An Observational Research on Consumer Behavior's Impact, Especially On The Cosmetic Industry

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ABSTRACT: *This study focuses on the intricate purchasing process that consumers go through. When making cosmetic purchases, pay close attention to the ways that using social media influences this process. "Smart procurement approach" describes the unconventional purchases, developed through customers and their active involvement in the process, leading to observable variations in the final product. The acceptance of using social networks is rising. The Web has seen a boom in consumer web technologies over the last ten years, such as social media, blogging, and social sites. This technology is commonly referred to as a communication medium, and it has the ability to increase the amount of user-generated content and promote the growth of an international community. Online forums like Facebook, YouTube, and Twitter have arisen as a result of social media sites that allow people to communicate and exchange ideas and content. Social media's platform has evolved, offering users new ways to discover more about products and services. Unknown social media users have the ability to influence consumer comments and opinions about products and services, which can influence ideas offline. However, social media has undoubtedly given users more power because it only allows them to create content through online conversations, suggesting that users are actually the ones who have the power to make or break a business. Because displayed content has the ability to change consumers' decision-making processes, advertisers try to understand how consumers use social media or how they make decisions. The study also looks at the potential impact of user-generated information and content on consumer purchasing trends. The six steps of the EBM model represented the decision-making process of the consumer. Additionally, studies have been conducted to assess the model's effectiveness in the social media platform sector. A survey was carried out to look at a number of aspects of the consumer decision-making process.*
KEYWORD: *Cosmetics, social media, consumer behaviour, Marketing, Consumer Decision Process, Online sites.*

I.INTRODUCTION

A portal for social media networks that facilitates information sharing and discovery is called a social media platform. Social media includes, among many other things, public bookmarks, forums, and social media websites. Undoubtedly, social media platforms such as Instagram, Facebook, Wikipedia, Pinterest, Google+, Twitter, and LinkedIn have become indispensable in promoting brands, keeping existing customers, and creating new business opportunities. Social media advertising effectively leverages the benefits of social media to enhance consumer awareness of products, their worth, and their reach. The purpose of the study was to ascertain how urban consumers' shopping habits are influenced by social networking. India is now the world's largest Internet user, surpassing China, and there is no doubt that the abundance of internet services available today has connected businesses and consumers more than ever. Best practices can be found by using data analysis and literary audits on consumer use and perception to enhance customer social media communication and build the Consumer Communication Forum's reputation.

1.1 Background

A combination of the ever-changing environment and fashions, social media has a greater impact on its customers than it has in the past. Makers are much smaller, even though consumers are more discerning and aware of their needs. The relationship between consumer behaviour and social media platforms is examined in this study, along with the degree to which each influences the other. The major goal of this study is to determine whether social networking influences the decisions that consumers make when making purchases. The field of consumer behaviour has been thoroughly studied, and a plethora of scholarly material is available online. The issue is that many books fail to address the needs of contemporary consumers or take into account the impact of

technological advancements on them. Businesses across a range of industries, such as food and beverage, hospitality, and retail, will benefit from this study's insights into consumer responses to social media marketing and the most effective ways to meet their needs. Social media data on consumer behaviour and customer requirements can provide businesses with important insights into consumer expectations and what motivates them to buy a particular good or service.

II. A LIMITED REVIEW OF THE INDIAN SKIN INDUSTRY

The development of the hair care and cosmetics industries has a long and intricate history. In India, using skincare products and cosmetics has been a common practice since ancient times. According to an essay by Kunda B. Patkar that was published in the Indian Journal of Plastic Surgery, the earliest records of cosmetics and their application date back to the Indus Valley civilization, which flourished between 2500 and 1550 BC. In ancient India, butter and oil were used for hair removal and cosmetic applications. The changing of the seasons had an impact on some aesthetics, while others adhered to a set pattern.

The Indian cosmetic industry is experiencing a significant boost as a result of the growing demand for cosmetic products, which includes body moisturizers, anti-acne creams and lotions, sun protection products, and general mass and specialty skin brightening products. More and more, the affluent elite view cosmetic procedures and facial care as essential to their lifestyle. Young people, both male and female, drove the majority of the cosmetics sales, placing a high value on personal style, grooming products, and self-care.

