

**THE INFLUENCE OF BEAUTY RELATED  
YOUTUBE CONTENT ON CONSUMERS  
PURCHASE INTENSION**

**PROJECT REPORT**

Submitted To

**MAHATMA GANDHI UNIVERSITY,  
KOTTAYAM**

In partial fulfillment of the requirements for the award of the  
degree of

**MASTER OF COMMERCE**

Submitted by

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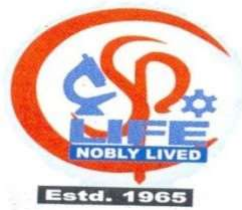
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**DEPARTMENT OF COMMERCE**

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**KALAMASSERY**

**2018-2020**

## **DECLARATION**

I, **LITTISHA K.J (Reg. No. 180011024111)** hereby declare that the project report entitled **“THE INFLUENCE OF BEAUTY RELATED YOUTUBE CONTENT ON CONSUMER’S PURCHASE INTENSION”** is a bonafide work done by me under the guidance and supervision of Prof. Shiju. C.R, Department of Commerce, St. Paul’s College, Kalamassery.

I also declare that this work has not been submitted by me fully or partially for the award of any other degree, fellowship, associateship or other similar title of any other university or board.

Place : Kalamassery

LITTISHA K.J

Date :

(Reg. No. 180011024111)

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I would like to place on record my sincere and whole hearted thanks to my guide Prof. Shiju C.R, Department of Commerce, St. Paul's College, Kalamassery for his valuable guidance, and keen interest taken for the successful completion of this project report.

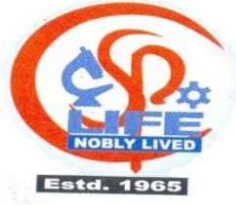
I also express my heartfelt thanks to respected teachers of my department for the great assistance and co-operation given to me in completing this task.

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**CERTIFICATE**

This is to certify that the project work entitled **“THE INFLUENCE OF BEAUTY RELATED YOUTUBE CONTENT ON CONSUMERS PURCHASE INTENSION”** is a bonafide piece of work done by **MISS. LITTISHA K.J (Reg. No.180011024111)**, in partial fulfillment of the requirements for the award of degree of Master of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance and that no part thereof has been presented earlier for the award of any other fellowship, associateship etc.

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**CHAPTER - 1**  
**INTRODUCTION**



**CHAPTER – 2**  
**REVIEW OF LITERATURE**

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## 1.1 INTRODUCTION

In the wake of economic development, the Indian economy has witnessed a noteworthy growth in information technology. The rate of penetration of the internet in urban and rural areas to some extent is commendable and phenomenal. The increase in online users has paved the way for the marketers to reorganize their traditional vehicles of communication and make use of the internet as a marketing medium for possible communications. With the rapid development of the information technologies worldwide in the past decade, advertisers have been increasingly relying on various modes of interactive technology to advertise and promote their products and services. In recent years, social networking sites are progressively gaining primacy as a tool for e-commerce for online shopping throughout the world. The emergence and popularity of online social networks in recent years has changed the internet ecosystem leading to a more collaborative environment. Nowadays, hundreds of millions of internet users participate in social networks, form communities, produce and consume media content in revolutionary ways. Recently, social media has remarkably changed the communication landscape. It has become the main channel for social interaction and communication. Social networks provide a powerful reflection of the structure and dynamics of the society of the 21st century. Social media is shifting the power from the marketers to the consumers, as the democracy allowed in social media and all users as customers can now be in contact with each other exchanging the information about products and services.<sup>1</sup>

In the social network category, various social networking sites are included such as Face book, Twitter, Whatsapp, Wechat, Instagram, LinkedIn, Google+, MySpace, etc. With the appropriate use of the social media, a lot of organizations are able to benefit from each other in many ways such as sharing of ideas, communication becoming better and the workplace environment becoming enhanced.

You tube had impact in many fields, with some individual you tube videos having directly shaped world events. You tube enables inexpensive distribution of educational content, including course materials from educational institution. You tube videos increases awareness of social issues. There are many social media like Facebook, Twitter, You tube etc. with being the second largest search engine, you tube can help a business become success in their marketing efforts. It enables inexpensive

creation and distribution of academic educational content as well as “how to” created videos by individual you tubers. This study shows the you tube has become part of the daily life of many youngsters.

## **1.2 SIGNIFICANCE OF THE STUDY**

The World Wide Web has changed over the past few years. Whereas was new to most internet users a few years ago, it has now become part of many daily lives in youth. This study describes the rise in social media, the swift to user-generated content and the behavior in social media. Youth nowadays raised in the era of smartphones and do not remember a time before social media. Nowadays the new generation of social influencers can be found online. This research describes the difference between traditional influencers and YouTube’s, why you tubers identify their and the social cognitive theory that explains this phenomenon. This research will explain the you tubers marketing and the influence you tubers have on the youth’s behavior.

## **1.3 OBJECTIVES**

1. To find out the influence of YouTube’s had on the behavior of youngsters.
2. To know, how aware youngsters are of the influence and the commercial market behind YouTube’s.
3. To know, how much youngsters identify with their favorite YouTube and want to be like them.

## **HYPOTHESIS**

H0: There is no impact of you tubers among youngsters.

H1: There is impact of you tubers among youngsters



## 1.4 SCOPE OF THE STUDY

The majority of youth who have access to the internet have spent their fair share of time on you tube. You tube is a video sharing platform that has been around since 2005. It started as a way for people to upload their content, whether they just wanted to share with friends, give a video presentation to their class, or give some tutorial on how to something.

Interpretation of focused grouped: - age group between 17 to 25.

### Source of data

20 samples collected from below five reputed colleges in Ernakulum city totaling 100 samples overall.

1. St. Paul's college kalamassery
2. St. Albert's college Ernakulum
3. St. Theresa's college Ernakulum
4. Maharajas college, Ernakulum
5. Bharat Matha College, Thrikkakkara

## 1.5 RESEARCH METHODOLOGY

In order to investigate the stated research question, this study has a qualitative study approach. Since the research objective is primarily exploratory in nature, a semi-structured interviewing technique was chosen.

**Data collection:** - A semi-structured interview consists of several key questions focusing on five reputed colleges in Ernakulum city.

**Sampling:** - simple random sampling is used, every member of the population has an equal chance of being selected. Sampling frame included the whole population.

**Tools used:** - Data is analyzed with the correlation and other quantitative methods are presented in numbers and graphical presentation is applied. an example would be calculated mathematically. Also, method of correlation and statistical charts.

## 1.6 LIMITATIONS

- This study only confined to youngster's further study can be made on other age groups.
- This study only confined on to one platform that is youngsterS.
- It was little time consuming.
- The study is restricted to only 100 users of youngster's
- The study was limited to Ernakulam district
- All variance could not be covered under the study.
- As the study was conducted for a limited period the results may not whole good for long term.

## REVIEW OF LITERATURE

Studies on various aspects of advertisements in social media connected directly and indirectly with the present study are reviewed in this chapter. The review of literature is highly useful to design the present study as it indicates the research gap in the study on effectiveness of advertisements in social media with special reference to women cosmetics. The study of advertisements in social media has attracted the attention of many researchers and practitioners irrespective of countries, be it developed, developing or least developed. Therefore, studies on these experiments of such countries are also reviewed in this chapter.

**Kiang and Chi (2001)**<sup>1</sup>analyzed the potential benefits of internet marketing. The tremendous growth of the internet has created opportunities for consumers and firms to participate in an online global marketplace. The social networking sites have provided a rare opportunity especially for small to medium sized enterprises. It moves organizations beyond the physical constraints of their traditional distribution channels and creates a worldwide virtual community in which SMEs can compete with large enterprises. The potential of the social networking sites as a commercial medium and market has been widely documented in a variety of publications. However, the literature to date on electronic commerce is by and large anecdotal. Both successful and unsuccessful cases of internet marketing have been reported. There are no proven successful models that can help the management to determine the benefits that social media marketing could provide for their business. A web site gives direct contact between the organization and the consumer. The rapid developments of online computing technology, some especially targeted at SMEs, make it inevitable for businesses not to seriously consider the social media marketing as an alternative distribution channel to avoid losing competitive advantage.

