



The role of social media in influencing female consumers' loyalty and purchase intention of makeup in India

Deep Shikha

Scholar, Media Research

Email: mailtoshikha1997@gmail.com

ABSTRACT

BACKGROUND OF THE RESEARCH: This research study was undertaken to study Indian female consumers (who use social media), to determine as to whether the Indian female consumer is influenced by social media in the purchase of a particular „makeup“ product. Marketers mainly focus on customers“ purchase intention, buying behaviour, and brand loyalty.

OBJECTIVES: In this research study have 4 objectives; i.e. Whether Social Media facilitates the creation of Brand Loyalty among female consumers; Identify those criterion variables that influence Purchase Intention in consumers; Identify and measure the relationship between Brand Loyalty and Purchase Intention; determine the role of Social Media in aiding Purchase Intention.

METHODOLOGY: A quantitative method was used in this research. Researcher conducted an online survey viz a Questionnaire obtain data. Probability and Non-Probability sampling was used in this research. In statistical Analysis, this researcher calculated Reliability, Correlation, Regression, and conducted Hypothesis Testing.

RESULT: Researcher used SPSS software to calculate the result. Social media (Independent Variable), Brand loyalty (Dependent Variable), and Purchase Intention (Dependent variable) are the 3 major variables.

Pearson's Coefficient of Correlation was calculated between Social media & Brand loyalty, Social media & Purchase intention & between Purchase Intention and Brand loyalty.

While a correlation was found between each of the 3 variables, it was deemed as being 'statistically insignificant' and a 'very weak correlation', given the values obtained for 'r'.

KEYWORDS: Social Media, Purchase Intention, Brand Loyalty, Gratification, Product Awareness.

INTRODUCTION

In contemporary society, social media is used by nearly anyone with access to the WWW and Internet. Women make up a large part of this consumer base. Now, Women no longer just depend on the market to get make-up products, but are increasingly placing their trust in online shopping. With the help of social media, they acquire information related to make-up products

to discern as to which brand is selling the best product or service, the price of the product, which product they can afford and which product they would like to purchase. Today, the multibillion-dollar cosmetic industry is one of the most profitable industries in the world. According to a 'FranchiseIndia' report, the Indian cosmetic market is expected to register an annual growth of 25 per cent, reaching approximately USD 20 billion by 2025.

CONSUMER/CUSTOMER

Consumer and customer are different in meaning. The person who buys a product or services from a seller is known as the 'Customer' and the person who in general uses a product, is known as a 'Consumer'.

Thus, a customer is an individual who buys a product, while a consumer is one who uses a product. Customer can be an Individual or an Organization, while a consumer is an Individual, Family or Group of people.

Taylor and Baker (2009) say that consumers use products and customers purchase products. According to the 'International Dictionary of Management', "Consumer is a purchaser of goods and services for immediate use or consumption".

Customer: Is one who purchases goods for his/her own use or for the use of others or else he/she is regular customer of a particular product or a regular customer of a particular shop.

FEMALE CONSUMER'S (INDIA)

Women use a cosmetic product or makeup product to look young, or beautiful & attractive. Some women use make-up products as it is their professional need. Nowadays, even school-going girls make use of make-up products.

According to Gutman (2009), women empowerment has not only improved the social status of women, but has also affected the purchasing behaviour of women consumers. In this context, Gutman (2009) mentions that women consider wearing cosmetics as a form of social politeness.

Approximately 631 million women live in India today. By 2025, they and other Indian consumers will make up the world's third-largest economy. Dove's latest campaign aims to inspire India to embrace its diversity in beauty, widening the existing beauty ideal, And the Campaign name is CELEBRATING REAL WOMEN. Research conducted by 'Dove' reveals that 76% of Indian women believe that, in today's society, it is critical to meet certain beauty standards, and that 80% of women and 77% of girls believe that to do well in life, they need to look a certain way.