2.1 Several well-known social media sites that businesses use to reach their target audience include
1. Facebook
By 2020, Facebook will have over 2.7 billion active monthly users, making it a very popular social media platform with a wide range of users. Consequently, many businesses created a Facebook page. Facebook allows users to share anything, including important company announcements and photos. A business account gives us access to extensive data and potent advertising tools.
2. Instagram
Another hugely popular app is Instagram, which is predicted to have 1 billion active users by 2020. Companies advertise their goods and services on Instagram using a range of strategies, such as Instagram Stories and Instagram Live. Instagram is a platform that primarily features visual media, such as images and videos. Influencers are used by businesses to advertise their goods and services.
3. Twitter
Tweets (less than 240 characters), photos, videos, links, polls, and more can all be shared on Twitter. Using this platform to mention users in their posts and to like and retweet tweets makes it easy to interact with audience. If user's can communicate their material in an engaging manner and have interesting content, Twitter is a great tool for getting the word out quickly. Posts are promoted by hashtags, and if user get retweeted by a popular user, their content might become viral.

III. Cosmetic Industry

The researcher defined the cosmetics industry as comprising the following categories for the purposes of this thesis: skincare, haircare, makeup, fragrances, and hygiene products. According to Statista (2020), the value of the global cosmetics market was estimated at 507.8 billion dollars in 2018. Over the next seven years, the market is projected to increase to 758.4 billion dollars. According to Rider (2020), the market grew by 5.5 percent in 2017 and continued to grow steadily in 2018. Skincare appears to be the most popular category in this market, holding a 39 percent share. Haircare and makeup follow, with 21 and 19 percent shares, respectively (Ridder, 2020).

Skincare products are in high demand these days and have seen a shift in demand as a result of their increased appeal to younger consumers who want to delay the aging process (Mwaisaka, 2017). A select group of multinational companies, including L'Oréal, Shiseido Company, Procter & Gamble Co., Unilever, The Estee Lauder Companies, and Lancôme, dominate the cosmetics industry, claims Ridder (2020). L'Oréal was the top beauty manufacturer in the world in 2018 with revenue of about 31.2 billion dollars, and it continues to lead the market today (Ridder, 2020).Due to these factors, the scope of this paper is limited to the social media landscape of the cosmetics industry, with an emphasis on examining how social media marketing influences consumer choice.

IV. Consumer Decision Making Process

1. Problem recognition
The first stage of the decision-making process for buyers is need recognition. In this stage, the customer becomes aware of a need or discovers that a necessary good or service is lacking. They might become aware of this need as a result of internal or external stimuli. For example, hunger and thirst are examples of internal stimuli. Since internal stimuli cannot be induced, marketers have limited control in this situation. The marketing strategy for the product must concentrate on creating an external stimulus via an effective campaign.

2. Information search
When consumers are prompted by an internal or external stimulus, they begin gathering information from multiple sources regarding potential solutions. While making a choice, consumers also consider their prior interactions with brands. A brand needs to be able to give its customers all the information they require. Consumers ought to be able to communicate with brands, for example, by writing reviews and comments for prospective buyers.

3. Alternatives evaluation
Customers assess their options in this step since various businesses offer ways to satisfy their needs. Marketers have to persuade the customer that their product is better than that of their rivals. Customers evaluate the various options and select the best fit for their needs. This choice could be influenced by the cost, extra features, or other aspects of the good or service.

4. Purchase decision
The customer will ultimately choose to buy one of the options after they have all the information. This decision is mostly influenced by two factors: attitudes and unforeseen contextual elements. The term "attitudes" describes how customers are swayed by the opinions of other customers (for example, through word-of-mouth). Our likelihood of making a purchase from a brand increases if someone whose opinion we respect speaks well of it.

Unexpected changes in any factor that could influence consumers' purchasing decisions are referred to as unexpected situational factors. Unexpected price increases, improved product benefits, etc., are a few examples of these.

5. Post-purchase evaluation
As soon as a customer completes a purchase, a marketer's work is not finished. It's also very important to know if the customer was happy or unhappy with the purchase. If a brand promises more than it can deliver, the product or service will fall short of the customer's expectations.

Ensuring customer satisfaction with product performance is crucial for establishing trust and cultivating a devoted customer base for the brand.

V. Findings

It has been noted that even while social media is important in every way, there are certain disadvantages to using it. When consumers are presented with too much information on a specific product, they become confused. False information can occasionally travel extensively and cause more harm to the media. Customers are not receiving products that are of the original quality due to the wide selection available. The majority of the time, consumers sacrifices quality in order to get a better deal.

VI. Conclusion

Building precise goals for the campaign is strongly advised. Get clear plans for every social media network. It is advised to follow the marketing campaign's consistency as it is crucial for gaining clients. It is suggested that the campaign's message be narrowly focused. Persist up with all events and current affairs, social media advertisements ought to be more prominent in order to draw in more users. More product and service information can be found on social media platforms, which will increase consumer awareness. Only accurate and trustworthy information should be shared on social media to build public confidence.

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