**Stay (2008)**<sup>2</sup> argue that Face book has not hit the sweet spot when it comes to giving a brand or business a place in its network. In a review of the opportunities and limitations of using Face book for business, Stay outlines Face book pages, groups applications, advertising, polls and Facebook connect as the opportunities while more application integration points for pages, more pages integration with the rest of Face book, skinning and customization on pages and finally better access to business tolls as to what Face book needs to do to be considered as a better platform for business. From the above

reviews, the researchers realized that it is apparent that the personal and social nature of Face book platform have given it an added advantage in advertising, and have made it a useful tool for business if properly utilized. All social networking sites are concerned with building relationships with current and potential customers and Face book is a great platform to do that.

**Akar and Topcu** (2011)<sup>4</sup> identified the factors that usually affect the attitude of the consumers towards embracing marketing through the social media. The population of the 18 study was 18-24 years undergraduate students at Afyon Kocatepe University in Turkey. The method of study was through the use of questionnaires that were prepared for the purpose of gathering data and 400 students in the university were studied. The researchers used statistical software SPSS version 15.0. The findings of the research were use of social media knowledge of social media; following of social media and fears about marketing with social media. All had an effect on attitudes towards marketing with social media.

**Baird and Parasnis** (2011)<sup>5</sup> discovered that there is a gap between what companies think consumers are interested in and what consumers want from their social media interactions in reality. Consumers spend their time, provide personal information about themselves and they can even support the brand. Therefore they are expecting something tangible in return for that. The study reveals that most consumers interact with companies through social media when they want to get a discount or to purchase products. Reading reviews and product ranking was mentioned in the third place. To gain general and exclusive information was also a motivation mentioned among other reasons behind interaction with a brand through social media. The sixth place was occupied by the desire to learn about new products.

**Thirushen Naidoo** (2011). The effectiveness of advertising through the social media in Gauteng, Dissertation submitted to North-West University. Correlations and factors that affect the effectiveness of advertisement on face book. The target audience utilized is based on the geographical region of Gauteng. A survey was circulated via email to everyday 189 consumers. Their attitude towards the brand used in the survey, as well as their loyalty to the brand, was explored. Descriptive statistics and correlations revealed that many factors actually influence one's attitude to a brand and the actual effectiveness of the advertisement. Some trends of interest that were found were the

facts that brands that have achieved a strong market presence, automatically attract the attention of consumers in the advertisements. The use of models correlated to the thought processes of consumers also played a role in determining how advertisements are actually perceived. There are four particular constituents that contribute to advertising effectiveness on Face book, namely brand engagement, brand attitude, brand image and consumer engagement. In conclusion, for advertisement to be effective on Face book, a brand must be established and have a strong brand reputation as the advertisements on Face book serve to supplement the brand rather than to put the brand up the ranks in terms of reputation. It is suggested that the survey was reviewed and the study expanded to a less stratified and more multi-cultural environment.

**Rita Njoroge** (2011) examined the impact of social media among the youth on behaviour change, attitude and perception. The target population for this study includes 80 university students in 4 selected universities in Nairobi, Kenya. The study proposes to use probability sampling. A total of 20 students from each selected university were issued with a questionnaire to fill in for the study. In this study, data were collected by means of questionnaires and interviews. The study further found out that most of the youth were on social media with Face book, what's app and Twitter topping the list. Most of these respondents used their mobile phones to access the internet especially on what's app – a mobile phone application. They prefer social media because their message was received in real time where 61.7% either agreed or strongly agreed, 86.3% either agreed or strongly agreed that sending an e-mail was a lot faster than writing a letter, another 86.3% agreed or strongly agreed that in social media, a reply is received almost effectively to the young people, school and government agencies should adopt social media as one of their means of communication. To avoid having a generation that does not have face to face communication skills, all the stakeholders should consider organizing social events that the youth would use to interact and mingle with each other physically. The findings of this study should be used in policy formulation at levels of learning that the youth are inclusive such as high schools and universities and in government agents that deal with the youth.

**Monica Ramsunder** (2011) investigated the impact of social media marketing on a consumer's purchase decision in the South African tyre industry which addressed traditional marketing strategies, the consumer's purchase decision journey and social media marketing strategy. The research instruments used in this study was a

questionnaire which was designed specifically for the purpose of this research study. The questionnaire was based on the literature review and specifically addressed that the main purpose of social media was connectivity; the ability to meet new people, create new contacts and develop networks and create new customers and business associates. If managed and maintained appropriately, organizations could utilize the power of social media marketing to promote its brand, gain insight into the market and assess how consumers would feel about its brands. As thousands of users visit social media platforms daily, social media marketing allows marketers to reach and talk to a mass of audience at a little or no cost.

**Hooda and Aggarwal (2012)** examined the key consumer behaviour attribute and related with them in E-Marketing perspective. Attempt was made to study the acceptance rate of e-marketing among the Jaipur consumers and its impact on their purchase decision. Further acceptance of e-marketing and the impact of frequency of web

**Ramsunder, Monica (2011)** "The impact of social media marketing on purchase decision in the tyre Most of the respondents irrespective of gender of different age group find e-shopping more convenient and time saving and prefer credit cards as the convenient mode of payment. In the business-to-consumer segment, sales through the web have been increasing. Customers, not only those from well-developed countries but also those from developing countries, are getting used to the new shopping channel. e-marketing is gaining popularity among people not especially among the younger generation but equally among all age groups. People have hesitation in using e-service due to security concerns, lack of physical approach towards product offered, delays in product delivery along with price and quality concerns.

**Phanugorn Poo-im and Sangkan Savaikiat (2012)** investigated and analysed whether the cultural dimensional of collectivism among Thais had an influential impact on the effectiveness of social network marketing implementation on clothing retailing companies towards online customers or not. The study had employed both primary and secondary data to operationalize the conceptual framework. A questionnaire was prepared and given to 160 respondents and the interview of two Thai expert marketers had been carried out to operationalize this research question. The collectivistic behaviours among Thais showed a slightly positive relationship which supported the

effectiveness of social network marketing implementation. The other influential factors, apart from collectivism, were detergency in educational levels, knowledge of using social network, smart phone trends and internet facility readiness. According to the analysis, the results showed that Thai collectivism was not the sole factor that influentially had an impact on Thai behaviour in social network usage. The correlative values between Thai collectivism and the social network effectiveness showed 'slightly positive' relationship, 0.18, towards each other. Another 'slightly positive' relationship, 0.17, also considered to be more was the degree of collectivism as indicated by the number of group association in social network, to some extent, boost the effectiveness in social network marketing. The other feasible factors involved the variation of educational levels among

**Eleonora Pantano** (2012)<sup>1</sup> investigated to what extent social networks, as Face book, influence consumer's purchasing decision. They found that enjoyment was a key determinant of social networks usage as tools for supporting the purchasing decision. They also suggested that consumer's usefulness perception of recommendations and suggestions on products on Face book, consumers' enjoyment in the use of the social network-Face book for information searching on products and brands and perceived ease of use of the provided tools influence consumers 'attitude in using the system as supporting tool for their purchasing decision. They also suggested a casual positive relationship between attitude of customers towards social media and behavioural intention.

**Saadia Nasir et al.** (2012)<sup>12</sup> made an attempt to study: What was the basic source of marketing communication chosen by women for brand awareness? Which source of marketing communication was more powerful: WOM or SNS? What were the ways in which communication media was influencing the consumers' decision making process? Was there any correlation between the household income and buying power of branded clothes? Was there any significant relationship between household income and the monthly buying behaviour? The study was conducted in Lahore. Keeping in mind the research topic, target population was restricted to females who used social networking sites. The sample size taken was 200 women. For this research both primary and secondary data were collected. Questionnaire was designed to collect primary data. Research papers, books and websites were used to collect secondary data. SPSS and Ms Excel were the software used to analyse data. The statistical techniques used were

comparison tables, bar charts, crosstabs, coronach alpha, chi-square and two sample t-test with equal variances. On the basis of results obtained, they concluded that word of mouth had greater impact than Social networking sites. The reason behind this was the reliability of word of mouth. The reason found out was that people trust their friends/family's opinion more than other marketing media. Although social networking sites had high reach, it was less effective than the word of mouth. Moreover, there was a positive relationship between household income and monthly buying behaviour. On the other hand, there was no co-relation between household income and preference to designer clothes. This means that household income does not play a role in preferring designer clothes. It was found out that people belonging to low income groups also prefer buying designer clothes.

