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FACTORS AFFECTING PURCHASING BEHAVIOR OF COSMETIC PRODUCTS THROUGH DIGITAL MARKETING

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ABSTRACT

The rise of Digital Marketing in India has shifted the market from customer oriented marketing to technological customer oriented marketing. With the tremendous growth seen in Indian cosmetic industry, and rise in the digital world has corroboratory bought boom in GDP of India. This paper focuses on what affect the audience to purchase the cosmetic products using Digital Marketing. The paper core area too focuses on what attracts the customers to go for digitalization. India being a late comer in the digitalized field is yet to see the increase in online sales rate in next few years. Indian government is also likely to invest in internet infrastructure. Digital marketing is seen to be effective on the youth mainly, where social media seems to be a transport for communication.

KEYWORDS

digital marketing, cosmetic products, consumers, social media.

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M31, M37, M39.

INTRODUCTION

Indian market size for cosmetic industry has industry got its popularity mainly from the social media channels like Instagram, Face-book and You-tube. These channels created a platform for our emerging industry, which gave rise to Digitalization. Digital Marketing is a type of marketing which promotes products and services using Digital Channels. Digital Marketing has posed a cut throat competition to the retailers. This online shopping revolution is seen emerging in our Indian economy, where customers who go for online shopping of cosmetic products are found delighted with this new mechanism, with prompt delivery and so easy payment mechanism, which has built trust in consumers mind.

If we throw some light on the scenario of digital marketing, India is seen to be the world's largest internet population on 3rd position. That is digital marketing has bought astonishing change in the marketing sector. Also according to various studies, India stands on 5th position as nation to use You-tube. That is, it has also over-showed Television also.

Indian online advertising is growing at a fast pace, which is seemed to be the most affective factor that pursue consumers to buy a cosmetic product online. This sector is constantly growing by innovating their strategies day by day. Youth is their main focus or targeted segment as they are the constant and consistent of customers for online shopping.

There are ample of factors that affect the choice of customers for cosmetic products through online shopping. The choice differs from customers to customers, and what compels, pursued them to go for online shopping for cosmetic products varies.

OBJECTIVES OF THE STUDY

1. Reasons that affect consumers to buy cosmetics products online.
2. Examining the influence of online marketing strategies on consumers.
3. Do online offers create a change in consumer buying behavior for cosmetic products

RESEARCH METHODOLOGY

The methodology used in this study is followed by secondary data, where the data was taken from various published journals, newspapers, articles etc. The researches based on primary data was studied and analyzed. Websites were also referred for few references.

FACTORS THAT AFFECT THE PURCHASING BEHAVIOR OF CUSTOMERS

As the digital era is shooting up in our Indian Economy, there are lot of factors that affect the purchasing behavior of customers when they purchase any cosmetic product online. But the decisions of online shopping are speculative and individual consumers are hard to predict.

1. PRICE FACTOR

Consumers buying behavior based on the price is utmost factor that affect the purchasing for any product. And similarly, digital marketing also faces this. Mostly consumers go for digitalization as they've seen price cut-off for cosmetic products. As digitalization removes the middlemen, the price already gets cut, and the final price which is offered to customers is less than the market price. Customers find easy to compare the prices of cosmetic products online than offline store.

2. RETURN POLICY

This factor is the most important factor that gives the ability to customers to return the product if it doesn't match with their needs and expectations. The feeling of money being wasted or invested wrongly can be saved which persuades consumers to buy more according to their choice.

3. VARIED VARIETY

Digitalization is in itself a wide and interest concept which offers variety of cosmetic products and variety of cosmetic brands. Whether be it skin care products, hair care products, gels, kits etc. that is, all under one roof is available where a customer can easily match his/her need according to the will, even according to the habit of consumer, comparison with other brand with similar product line can be done.

4. EXPANDING INFORMATION THROUGH ADS

Advertising is that communication channel which communicates or informs or delivers the message to the consumers, with detail to make consumers aware of the new launch or existing of products. Thus, social media is the best vehicle update consumers about the digital marketing. As through ads consumers get to know about the new and latest product which is available online. The goal of advertisement itself says to persuade consumers to shop online.

5. TIME SAVING

In this time lock era, consumers have less time to go to a shop, compare the products and prices and then purchase, thus, this factor seems to be most effective for purchasing any cosmetic product online. That is the time and money for going is saved. Thus, the major problem of consumers is saved and by sitting at one place, they can make order according to their choices and needs.

ONLINE MARKETING STRATEGIES THAT INFLUENCE CONSUMERS

As Digital Marketing have opened various alternatives for consumers, which is not possible in offline shopping at once, the most important strategy that online marketers are following in this cut throat competitive market is the promotion by sellers all over and have made direct communication, or interaction with customer online.

Online marketing strategy which mainly they follow-

1. Online marketing gives 1000's of alternatives for a particular cosmetic products.
2. Provides flexibility to consumer according to their taste and preference.
3. Varied variety of choice, as product choice, brand choice, dealer choice is given to them.
4. Some product characteristics are suitable for online shopping like CD's, Books, magazines etc.
5. Online marketers have provided with security and privacy that has left mark on the consumer trust.

CHANGE IN CONSUMER BUYING BEHAVIOR REGARDING ONLINE FACILITIES**1. ACCESSIBILITY**

This facility of shopping anytime is only available with the digital marketing. This is the important factor that changes the mind of consumers from offline to online shopping. The 24*7 hours shopping has attracted many customers surprisingly.

2. QUICK SEARCH

According to the habits of customers, they want full satisfaction with the product features, to compare it with other products, and this facility is only provided in a simple way by this latest and emerging technology. This is again proved to be the successful strategy to attract more consumers.

3. MOTIVATIONS BY OTHER CONSUMERS

As consumer behavior is easily influenced by other consumers, there is a mouth to mouth publicity of any product. If a consumer motivates other consumer about the flexibility and variety available to the consumers they easily get's motivated and try to purchase online, rather than going for offline process.

EXPECTED OUTCOME

Online shopping has gained popularity in young generation and professionals. The outcome of the study is pretty clear that it has built trust on price, quality and quantity on consumer's mind and heart. Through this study the factor that motivates to go with the digital or emerging technology is pretty much clear. Trust is found to be the backbone of digital marketing regarding cosmetic products.

CONCLUSION

After the success of this emerging technology, it is clear with the study, that many factors like, price, time, confidence, quality after sale service, quantity, discounted price are the influencing factors that attract the customer's buying behavior for online purchase regarding cosmetic products. Online buying is proved to be great beneficial to consumers, in terms of time saving, money and convenience.

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