BRAND AWARENESS

'Brand awareness' is a marketing term which implies that the consumer is able to recognize a product by its name. Through brand awareness, marketers are able to obtain information on the extent/degree to which the consumers are 'connected' to a particular brand, its products and services. Social media is increasingly playing a bigger role in generating brand awareness among customers/potential customers and consumers alike

Hoyer and Brown (2009) mentioned that brand awareness is a measure of the knowledge of the products and services among the niche market.

Farquhar (2012) mentioned that it is crucial that consumers be able to recall the brand from a specific product category. He also mentioned that, brand awareness enhances the probability of considering the brand.

Further, Aaker (2011) added that brand awareness can stimulate consumers' decision-making process, by affecting brand associations that generate brand image.

Kapferer and Roussel (2010) cited that, brand awareness is an integral part of brand equity that enables the customers to restore information about the brand in his/her memory.

Hoeffler and Keller (2012) argued that, it is easier for the consumers to recognise the brand rather than recalling it. Brand awareness can be improved through the proper selection of brand name (such as simplicity of the name), its uniqueness or distinct features. For example, Coca Cola has been recognised by the customers as coke.

PURCHASE INTENTION

The willingness of the consumers to purchase a particular product or service is known as 'purchase intention' (Taylor and Baker, 2009).

Purchase intention is a very important metric in marketing. 'Intention' or 'purpose based' marketing is about marketing a product & items based on the aims of the consumers or the consumer's intent to accept, buy or use a selected product or service which may or may not have been named by the company or brand. Purchase intention as a measure, is effective in designing marketing activities or promotions.

Balakrishnan, Dahnil, and Yi (2014) discussed that purchase intention may represent the degree of perceptual confidence of a consumer to purchase a specific product or service.

Shah et al. (2012) stated that purchase intention can be considered as a kind of decision-making that contracts with the reason of purchase of a particular brand by consumers.

Mirabi, Akbariyeh, and Tahmasebifard (2015) defined purchase intention as the condition where the consumer tends to buy a particular product in a given situation. Customer purchase decision can be treated as a difficult process. On the other hand, **(Gogoi, 2013)** Purchase intention is connected to the nature, thoughts, and behaviour of the consumers.

Till and Bustler (2009), According to them, brands are the most popular rule of thumb in the contemporary market scenario. Through the help of the brand, the consumers facilitate purchase decisions.

CUSTOMER BRAND LOYALTY

Customers prefer to only use a particular product. Even if the price of the product increases, they will still use that particular product. If a favoured brand was to launch another new product, the customer will tend to try that new product based on her experience as a loyal customer of the Brand.

Such behaviour is typified as 'Customer or Brand Loyalty'; a potent behaviour that can be exemplified through the infamous 'Fair & Lovely Fairness Cream'. Some women continue



with the use of this 'Fairness Cream' even though they are aware of the legal allegations of discrimination that has been levelled against the brand.

Thus, customer loyalty is described as being an attitudinal and behavioural concept, where there is a marked tendency to prefer one brand over the other (Holmes, 2011).

One of the most important benefits of customer loyalty is, that it influences the consumers to purchase more frequently from a particular shop (Laroche, Habibi and Richard, 2013).

Dick and Basu (2009) mentioned that in most of the cases, customer loyalty can be created through familiarity or comfort with the brand.

McAlexander, Schouten and Koenig (2012) says, that considering the online communities, it can be stated that social structure has positive effects on both trust and loyalty. Moreover, Chaudhuri and Holbrook (2011) also mentioned that brand trust has a mediating role in converting brand community into brand loyalty.

SOCIAL MEDIA AND ONLINE MARKETING

Statista 2020 shows that the number of social media users in India stood at 326.1 million in 2018. The number of Social network users in the country are projected to be almost 448 million by 2023. Nowadays most people use social media. So, marketers promote their brand or product on social media platforms, and customers are influenced to purchase the product. Working women (or women with a busy schedule) often can't make the time to go to market and buy a product. In such a situation, they resort to social media or online marketing platforms for ease and convenience to buy a product. Consequently, many make-up brands are launching make-up apps, as also giving attractive offers and discounts or lowering the price of their product to attract consumers and thus increase their customer base.