**Bashar et al.** (2012) examined the effectiveness of social media as a marketing tool and an effort had been made to analyse the extent social media helped consumers in buying decision making. Results of the paper suggested that the medium is growing very fast and hold huge potential but is still in its nascent stage in India. Therefore, it is time for the companies to make effective strategies and execute them to win larger share of business through this revolutionary medium and become the innovative firm of coming future. 12 Nasir,S., Vel,P. & Mateen, H. 2012,'Social media and buying behavior of women in Pakistan towards the purchase of textile garments', Business management dynamics, Vol. 2, No. 2, pp.61-69. 13 Bashar,A., Ahmad, I., & Wasiq, M. (2012). Effectiveness of social media as a marketing tool: An empirical study, International Journal of Marketing, Financial services & Management research, Vol: 1(11), pp.88-99.

**Vij and Sharma** (2013)<sup>14</sup> had done a study on social media experience of consumers and marketers in the State of Punjab. Based on the results of the study and reviewed literature, the paper suggested the measures for effective Social Media Marketing strategies and that above all, social media marketing content should be 'interesting', 'informative', 'interactive' and 'reliable'. Marketers should align their social media marketing effort with the changing tastes and preferences of customers. Geetanjali Naidu and Sunil Agrawal (2013)<sup>15</sup> in today's scenario social media has become a very useful tool in buying behaviour decision making. It was influencing customer/consumer in a dynamic manner. Now customers/consumers are taking help of social media



regarding purchasing of any product. Social media like Face book, Twitter, Skype are going to play a very important role in consumer/customer buying behaviour decision making. Now in today's scenario social media like Blogs, LinkedIn, Face book, Twitter, Skype, etc. are playing a very important role in consumer buying behaviour decision making process directly and indirectly. In the recent trend of innovation in management, social media has become a powerful and cost free approach to promote the product to the consumer. As per the survey result India's 75% youth are using social media for sharing their thought and views and comment from different areas of the country. In their research study, they tried to find out the impact of social media in the buying behaviour of consumer/customer with special reference to Raipur city. Sharon Pate and Melinda Adams (2013)<sup>16</sup> determined the influence of social networking sites on buying behaviours of millennial's. Specifically, researchers were interested in whether "friends", followers, family, and/or celebrities influenced buying behaviours of this millennial generation. Additionally, the researchers were interested in whether advertisements on social networking sites aimed the millennial's decision to purchase. The participants for this study were undergraduate students at two southern Vij, S., & Sharma. (2013). An empirical study on social media behaviour of consumers and social media marketing practices of marketers, presented paper in 5th IIMA Conference on Marketing in Emerging Economies, Vol 9 (11) January 2013, pp.1-19.

**Geetanjali Naidu and Sunil Agrawal** (2013). A Study on impact of social media in buying behaviour of consumer/customer with special reference to Raipur, Journal of Harmonized Research in Applied Sciences, Vol 1(3), pp.98-101.

**Sharon S.Pate and Melinda Adams** (2013). The influence of social networking sites on buying behaviours of millennials, Atlantic Marketing Journal: Vol. 2: Issue.1, pp.92-109. Students were selected from the researchers' classes by explaining that the survey was voluntary, anonymous and would not influence their grade. The survey was delivered in two methods. At one university, an anonymous online survey was administered via e-mail with a participation link. The participants were told that they could withdraw at any time by simply closing their browser and they would not be tracked. At the other university, the survey was delivered via pencil and paper. Survey Participants were asked a series of questions concerning social networking: amount of time spent on-line, their opinions about social media, products viewed, products

purchased, and influences on purchases and relationships with others on social networking sites. Researchers found that the respondents in this study were between the ages of 18 and 24 who had strong ties to social networking sites and the opinions expressed by their “friends” on these sites. Respondents did indicate that they had purchased between 1 and 5 items “liked” by their “friends”. A significant relationship was found between age and purchasing items endorsed by celebrities. This result was supported by the literature. Millennial consumers were more likely to purchase items that were endorsed by celebrities, since this age group tended to “like” or follow their favourite celebrities on Face book and Twitter.

**Nick Hajli** (2013). A study of the impact of social media on consumers, *International Market Research* Vol.56 Issue 3, pp.387-404. The target individuals were members of social networking sites such as Face book, Twitter and LinkedIn. The author excluded non-member participants. A total of 500 emails and 300 paper questionnaires offered 237 usable questionnaires for use. Participants ranged from 18 to 45 years old: 60% men and 40% women. The present study borrows constructs from the technology acceptance model, and integrates them with trust and social media concepts to propose a model to examine the role of social media in e-commerce and social commerce adoption. The model has been validated through a PLS-SEM method, indicating that social media increases the level of trust in consumers and indirectly encourages intention to buy through social networking sites. The results of data analysis revealed that social media empowered participants to generate content through online communities, reviews and recommendations. Consumers, facilitated by social media, generate online social support for their peers. Consequently, these interactions establish trust in the networks used. The results show that trust, encouraged by social media, significantly affects intention to buy. When potential consumers are encouraged to trust in vendors by their peers and also to trust in the SNS itself, they are more likely to buy through social networking sites. This confirms the related hypothesis and answers the second question of the research. In addition, perceived usefulness is the other construct of the research that significantly affects intention to buy. When participants experience high levels of system quality or information quality, they are more likely to buy through social networking sites.

Data analysis shows that perceived usefulness has more influence than trust on intention to buy through social networking sites. Hence, improving the quality of websites

enhances perceived usefulness in their consumers. The other data revealed by analysis confirms that trust has a positive and significant effect on perceived usefulness. Once participants accepted trust, not only had they more intention to buy, but they also found increased perceived usefulness in the site. This highlights the mediating role of trust in social commerce adoption. Therefore, trust has a significant role in e-commerce by directly influencing intention to buy and indirectly influencing perceived usefulness. This research shows that advancements in the internet and the emergence of Web 2.0 along with social media have empowered customers. In this climate, consumers create added value through collaboration and social interactions on the internet. They support business through the co-creation of value via their social interactions. Consumers are now content generators through social media. They share information and experiences with other consumers and have easy access to one another's information. This is a value that can be useful for e-commerce adoption and social commerce intention. Because consumer social interactions produce online social support, e-commerce adoption is being promoted to establish trust and, consequently, users' intention to buy. In fact, social factors facilitated through social media develop a supportive climate, which in turn attracts many more individuals to come online and take part in social interactions. Additionally, all the variables of the study were positively correlated with each other.

**Anthony Paul et al. (2014)**<sup>20</sup> conducted a random field to test the hypotheses. The respondents in this study were the general public who were exposed to personal selling and social media activities. The questionnaire was divided into three parts: personal selling, social media and consumer buying intention. Part 1 related to the respondents perception about personal selling, composed of 16 items along the four distinct dimensions of tangible, reliability, responsive and quality. Part 2 focused on the characteristics of social media as a tool in influencing consumer purchasing intention which included 10 questions along shopping enjoyment orientation, brand orientation, convenience orientation and quality orientation. Part 3 described the respondents' buying decisions with 11 items related to consumer brand preference, familiarity towards store brands, shopping interest and knowledge sharing. All 250 questionnaires were used for data analysis and understanding in the study. The researcher found that consumers purchased most of their products because of the influence of social media that motivated consumer subjective and attitudinal behaviour. Service providers could provide free samples or free subscription for the potential web shoppers to test the

products or services to create the condition for prior online purchasing experience. Also, they might provide e-mail updates on product development or special offer to increase the customer impulse purchase and quality orientation. The more a customer was familiar to a certain product and knowledgeable about the important information of the product such as the features, attributes, and benefits through advertisements, the more likely he or she was motivated to purchase. Brand preference emphasized the deployment of the marketing mix and human resources to deliver a distinctive brand in the customers' minds. Consumers could find easily the product that they need through social media; they were influenced by the 20 Anthony Paul C,

**Villamorand Roberto and M.Arguelles (2014).** Personal selling and social media: investigating their consequences to consumer buying Intention, International Conference on Business, Management & Corporate Social Responsibility empathy that the advertisement portrays to its viewer. The research was identified to be reliable for businesses that were using social media and personal selling in promoting their products. Businesses could use social media as an efficient and effective way to influence their consumer decision making. The impact of social media on the minds of consumers was more effective than personal selling and it could save much of the business money and time in promoting products by the simple use of social advertisements.

