credibility and

showcase product benefits.

Ingredient transparency: Highlight ingredient transparency to address consumer concerns and increase credibility.

Product benefits: Educate consumers on product benefits to increase credibility and drive sales.

Refining pricing strategies: Refine pricing strategies to overcome common purchasing barriers.

Improving stock availability: Improve stock availability to ensure products are always in stock and available for purchase.

Targeted promotional efforts: Invest in targeted promotional efforts to boost visibility and brand recognition.

Consistent online presence: Maintain a consistent online presence to increase brand recognition and credibility in a competitive market.

CONCLUSION:

The impact of social media on the buying behaviour of young urban consumers, particularly students, is a significant area of study. Social media plays a critical role in shaping their purchasing decisions, with platforms like Instagram and YouTube being instrumental in influencing their preference for organic cosmetic products. These platforms provide a space for consumers to discover new products, read reviews, and engage with brands in a more personal and interactive way. The market for organic cosmetic products shows potential for growth, especially for brands that effectively leverage digital strategies. By understanding the needs and preferences of their target audience and creating engaging content, brands can increase their online presence and drive sales. The use of social media analytics can also help brands to track their performance and adjust their strategy accordingly.

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