According to Dhar and Jha (2014), in recent times, companies are using social media platforms for making profits. They also mention that, in the case of online-marketing the role of social media platforms is crucial; particularly platforms like Twitter, Google Plus, Flickr, YouTube, Facebook etc. are used by marketers to promote their products and services in the global market (Bird, Channon and Ehrenberg, 2009).

PURPOSE OF THE STUDY

This research paper aims at shedding a brief light on the relationship (if any) between Social Media (taken as an Independent Variable) and Brand Loyalty and Purchase Intention (taken as Dependent Variables). Criterion variables used as a means to gauge/assess this relationship were -

Price,
Quality
Features

Brand Name

The above criterion variables were positioned as markers in the different items of the Questionnaire. The main motivation for undertaking this research is to get brief information on how (if at all) the Indian female consumer is influenced by social media in her decision-making process with respect to a particular make - up product. The data obtained, its analysis and interpretation will serve in determining as to whether there is a relationship, as also, the strength of such relationship between Social Media, Brand Loyalty and Purchase Intention.

OBJECTIVES OF THE RESEARCH

To determine, as to whether use of Social Media facilitates the creation of Brand Loyalty among female customers/potential customers & consumers.

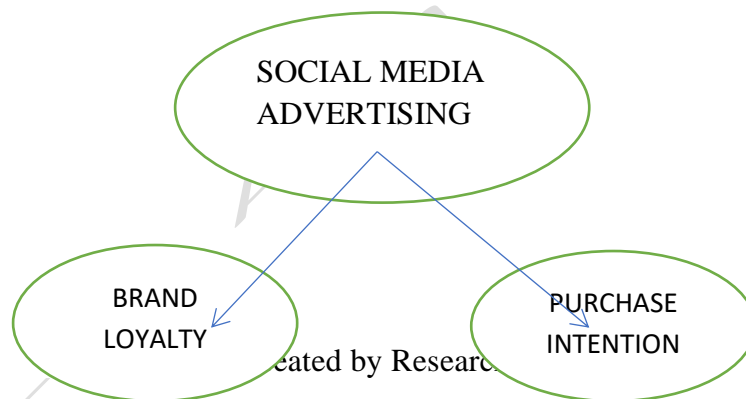
To identify those criterion variables that influence Purchase Intention in consumers.

To identify and measure the relationship between Brand Loyalty and Purchase Intention

To determine the role of Social Media in aiding Purchase Intention.

LITERATURE REVIEW

The purpose of this chapter is to critically review the literature related to the theoretical concept of the topic of “ROLE OF SOCIAL MEDIA INFLUENCING FEMALE CONSUMER’S - STUDY OF DELHI”. The literature review was conducted to abet this researcher in ascertaining a definite direction for her study.



Bamini KPD Balakrishnan, **Mohd Irwan Dahnil, Wong Jiunn Yi (August 2014)**, found that online marketing communication, specifically E-WOM, online communication and online advertisements, are affective in promoting brand and production through the company’s website and social media platforms.

Dr. Hamza Salim Khraim (2011) find that, Brand loyalty is important for an organization to ensure that its product is kept in the minds of consumers and prevent them from switching to other brands. He also mentions that Brand loyalty was not easy to obtain and maintain, because there were many forces drawing consumers away; such as competition, consumers’ thirst for variety, etc. From the analysis of this study, it was shown that there are six factors of brand

loyalty that were appropriate to the UAE environment, namely, ‘brand name’, ‘product quality’, ‘price’, ‘promotion’, ‘service quality’ and ‘store environment’.