**Muhammad Shafiq Gul et al. (2014)** explored the relationship of social media with fashion consciousness and consumer purchase. Students of higher educational institutes of Karachi were the targeted population of the study. A convenience sampling strategy was adopted for the collection of data. The population consisted of HEC recognized public and private Higher Educational Institutes of Karachi. The group selected for this study was Higher Education industry or Universities of Karachi. There are 34 HEC recognized higher Educational Institutes located in Karachi out of which 9 were public as where 25 were private. A convenience sampling technique was applied for the selection of higher Educational Institutes. This study sample consisted of 10 Higher Educational Institutes.

### **3.1 THEROTICAL FRAMEWORK**

After the invention of blogging, social media began to explode in popularity. Sites like My Space and LinkedIn gained prominence in the early 2000s and sites like Photo bucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances. By 2006, Face book and Twitter both became available to users throughout the world. These sites remain one of the most popular social networks on the Internet. Other sites like Tumbler, Specify, Foursquare and Pinterest began popping up to fill specific social networking niches. Today, there is a tremendous variety of social networking sites and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. People can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form as long as humans are alive. As social networking sites began advancing, they have also become heavily commercialized as companies and brands have realized the tremendous benefits these platforms offer. The introduction of marketing into these platforms is not too surprising considering the fact that almost half of 18-34 year old users check their Face book account as soon as they wake up and 28% report doing so on their mobile devices before even getting out of bed.<sup>25</sup> It is clear to marketers that there is a large market of consumers on SNS's, which is the reason social media marketing, is becoming increasingly prevalent.

Unlike consumers, whose main use for social media is interaction with others, marketer's objectives on social media include: increasing brand awareness, fostering brand engagement and increasing positive word of mouth.<sup>26</sup> Companies are using social media as a public relations tool to manage and sustain positive relationships with their consumers. Since the goals of public relations and social media align, in that they both seek to build effective relationships with various constituencies, for the purposes of this thesis, social media as a public relationship management tool is viewed Before there was social media, netizens in the 1970s and 1980s spent most of their time on social networks like dating sites and online forums. Six Degrees, Live journal and Friendster were the earliest form of Social Media.

## **SOCIAL MEDIA SITES FOR BUSINESS**

Many different types of Social Media channels exist. Each of them has its own characteristics, its own advantages and disadvantages and its own powerful results for businesses. In the upcoming section, a study of top six social media websites is being made for any business.

### **Face book Pages**

Face book is one of the most popular social networking sites known for “friendship”. Social media includes collaborative projects Wikipedia, blogs, content communities YouTube, social networking sites, Face book, virtual social worlds second life and virtual game world’s i.e., World of War craft. Face book, a social networking website, claims that its active users reached 1.94 billion worldwide, more than 60 per cent of which log in every day (Face book March’2017). On Face book, personal profile is created; friends are added, messages are posted and automatic notifications are there when messages, comments and photos are updated. Users can join different groups as per common interest; college group, organizational group etc. In 2010 at the time of FIFA football world cup, 8 million users got registered with Face book after viewing the ad which Nike did with Face book. Companies are exploiting this popularity of Face book and are using communities on it to build up relationship with them. With the help of social ads, sponsored pages and apps, brand groups and other such marketing tools, they are using such platforms to communicate with the customers.

### **Twitter**

Twitter was founded in 2006. It became popular because of provision of micro blogging and usage by celebrities. Friend feed was founded in 2007. It was used for consolidated updates from different social media. Face book acquired Friend feed in 2009. In 2008 Ping.fm came into existence. This micro blogging and networking enabled users to post to many social networks at a time. Net Log (earlier name were Face box and Bingbox), the Belgian social networking site was created in 2009 for the youth of Europe. Google buzz came into existence in 2010. Twitter, a micro-blogging website, hosts 328 million

users who post on an average, 500 million tweets per day (Twitter, 2017). It is a social site that works through Gmail by enabling users for status updates, photos and links and also facilitates to extend the activities on other sites like Face book etc. Google Blog Posts is one of the popular blog hosting sites. Twitter is one of the most popular micro-blog social networking services through which users post and sees messages (Tweets) through the users' profile page. Messages are received by the followers who subscribe (or become friend) to the author's profile and such messages can be restricted by the author to any subscriber or friend in the circle. People are using such social media through the web, texting messages through mobile phones (with internet connection), or external applications. Such social media have become very popular now days to connect with people at large or people of the country and communicate instantly and effectively. Face book and Google plus have become main means of communication for business because of its real-time information sharing among users or friends with ease and speed. There is need of promotional strategies which could be of two-way communication (conversation with customers). Such changing need is changing the ways companies are spending their money. The impact of offline media in terms of customers' engagement and brand experiences is decreasing and so more investment is being done on social media and customer analytics to assess the impact. Consumers give more importance to brands mentioned in blogs and the "likes" the brands get on social networking sites than the information provided by the companies for their brand. 20 per cent of people of Canada participate in discussion online through social media, 63 per cent of people in the age group 18 to 34 years use social networking sites like Face book. It is the case that fundamental change is inevitable because people are adopting these upgraded new technologies and idea and is a question for marketers to ponder over. Such new ways of communication are distinguished from that of traditional media in terms of more consumer engagement, exchange of information through many ways, messaging and tracking. The way social media is gaining importance among mass is going to be the most important tool for the marketers, scholars and practitioners to comprehend the online behaviour and take advantage.

## **LinkedIn**

LinkedIn was founded in 2003 by Reid Hoffman as a social networking site for professionals. At present, LinkedIn has over 400 million professionals connected around the world. Also, millions of companies have created LinkedIn Company Pages

in order to increase their brand awareness. LinkedIn is definitely the best social networking site to market business-to-business products and services. LinkedIn is particularly useful for business-to-business companies because it enables them to develop and maintain an extensive professional network. LinkedIn Company Pages offer detailed overview of the companies with great branding possibilities, career opportunities, products and services, detailed descriptions and pages analytics, providing great sources of marketing tools for any company to promote its brand, its products and services and its message.

## **YouTube**

Videos are uploaded and shared through YouTube as it is one of the most popular social sites for the same. In 2007 the bandwidth of YouTube was equal to that of entire internet in 2000. The bandwidth of YouTube was approximately US\$1 million a day. It is the world's most popular online video community, where one can see and upload videos. YouTube, which was founded in 2005 by three PayPal employees, facilitates a platform to connect people and play the role of major distributor for original content creators and advertisers. It is based in San Bruno, California and it uses Adobe Flash Video technology to display videos (user-generated), movie and TV clips, music videos and video blogging. Google Inc. purchased YouTube in November, 2006. In July 2006 it announced that over 65000 new videos were being uploaded per day and 100 million videos were being viewed every day. More than 30 million unique users visit YouTube each day, watching more than 3.25 billion hours of video per month (YouTube, 2017). Social Video Sharing sites allow members to upload videos usually for free that can then be viewed by anyone on the website or embedded on another website or blog. YouTube is Google owned company and is the second largest search engine. On youtube.com, users may upload video files from their computer to their YouTube account, called channel.

The files uploaded can be of almost any type: mov, avi, mp4, wmv, 3gp and many others. For businesses, YouTube channels can be created in order to integrate the company's overview and contact details, including links to the website. They can also be personalized with backgrounds. Moreover, companies' brand awareness is increased through the upload of relevant videos such as presentations, products descriptions or



advertisings, tutorials or even any “tips and tricks” useful videos. Data on views and subscribers can be tracked in order to measure the success of a video campaign.

## **Pinterest and Instagram**

Photo sharing sites allow users to upload images of high quality and offer an online platform where they can be viewed by other people. Two most popular photo sharing sites are Pinterest and Instagram. These social media sites can be very much compelling for a visual type of business. Think of a brick and mortar clothing store or even an online boutique. Landscaping companies, design firms, art galleries, restaurants, are all for using these two pictures driven social sites.

## **TYPES OF SOCIAL MEDIA TOOLS**

Before beginning a marketing communication of any type, it is a pre-requisite to know what tools are available, what tools are required and a clear understanding of how to use the available tools. Social Media offers numerous tools of varying types to businesses and consumers, knowing what are available, which Social Media tools companies should be using to achieve their marketing objectives and how to use the tool for their business’s project which will be confusing to even the savviest social marketer. The speed at which tools come to market and head to obsolescence is astounding as is the sheer number of social media tools available. To evaluate or even describe the tools available would be an enormous one. However, achieving a reasonable working understanding of the various types of social media tools available to company business is more realistic and achievable. The primary marketing communication objectives of Social Media is to converse and engage with customers and potential customers to achieve a desired result which may be sales or sales lead or improved customer satisfaction. Social Media uses various media types to engage and interact with consumers including text audio, video and photographs. Companies are even using virtual and gaming communities to interact with consumers. Company’s products, services and target market will impact on the type of social media tools beneficial to marketing communication of organizations and so companies are thinking outside the box of new ways to leverage these tools for their marketing communication.

## **Content Publishing**

Online Communities is also the part of social networking that provide the features of organization and sharing of different kinds of discussion and/or content. There are lots of these types of online content communities. “Content is King” and this is unlikely to change. Content publishing covers a vast array of tools and applications, consider how brands get their own information and brands will begin to have a reasonable understanding of the range of tools available to publish and broadcast the company’s message.

## **Email/Newsletters**

Email and Newsletter have expanded to offer extensive connectivity with the advent of mobile technology, enabling businesses to broadcast their messages and consumers to retrieve and read emails virtually anywhere.

## **Forums**

Forums are junction of online discussion, that are about any specific topics and interests. Forums were created before the term social media and are a powerful and popular part of online communities. Forums offer companies an effective method to engage and carry on conversations on specific topics and interest. Forums have the ability to create and develop a close knit trusted community.

## **Wikis**

Wikis are web based applications enabling users to develop, edit and to distribute their knowledge on the topic of their choice. Companies are beginning to leverage the power of Wikis to lower training costs, product development and to retain various types of procedural business information.

## **Blogs**

Blogs are not the unknown forms of social media; blogs are online archives, in with entries appearing as ascending order. Blogs are the most effective, easiest and most popular social media tool to develop communication and conversation and to create an environment of trust between businesses and current and potential clients and customers. There are numerous free Blogging tools available which are all offering

templates and the ability to instantly start publishing their content. Blogs are available from sites such as Word press and Bloggers where all the company needs is a user account and one can begin one's life as a Blogger and /or Word press among others, and offer a self-hosted version which offers even more flexibility and is the ideal choice for business blogging. The cumulative total blogs are from May, 2011 to April, 2017. During this tenure, the social networking site had surpassed 345 million blog accounts.

### **Audio/Podcasts**

In Podcast, different types of media are available via subscription, through services like apple iTunes. Without doubt, Podcasts enables company's marketing communication message to be heard. It need not be a text, it need not be a photograph, it is a personal recording of company's message which can be recorded on the company's computer / uploaded to the company server and enable those interested, to download and listen to on their computers. Humans have used verbal communication since the dawn of time to spread ideas and to influence others. IPods and other digital storage devices and mobile phones enable the audience to take one's message with others, listen in the car, while going for an evening walk, wherever they choose, they can listen and absorb the message and information. Podcasts offer convenience to its audience and the power of verbal communication to its business.

### **Video Sharing**

Video is hard to match for providing an engaging experience. It is visual, it is audio and hopefully it is unique and creative. Video has come to the forefront of Social Media. The popularity of You Tube is proof of this. Video enables companies to visually communicate with their target audience in their blogs, shared on YouTube and wherever companies' audience wants to view their videos on their IPods or mobile phones, offering them unlimited opportunities to connect and enthrall their audience. Creating and uploading Video is low cost and easy. An added bonus is providing excellent results for the Search Engine Optimization of one's web site.

### **Multimedia Press Releases**

These is a twist in the traditional press releases, including multimedia content that is delivered by various means. Most large companies now have a "Press Room" section on their website where members of the media can go to download various forms of

content, including text-based information in Portable Document Format, photos and videos.

## **Micro Blogging**

The bite-sized blogging in social networking is called micro-blogging, where different types of tiny but specific contents are posted and / or uploaded via the different types of network. An unprecedented innovation has taken place in the internet world, in terms of the commercial practices, that are conducted through this medium for its effectiveness and timely reach to the required target audience. These are best suited for those companies that are concise and want to build a conversation with others and build close networking bonds. 140 character micro blogging messages, such as those on Twitter may be the ideal social media solution. The immediacy and portability of micro blogging using online applications in conjunction with mobile devices is possibly one of the most powerful social media tools. Followers are followed by online communities and networks based on interests and previous friendship and associations. People may find the Micro bloggers are interested in the company's products and services and begin the conversation. They will soon have a following that they can leverage and engage. These are the primary tools and these types of social media tools, are by no means a comprehensive list of the social media tools available for the company's marketing. However, these social media tools are the primary tools, companies will need to learn and understand, to leverage the power of social media for effective marketing communication.

## **SECONDARY SOCIAL MEDIA TOOLS**

Having a complete set of social media tools and using them to their maximum potential is without doubt beneficial to social media program. Social media like Search Engine Optimization is a holistic process where all factors are utilized to achieve the projects goals. In such a competitive market place as businesses face today, companies must use all the tools available to assist in obtaining the competitive edge. The Blog Post, "The tools of social media" provided an overview of the principle social media tool types which are the primary tools of any social media program. However, additional social

media tools are available, understanding and using these tools will assist in the process of developing and running a social media marketing program that is effective and achieves companies' business goals.

### **Photo Sharing**

Photo Sharing due to its popularity could be classified as a primary social media tool although they say "A picture is worth a thousand words" Photo sharing as a secondary tool offers less interactivity than for example, blogging, video or social networks. Photo sharing has limited potential for numerous businesses, SEO/Social media consultants, Accountant and others offering professional services would find it difficult to share relevant photos which promote their businesses. Other businesses such as the fashion industry, Real estate and of course, Photographers are very likely to find huge benefits in developing a social photo sharing program.

### **Live Casting**

Live Casting is both Internet Radio and TV. Web sites such as Blog talk radio and Justin.tv enable companies to create their own online Radio or TV show on the topic of their choice. Creativity, controversy and informative broadcasts on the Internet have the ability to develop a large following for them and their business. To determine public opinion, develop ideas and products what could be more powerful than an interactive online radio program such as talkshow.com.

### **Virtual Worlds**

One principle of social media and social networking is that companies should active in the same space as the consumer. With the popularity of virtual worlds such as second Life (Linden Labs Estimated Second Life Population of 7.5 Million) computer generated virtual world have the potential to connect with consumers and product users. Many large corporations such as IBM, Sony and the NBA are finding virtual worlds such as second life offer an effective method to engage and communicate with consumers.

## **Gaming**

Online Gaming has developed numerous global communities where gamers compete and interact in games. In many ways gaming is a virtual world with the competitive edge. Gaming offers businesses limited social media potential in the form of close interaction between company and consumer. However, Gaming software developers do offer the ability to advertise from within the gaming environment which may have benefits for companies business depending on the demographics of their desired consumer.

## **Social Book Marks / Aggregators**

Social Book marking sites such as Digg, Delicious and Reddit in conjunction with aggregating sites such as technocratic, net vibes and Google Reader offer different methods to accumulate information for easy retrieval and later use. From book marking a web site, to following news topics which are important to companies' business, to automatic RSS feeds of information from numerous web spaces. Social book marking and aggregation tools will assist people to keep abreast of what is happening online and share and access this information with ease. These tools often offer an insight to trends and the opinions of the general public on an endless variety to topics, services and products.

## **Rich Site Summary (RSS)**

Managing and keeping up-to-date with the web content that is important to companies are not always easy when content is delivered by numerous sources. RSS enables the subscription of content from blogs, news sites and a variety of web sites which update their content regularly and have the content delivered to their RSS reader or integrated into web pages. RSS is also a valuable social media tool to enable companies to broadcast updated content to web site visitors and subscribers.

## **Search Engines**

Social media regardless of some opinions has not decreased the importance of search engines in many ways. Social media has increased the need of effective search by users and the ability to be found online by businesses. The reason for this is simple. Social

media and Web 2.0 is primarily about user generated content, which has caused huge volumes of content to be developed daily which has the effect of making it even more difficult to find the information. Consumers are looking for more business web sites to be found on the internet. When considering the importance of search as a social media tool, evaluating how companies own personal search habits have changed with the increase in social media popularity.

## **Communication**

Communication tools are not new to social media and instant chat from MSN, Yahoo and AOL has been around for years. However, new social media tools are constantly developed which assist with communication and collaboration business to business and business to consumer.

## **Skype**

It enables users to have video calls; conference calls all free when computer to computer and access any land line or mobile phone for extremely competitive rates.

## **Go To Meetings**

It is becoming an increasingly effective and popular social media tool for providing Webinars, sales presentation and empowering business to collaborate online reducing travel costs significant.