Rana Mohammadzadeh(2015) mention that, cumulatively speaking - ‘price’, ‘brand name’, ‘design’, and ‘product quality’ appear to be the main indicators of brand image in the cosmetics industry. The quality of a cosmetic product plays a key role in raising the image of the brand. The image of the cosmetic brand increases customers’ purchase intention. The brand name positively intensifies the brand image, and name of a cosmetic brand improves image of that brand. The design and appearance of cosmetic products are very important in shaping and enhancing the brand image.

Social Media - Social media can be described as an activity, behaviour or practice among a group of people, who gather online to share information, knowledge, and views, through the usage of conversational media (**Safko and Brake, 2009**).

Erdogmus and Cicek (2012) explained that social media is a means of communication that have features similar to Web 2.0; i.e. they are mutual, participatory and have user-empowering and knowledge sharing tools, that are available on the web. A company, by implementing social media marketing strategies, can use time and resources efficiently and establish an enhanced foundation for communication with the consumer base to promote brand loyalty beyond conventional methods (Akhtar, 2011; Jackson, 2011).

According to a study by ‘*Info-graphics*’, at least half of Facebook and Twitter users have said that they become more inclined towards talking about, promoting or buying a company's product after engaging with the company over social media (Jackson, 2011).

Aaker and Keller (1990) mentioned that customers are loyal to brands when they have high awareness of the brand and it has a good image. Higher brand awareness enhances consumers’ loyalty and purchase intention. Gustafsson, Johnson, and Roos (2005) defined customer satisfaction as the evaluation of a product after consumption. This satisfaction has positive effects on maintaining customers among different kinds of services and products. Satisfaction is related to attaining whatever we want. For customer satisfaction, a company should improve its services and product. Companies with product innovation tend to have higher customer satisfaction (Mostaghel, 2006).

RESEARCH METHODOLOGY

In this chapter, the researcher describes how data collection techniques and analysis conducted, met the objectives.

To collect the data, there are two types of method, primary and secondary data. Primary data shows the opinion of the respondents on a particular issue and it is mainly unused data (Denzin and Lincoln, 2011), collected through survey and interviews.

In this research, the researcher collected primary data through a questionnaire and used SPSS software to determine the 'Reliability' of the Questionnaire and 'Correlation' between the dependent and independent variables associated with the study.

RESEARCH APPROACH/DESIGN: QUANTITATIVE

Research designs can be divided into two major types – Quantitative and Qualitative.

Bryman and Bell (2007) stated that qualitative research is a research strategy that indicates the relationship between theory and research and usually emphasizes on how theories were generated.

According to Matthews & Ross (2010) quantitative research methods are basically applied to the collection of data that is structured and which could be represented numerically.

This researcher has applied a quantitative research design with the motive of seeking a connection between independent and dependent variables.

For instance, the researcher has examined the role of social media tools (independent variable) as a facilitator in creating brand loyalty among customers, and as also a means to gauge purchase intention (dependent variable) of a consumer.

DATA COLLECTION METHOD: QUESTIONNAIRE

According to Denzin and Lincoln (2011), the questionnaire can be considered as a set of questions framed to conduct a survey or interview with a group of respondents. The main purpose of the questionnaire is to collect primary data on the concerned subject.

Moreover, Saunders, Lewis, and Thornhill (2012) mentioned that questionnaire can help the researcher to accumulate a wide range of facts which are relevant for the concerned study. More than one scale has been used by the researcher in the questionnaire.

QUESTIONNAIRE DESIGN

Saunders, Lewis and Thornhill (2012) mentioned that for conducting the questionnaire-based survey in most effective manner, the researcher is required to develop the questionnaire in accordance with the research objectives. In this research, researcher has considered the research objectives while developing the questionnaire.



The questionnaire has been divided into four major parts. In the first part, questions have been designed to address demographics. In the second part, the researcher has framed questions to understand the perception of respondents with regards to the role of social media as a tool to increase customer loyalty among the customers.