## **THEORIES OF SOCIAL MEDIA**

This section reviews major theoretical frameworks which may be applicable to the study and understanding of social media. One can separate these theories into three schools: micro-theories deal with those frameworks studying the dynamics of contribution of information online and communication of individual social actors, macro theories are those theories looking at the structure and dynamics of social actors and social media content through global or abstract views and pseudo-theories include the recent conceptual frameworks in marketing and social media proposed mostly by non academics. Pseudo-theories may make sense intuitively, but have yet to be tested

empirically and rigorously with scientific methods. All schools of theories and frameworks might contribute to the understanding of the nature of social media, why people contribute, how they form relationships, and how one can discover the opinion of leaders and valuable social media content. Word of Mouth/Psychological Ownership Theory and Perceived Control Historically, tourism researchers have found that advice from friends and relatives is the most frequently obtained and influential source of information used by consumers in their travel decision making.<sup>27</sup> The information communicated by friends and relatives is construed to be more credible, honest, and trustworthy than that generated from marketers, since the communicators are not compensated for the referral.

In such circumstances, one would assume that a loyal guest would provide positive feedback to others, directing their negative feedback to management.<sup>29</sup> However, where no such loyalty exists, the motive to write either a negative or positive review may be a desire to control or influence the business indirectly by communicating with its future potential customers. Loyal consumers' motives in posting positive reviews on travel blogs are attempts to reward firms; the motives of non-loyal customers are based on the satisfaction of being helpful to other consumers. According to “Pierce, Kostova, and Dirks”, the desire by the consumer to control through such communications may result in feelings of efficacy, intrinsic pleasure and extrinsic satisfaction in providing such advice to others. These propositions point to strategies in which a firm can leverage customer feedback and social media for a firm’s strategic benefit. On one hand, firms should enhance the perception of psychological ownership and control among their customer base through loyalty and guest feedback and service recovery programs; they should keep more negative evaluations internal and positive feedback external. On the other hand, firms that do not emphasize customer loyalty or guest feedback should expect customers to both reward and punish their performance through social media.

### **Social Exchange Theory**

Given that all social media are dependent on users providing content, an understanding of the motives of why individuals participate appears fundamental. Social exchange theory originated from sociology studies exploring exchange between individuals or small groups.<sup>30</sup> The theory mainly uses cost-benefit framework and comparison of



alternatives to explain how human beings communicate with each other, how they form relationships and bonds, and how communities are formed through communication exchanges.<sup>31</sup> The theory states that individuals engage in behaviours they find rewarding and avoid behaviours that have too high a cost. In other words, all social behaviour is based on each actor's subjective assessment of the cost-benefit of contributing to a social exchange. They communicate or exchange with each other contingent on reciprocal actions from the other communicating party. The mutual reinforcement could be analysed through a microeconomic framework, though many times the rewards are not monetary but social, such as opportunity, prestige, conformity, or acceptance<sup>32</sup>

Hence, the reasons why people engage in a social exchange have been posited as an expected gain in reputation and influence on others, an anticipated reciprocity on the part of others, altruism, and direct reward. Given that participation in the social media is not compensated, the first three reasons appear to have particular relevance as to why people participate in social media.

Travel blogs and social media sites have long recognized that there are far more people consuming information than generating. On YouTube, for example, though subscribers have uploaded over 2 billion videos and audio tracks to the social media site since its founding in 2005, the same site is accessed by more than 10 million unique daily visitors indicating there are far more viewers than contributors. The Global Web Index (2009),<sup>33</sup> which tracks this phenomenon, suggests that users of social media can be segmented into four main groups. They are: watchers (79.8% of the US social media users), who consume content only to help with their decision making, sharers (61.2%), who upload and forward information to others in order to help others and demonstrate knowledge, commenter's (36.2%), who both review and rate products and comment on those who do in an effort to participate and contribute and producers (24.2%), who create their own content in an effort to express their identity and recognition. Framed in a social visibility through search engines are options. Individuals or small groups.<sup>30</sup> The theory mainly uses cost-benefit framework and comparison of alternatives to explain how human beings communicate with each other, how they form relationships and bonds, and how communities are formed through communication exchanges.<sup>31</sup> The theory states that individuals engage in behaviours they find rewarding and avoid behaviours that have too high a cost. In other words, all social behaviour is based on

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## **Social Network Analysis**

Social network theory views the community of individuals as connected actors, and uses mathematical models to study its structure, development and evolution.<sup>37</sup> Social network analysis treats individual actors in a community as nodes; the communications between those actors are deemed as ties, edges, links, or connections. Social networks can form in many levels, from individual people to families, communities and nations. Those ties could be communication frequency, friendship, kinship, financial exchange, sexual relationships, or common interests or beliefs. Together they form a complex graph structure. Mathematical calculation on many indices could be performed on this complex graph, including the following: Betweenness: the extent of a node lying between other nodes; Centrality: how connected is a node to the network; Closeness: how one node is near all other nodes in the network; Density: all the ties in a network in proportion to all the possible ties; Structural hole: the node which connects other nodes. Those nodes are disconnected without the first node. These measurements determine the importance and structural positions of individual actors and the characteristics of the partial or whole networks. The measurements could be used to study the social network, improve the network structure and help increase the efficiency of information flows in the network.

Traditional social network analysis views individuals or organizations as nodes in the network and the communication between them as edges. However, social media content is exactly the materialization and solidification of the chatter, comments, or reviews. The recent emergence of multi-dimensional social network framework is crucial in studying the interaction between social actors and information artifacts. By treating social media content as nodes, one can perform mathematical calculation on those information artifacts, such as what are the important pieces shared by many people, how one can connect users through artifacts, where are the structure holes of social media by connecting which of the network could be more tightly integrated. Buckner's theory on rumor transmission indicates how the accuracy and speed of rumor passing were affected by the structure of the network and the mental sets of individual actors in the network. Connecting this line of research with social network analysis of those online social network sites could inform businesses of the methods on promoting themselves through organic word-of-mouth. A recent application of multidimensional social network analysis to web 2.0 has generated some fruitful results.<sup>39</sup>

### **McLuhan's Media Theory**

McLuhan is a Canadian philosopher and educator, the author of the famous quote "the media is the message".<sup>40</sup> He argued that the media itself, rather than the actual content of the media, will transform people and society. The actual messages people are communicating won't be any different on the new media; the interactivity and frequency of new communication patterns will change people's behavior forever. Thus, the media's effects on society are much greater than the content of the media. He (the author of the article) separates media into "cool" media and "hot" media. The former one requires a viewer to exert much effort and participation in understanding the content, such as television, seminars, or cartoons; the latter refers to those media that enhance one sense; so the viewers do not need to exert much effort, such as films, radio, and photography. If one uses McLuhan's arguments, social media will transform the users not due to the content it contains, but due to the mode of communication it entails. For example, Twitter is only a micro-blogging service with a limitation of 140 characters. Theoretically one can perform all the functions of Twitter through a blog service. However, it is exactly its limiting factor which made Twitter more nimble and real-time. Many breaking news stories were spread out on Twitter, such as China's Sichuan earthquake and Mumbai's terrorist attack in 2008.<sup>41</sup> As business managers and

consumers, one needs to realize the changing behaviour due to the usage of new social media services and adopt an attitude of acceptance toward those technologies and behaviour.

## **Pseudo Theories**

Social media landscape is fast changing due to the low cost of innovation in the era of open-source movement. The disconnect of academia from the industry and the slow process of formal publishing cycle poses a challenge for researchers in academic institutions. Many social media and online marketing agencies actually are more innovative and ahead of the curve of social media for marketing purposes. This section views two frameworks trying to make sense of social media landscape. Carlene Li and Jeremiah Owyang from Altimeter Group are the major contributors to the social graphics framework.<sup>42</sup> They argued that instead of studying the demographic, geographic, or psychographic profiles of the customers, businesses also need to develop social strategy termed social graphics. Marketers and managers need to ask the following questions: “which websites are my customers on? What are my customers' social behaviours online? What social information or people do my customers rely on? What is my customers' social influence?” The answers to these questions could separate your customers into layers of engagements: from curating, producing, commenting and sharing, to watching. The businesses then need to separate their customers into these layers and provide tools and platforms to facilitate their social interaction. Another line of framework, Social Feedback Loop, links consumer purchase funnel with social media. Dave Evans has argued that traditional purchase funnel has three stages (awareness, consideration, and purchases) during which a marketer could influence a consumer's decision making. However, the purchase funnel concept treats customers like living in a vacuum.

A customer, after purchase, will use the product, form opinions and talk about it later in the stage. Some of the experience after purchase will be materialized and posted online, which will loop back to other customers purchase decision making process. This social feedback cycle is driven mostly by word-of-mouth; the word-of-mouth is further driven by actual use, trial, or sampling experience. Harnessing this feedback loop might be even more important than marketing on the mass media through the first three stages of consumer decision making. These two frameworks make intuitive sense: marketers

should switch focus from effects of mass media on pre-purchase decision making to post- purchase word-of-mouth; one needs to study the different levels of engagement your customers have in order to adopt different strategies for encouraging the spread of social media and influence the direction of consumer conversation. However, the frameworks do not specify the exact methods in segmenting engagement groups and the ways to adopt in order to differentiate stages of pre-purchase decision making and post-consumption and the ways to influence them.

## **SOCIAL MEDIA IN INDIA**

Internet is still being propagated in the Indian society. People are now becoming more aware of Internet and its benefits. Internet usage has now matured from the basic emails and search to upscale activities like e-ticketing, online banking, e-retailing and the ubiquitous Social Media. Social Media is really picking up new heights in India. With more people joining the social networks like Face book & Twitter, brands are finding it easy to spread the word about them over the web as consumers find it easy connecting with each other by using these sites. The trend is flourishing as many companies are coming in a big way for Social Media Optimization of their Product or Services with an objective of increased awareness about the company and the brand, lead generation and increase in loyal customers. Not only corporate, political parties are involving social networking sites to influence voters, as Statistics from Social Network Industry in India show that - 60% of the social networking traffic comes from Non Metro-Cities but the highest traffic generating city still remains to be Mumbai. While, the highest number of active users are from the 15-24 age group but LinkedIn has a different age group of active users i.e. 25-34 age-group. Hence, usage as per age varies according to the networking site in question.

While, Face book cater to about 90 per cent of the users in the social media space; maximum users come from the 'less than 2 lakhs p.a.' income category. This is because social networks are primarily driven by the youth was done in 2009 elections. According to a research conducted by 'exchange 4 media' and 'blog works'. 69% respondent say there is some impact of social media on business and marketing.

## **OPERATIONAL DEFINITIONS OF ADVERTISEMENTS**

### **Ad**

For web advertising, an ad is almost always a banner, a graphic image or set of animated images of a designated pixel size and byte size limit.

### **Ad view**

An ad view is a single ad that appears on a web page when the page arrives at the viewer's display online ads have become a daily part of internet life. For new marketers, it can be confusing getting a grasp on the scope and variety of online ads available. A thorough list has been compiled to help categorize and explain each form of online ads present on the web such as Google search ads, ad words ads, PPC ads, Bing ads, Face book ads, Twitter ads, Tumblr ads, Banner ads, Google display ads, Retargeting ads, Reddit ads, Mobile ads, In-Game ads, Ad mob ads, Email ads, Gmail ads, Video ads, YouTube ads, Printerest ads, Instagram ads, Vine ads, TV ads, Newspaper ads, Radio ads, Urban ads.

### **PPC ads**

PPC ads are advertisements in which the cost of advertising determined by the number of clicks an ad. receives. Ad words and Bing ads both use a pay-per-click model.

### **Bing ads**

Bing ads are similar to Google ads in that they work on a pay-click basis. Advertisers can manage their ads through the bing ads service, formerly known as Microsoft ad centre. Bing ads can be created once a bing ad account is started.

### **Face book ads**

Face book ads exist in many different forms. Each offer unique pros and cons for advertisers looking to market. On Face book ads appear in the side columns of its website with a headline, copy and an image.

## **Twitter ads**

Twitter ads refer to the brands on Twitter. One can use it to extend the reach of their tweets, promote a chosen hash tag or gain more followers. Promoted Tweets lets advertisers tweets reach more people's home feeds and offer a healthy batch of target in options. Twitter ads also include promoted account, letting advertisers show up more often in Twitter's who to follow recommendation feature. Promoted trends get their custom hash tags in the trends bar, by earning additional attention and notice from the Twitter verse.

## **Tumblr ads**

Tumblr ads come in a few different formats-Tumblr radar and spotlight allow for "sponsors". Aka advertisers, to be featured in areas where Tumblr highlights unique content and accounts. With 54 million users posting 70 million posts per day that get over half a billion page views each day, the Tumblr community is an active and lively one. Tumblr also offers sponsored web posts ads, which are pieces of Tumblr content crafted by advertisers that appear in user's main dashboard feed, integrated with normal, user-generated content. These Tumblr ads have small dollar signs to mark them as advertising content. In order to post online ads onto the Tumblr platform, a person should to become a Tumblr sponsor.

## **Google display ads**

Google display ads are a form of contextual banner ads used in the Google display network, Google's collection of network sites that agree to host display ads. The Google display network also includes Google properties such as YouTube, Gmail, Blogger, etc. Google display ads can be text, image and even be video based. To observe online ads on the Google display network, using Google ad words are needed.

## **Banner ads**

Banners are image – based advertisements that often appear in the side, top and bottom sections of websites. They can range widely in terms of size, design and function. One can find them in all sorts of news-based websites, blogs and specialized web communities. Many website brokerage their ad space with ad exchanges such as Google’s display network or one can buy the ad space in the same manner like buying an ad on a newspaper.

## **Retargeting ads**

Retargeting ads (see similar, Google remarketing) entice a user to visit a site by taking into account the users past web history. When a user visits a website, a retargeting campaign cookie is attached to the visitor, taking note of what pages and products the user visits while browsing the site. Once the user leaves the advertiser’s site and begins journeying to other websites, targeting ads can be made to appear in certain ad spaces, display ads that specifically call out what the user was looking at on the advertiser’s site earlier. Retargeting ads tend to perform drastically better than regular banner ads, with higher click-through rate and conversions. The best Reddit ads take their audience into consideration Reddit is predominantly frequented by a young tech-savvy audience, mostly males. On a whole, the Reddit community is very wary of blatant marketing so posting a Reddit advertisement can be a bit like playing with fire. If done properly, Reddit ads can bring a lot of attention at a low cost. One can advertise on Reddit through their website.

## **Mobile ads**

Mobile ads are those that appear on smart phone, tablets and any other mobile device. Many social media platforms, websites and apps offer their own unique mobile ad options. If one advertises on Google ad words, one can advertise to mobile devices by taking advantage of enhanced campaigns.

## **In game ads**

In-game ads are advertisements that exist within the computer or video games. One of the most common examples of in-game advertising is billboards appearing in sport



games. In-games ads might also appear as brand-name product like guns, cars or clothing that exist as gaming status symbols.

### **Ad mob ads**

Ad mob ads are advertisements that appear within mobile apps. Ad mob itself is advertising platform, enabling app creators to make revenue of free games by offering ad space and allowing advertiser to get ad spots in the most popular mobile games and apps. Ad mob ads can appear as mobile-optimized text ads, image-based banner ads or even interstitials ads, which use rich HTML5.

### **Email ads**

Email ads are advertisements sent to users via web mail. Email ads can be used to notify subscribers of certain promotions, discounts or new features, among other uses. Most email advertisements feature a large image with minimal text; users will not waste large amount of time reading email ads so it is important to make the message as clear and concise as possible. Email ads also rely on a compelling subject line to ensure that a user will open the email.

### **Gmail ads**

Gmail ads in Google's online email service are contextual ads that are generated by an automated process that scans users' emails to discover interest and topics that are relevant to the user. If a user is writing and receiving many emails about air conditioners, that user may see ads about air conditions appear. While privacy advocates are wary of such practices, Gmail advertising is fully automated and Google asserts that no humans read user emails, only robots.

### **Video ads**

Video ads are growing in popularity as better internet speed performance and online advancement make it fast and easy to watch videos on the web. the most successful video ads avoid blatant advertising, with some (if any) product suggestions discreetly integrated humorous video ads also perform well, with some funny video ad network campaigns finding enormous success, especially when an interactive element is added. Some marketers also implement their own form of Pinterest advertising by hosting contests on Pinterest. While this does not result in direct Sales, contests are great ways

to drum up user attention, engagement and boost site traffic depending on how the contest is organized.