The third section of the questionnaire consists of questions that assess the concept of brand loyalty among respondents'; and finally, the fourth set of questions has been framed for detecting the notion of customer purchase intention.

SAMPLING

Sampling is the most important part of research, as it is the first step toward data organization and analysis. A small sample size can raise the issue of researcher bias; while a large sample size can consume a lot of time and make data analysis complex.

Sampling can be broadly classified into 'Probability Sampling' and 'Non-Probability Sampling' (Chawla et al. 2012), and in this research. The researcher used both sampling techniques.

The District of South - West Delhi was identified for demarcating a Population for this research study. A 'Sampling Frame' consisting of the following areas –

Dwarka (All sectors)
Bijwasan,
Chhawla,
Kharkhari Nahar,
Jaffarpur Kalan,
Jhuljhuli,
Kapashera,
Jharoda Kalan,
Rajokri,
Nangal Dewat and
Ghitorni.
Uttam Nagar West

Uttam Nagar East.

was drawn up from this Population.

This researcher then employed 'Convenience sampling' deciding upon only 3 areas from which respondents would be selected; followed by 'Simple Random Sampling' technique (lottery system) to select the areas from which the respondents would be selected.

Dwarka Mor

Uttam Nagar West

Uttam Nagar East

To obtain sample respondents from the above 3 finalised upon areas, this researcher made use of online convenience and snowball sampling techniques.

A sample size ($n=95$) was considered (since $n \approx 100$, an ideal sample size). Further, ' $n \geq 30$ ' is adequate for a 'Z - Test'.

DATA ANALYSIS

To analyse the primary data (responses of the consumers, customers and potential customers), the researcher used SPSS. According to Gulati (2009), the effectiveness of the research output mainly depends on the tools used to analyse the data.

Through SPSS, responses have been analysed through statistics such as correlation and reliability.

In this part of the research, the researcher has explained the methods, tools, and techniques used in the study to meet the research objectives. Based on the given context, selection of a particular methodology has been justified by the researcher. However, due to constraints of time, the researcher could not obtain a sufficiently large sample, thus affecting the reliability of data.

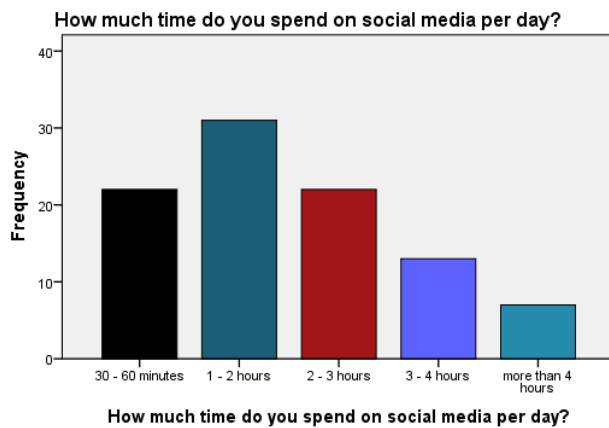
Moreover, too much dependency on the primary data can also be considered as a limitation of the study. Also, relying only on quantitative methods may also be considered as a limitation of this research study.

In this section the researcher has mainly discussed the interpretation of the obtained results. With the help of SPSS software, the researcher has conducted reliability testing and a correlation analysis of the responses procured from respondents.

The researcher has conducted data analysis with the help of quantitative methods viz – Exploratory, Descriptive & Correlational analysis of primary data.

Social Media Use

How much time do you spend on social media per day?			
		Frequency	Percent
Valid	30 - 60 minutes	22	23.2
	1 - 2 hours	31	32.6
	2 - 3 hours	22	23.2
	3 - 4 hours	13	13.7
	more than 4 hours	7	7.4
	Total	95	100.0



The above table presents demographic data collected from the female consumers as the makeup - products have mainly been purchased by the female consumers. Figure 1, Most of the participants are from the age group, '21-25' years. It indicates the preference of the young consumers.

Figure 2, Shows that most of the females are postgraduate. Figure 3, Shows that most of the females are unmarried. Figure 4, Shows that most female are private employee and respondents visit the social media sites either once in one to two hours or twice in an hour.

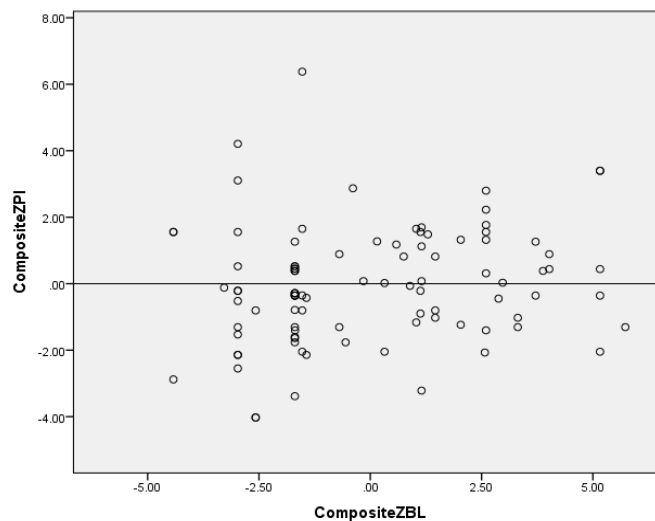
CORRELATION

Output Table (Correlation b/w Purchase Intention & Brand Loyalty)

Correlations			
		CompositeZPI	CompositeZBL
CompositeZPI	Pearson Correlation	1	.179
	Sig. (2-tailed)		.083
	N	95	95

CompositeZBL	Pearson Correlation	.179	1
	Sig. (2-tailed)	.083	
	N	95	95

Correlations			CompositeZPI	CompositeZBL
Kendall's tau_b	CompositeZPI	Correlation Coefficient	1.000	.136
		Sig. (2-tailed)	.	.060
		N	95	95
	CompositeZBL	Correlation Coefficient	.136	1.000
		Sig. (2-tailed)	.060	.
		N	95	95
Spearman's rho	CompositeZPI	Correlation Coefficient	1.000	.189
		Sig. (2-tailed)	.	.066
		N	95	95
	CompositeZBL	Correlation Coefficient	.189	1.000
		Sig. (2-tailed)	.066	.
		N	95	95



Output table (Correlation b/w Purchase Intention & Social Media)

REGRESSION AND HYPOTHESIS TESTING

Regression analysis is a statistical tool used to model the relationship between a dependent variable and one or more independent variables. Specifically, regression analysis describes how the typical value of the dependent variable changes when any one of the independent variables increases or decreases, while holding the other independent variables constant (Tseng, Fu, Lu, & Shieh, 2011).

It is often considered as one of the most effective tools for testing hypothesis. Most significantly, with the help of the regression analysis, the researcher can measure changes in the Dependent variable with respect to a 1 unit change in the Independent variable (Peduzzi et al. 2008).

Out Put Table (Regression b/w Social Media & Brand Loyalty)

Ho: There is no statistically significant relationship between Composite ZSM and Composite ZBR

H1: There is a statistically significant relationship between Composite ZSM and Composite ZBR

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.190 ^a	.036	.026		2.56254

a. Predictors: (Constant), CompositeZSM

b. Dependent Variable: CompositeZBL

ANOVA^a

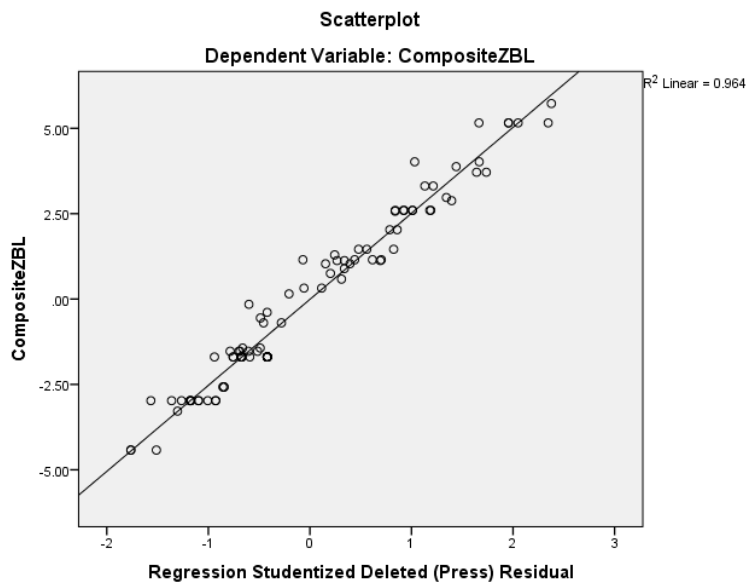
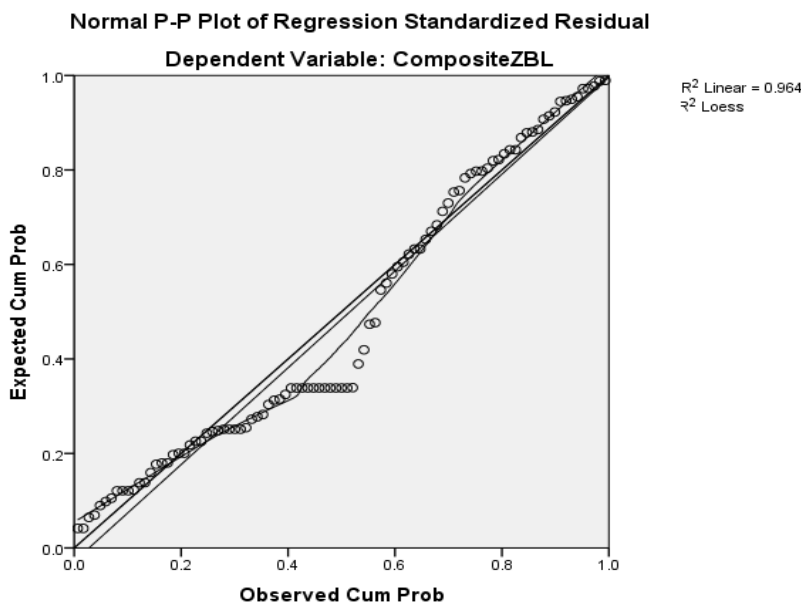
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.841	1	22.841	3.478	.065 ^b
	Residual	610.695	93	6.567		
	Total	633.536	94			

a. Dependent Variable: CompositeZBL

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.499E-005	.263		.000	1.000
CompositeZSM	.193	.103	.190	1.865	.065

a. Dependent Variable: CompositeZBL





This output is in concurrence/agreement with the result of Correlation Analysis; 'r'= 0.190.

However, as this model has been constructed as a means to gauge human behaviour, the small value of R^2 (.036) still implies a relationship between Composite Z Social Media & Composite Z Brand Loyalty, though this relationship is not statistically significant. ($P > \alpha$)

Thus only 3.6% of Variance/Variation in the response variable ‘

DISCUSSION

The correlation analysis conducted in this research has revealed a low correlation between brand awareness and customer loyalty. In other words, from the correlation analysis, it can be stated that by offering brand related information, the Makeup companies have not been able to create loyalty factor among the customers on social media. From the correlation between customer loyalty and purchase intention, it has been observed that a low correlation exists between these two variables. As a result of that the connection between customer loyalty and purchase intention is very poor in this case. Moreover, from the other independent variables, it has been found that the impact of these variables on customer loyalty is not so significant. From these observations, it can be inferred that the Indian consumers can easily switch over among the makeup brands as the loyalty factor is poor.

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