### **Flash ads**

Flash ads are banner-ads that use flash design often featuring interactive elements to entice users. While flash is still used subtly in certain display ads, the playful interactive and somewhat hockey flash ads that were common in the millennial year are no longer considered a popular form of banner ad.

### **YouTube ads**

You Tube are ads that appear on Google's video-sharing site. Since Google obtained ownership of You tube, advertising on YouTube has become nearly as easy and customizable as advertising on ad words. You tube ads provide a number of targeting options and several different ad formats. YouTube advertisements can appear as banner ads, in-video overlay ads, in-stream video ads, as well as several other setups.

### **Pinterest ads**

Pinterest ads are simply pieces of content pinned by brands and advertisers. When marketing a specific product, the marketer creates Pinterest advertisement by adding a dollar sign before the price amount to the description. This tells Pinterest that this item is for sale at that specific price. Pinterest marketers can then link the pinned item to the official product page to drive retail traffic.

### **Instagram ads**

There are at the moment no "official" Instagram ads-just brands being creative and producing Instagram picas that can be shared right alongside user-crafted content.

### **Vine ads**

Vine ads operate the same way Instagram ads do. There are no official vine ads at the moment but many brands and advertisers produce vine video ads that serve as natural content based advertising, integrating with regular used crafted content. Good vine ads

take a clue from other successful vines by creating 6 second content that stands out often implementing stop motion techniques.

## **COSMETICS**

Cosmetics are substances that women use on their hair or skin to make themselves look more attractive. They include lipstick, face creams, face wash, etc. to look fair and attractive. From the psychological perspective, self-make up is an innate human need that must be respected. Today, people of various social classes show increasing attention to their bodies and appearances; so that everyone, especially women covers their limbs and faces, and with the products that are promoted. Academic people are one of the most knowledgeable people in a society and play fundamental role in the representation of a society's culture. In fact, the importance of body management is highly accepted among the peers in the scientific environments and they are those who can play an important part in this issue. Using the mass media, especially internet is a means of propaganda for the consumption of cultural products among the young people. In order to appear decent and beautiful cosmetic surgeries of the face and nose and even other body parts are being done, in recent years. There has been significantly extended that being accepted by the opposite sex is also one of the main reasons for further body management. In today's society, due to the overemphasis on beauty and images presented in fashion, cinema and media magazines, attention to appearance and body shape among women is extreme, so that almost all women at least once a time in their life have been experiencing feelings of shame and dissatisfaction with appearance. While explaining the factors influencing women's makeup, the role of advertising and mass media, especially satellite cannot be ignored. Media affects attitudes and mind sets of people deeply.

## **FACTORS RELATING TO ATTRIBUTES OF SOCIAL MEDIA**

### **ADVERTISEMENTS ON COSMETICS**

An attribute is a quality or characteristic given to a person, group or some otherthing. Attribute is the willingness to help others, like traffic is stopped so the duck family could cross the street.

**Marketing:** A characteristic or feature of a product that is thought to appeal to customers. Attributes usually represent a manufacturer's or a seller's perspective and not necessarily that of a customer. Attributes of instant coffee, for example, may include its aroma, flavour, colour, caffeine content, packaging and presentation, price, shelf-life, source, etc., likewise, attributes (characteristics) of social media advertisements on cosmetics of women include 1) Trust and Accessibility 2) Delivery of Goods and Feedback

3) Presentation and Openness and 4) Connectivity and Enjoyment. A measuring scale is developed to quantify the Attributes by obtaining the perceptions of the women students on cosmetics through the social media advertisements.

### **Trust and accessibility**

In general, a trust is a firm feeling of confidence in someone that shows that one believes that they are honest fair and reliable. Here, it is a firm belief in the reliability, truth or strength, etc of a thing that has been advertised. In the same way as the accessibility the traditional media has, relying on technology and acting as platforms to function, the social media is the product of web 2.0 technologies and user generated content. Further, it should be reasonably priced, that is be affordable and should have a personal touch. Interactive means involving people communicating with each other and reacting to each other. The term here is used in the sense that timely and needy information about consumer needs should be made known through social media.

### **Delivery of goods and feedback**

Delivery of goods and feedback means that the goods advertised through the social media are delivered to the consumers on time without any damage with proper packaging once the orders are placed for purchase of the goods. The process, by which the effect or output of an action is returned to modify the next action, is known as feedback. Feedback is essential to the working and survival of all regulatory mechanisms found throughout living and non-living beings, and in man-made systems such as education and economy. The advertisements should give complete information and should be cost effective and reach the target audience globally. Customers can place order electronically, therefore reducing expensive long distant phone calls and postage

costs of placing orders, while saving time on behalf of the customer and company. A company striving to obtain Global Reach should provide a code of ethics, a company purchasing policy, additional contact information, adequate product information and price. The website itself should be multi-lingual, easy-to-use, and have the ability to secure customer information. In marketing and advertising, it is a particular group of customers within the predetermined target market, who are identified as the targets or recipients for a particular advertisement or message. A target audience is formed from the same factors as a target market, but it is more specific and is susceptible to influence from other factors. Reaching a target audience is a staged process, started by the selection of the sector of the target market. A successful appeal to a target audience requires a detailed media plan, which involves many factors in order to achieve an effective campaign.

### **Presentation and openness**

A presentation is the process of presenting a topic to audience/consumers. It is typically a demonstration, introduction, lecture or speech meant to inform, persuade, or build goodwill. Presentation to be effective, should have a step-by-step preparation and the method and means of presenting the information should be carefully considered. Presentations are usually delivered direct to an audience. However, there may be occasions where they are delivered from a distance over the internet using video conferencing systems, such as Skype. Openness means that, the goods advertised should give the meaning as should be understood in the same way as the goods possess. Wherever necessary, adjustments should be made on line. Almost all the social media platforms are free to join and anyone can use the social media as medium to create, edit, communicate, consume and comment. Contents on the social media creates an atmosphere that encourages participation and sharing information. Privacy is the ability of an individual or group to seclude themselves or information about themselves and thereby express themselves selectively.

## **Connectivity and enjoyment**

Connectivity is the ability of a computing device to connect to other computers or to the internet. Measure of the extent to which the components (nodes) of a network are connected to one another and the ease (speed) with they can converse. Here, the connectivity describes the number of neighbours accessible from a single tile. The term enjoyment is used in the sense that the content in the social media on women cosmetics is enjoyable and entertaining. Community in social media share the same features with other online and virtual communities, which are formed based on people who share the same interest or back ground. Social connectedness is defined as interpersonal, community and general social ties. Connectedness is closer to integration in the sense that sites, resource and people are connected through links and shared by users on various social media platforms. Task performance is a working process which occurs when an assigned person (or a workgroup of persons) effectuates a task's plan: this refers to a manner in which they realize the work which was projected for task. Since there is a task attributed with the main elements of its plan (the task goals, a plan of actions to reach these goals reasonably and certain success measures to appraise effectiveness of these efforts) it is time to appoint the right performers who are able to undertake the practical work. Persuasion can attempt to influence a person's beliefs, attitudes, intentions, motivations, or behaviours. In business, persuasion is a process aimed at changing a person's (or a group's) attitude or behaviour towards some event, idea, object or other person(s), by using written or spoken words to convey information, feelings or reasoning or a combination thereof. Persuasion can also be interpreted as using one's personal or positional resources to change people's behaviours or attitudes. Systematic persuasion is the process through which attitudes or beliefs are leveraged by appeals to logic and reason.

## **FACTORS RELATED TO SATISFACTION OF SOCIAL MEDIA**

### **ADVERTISEMENTS ON COSMETICS**

The ability to measure the level of customer satisfaction with online shopping is essential in gauging the success and failure of social media advertisements. To do so, internet businesses must be able to determine and understand the values of their existing

and potential customers. Hence it is important to analyze the level of satisfaction of social media advertisements. The level of satisfaction can be measured through the factors such as :

### **Trustworthy, enjoyable and interactive**

Advertising on social media on women cosmetics is trustworthy, trustworthy, a good source of timely information, provides the information that customer needs, is enjoyable and entertaining and can be used as a reference for purchase.

### **Creativity marketing**

Marketing is no longer about mastering the use of traditional channels, but about constantly innovating and utilizing creative solutions that will maximize returns. Creativity is critical to differentiate one's message, grab people's attention and effectively reach the various audiences who are being targeted. Marketing decisions will have to change as companies are forced to shift focus and reach people where their products have been advertised, in social media, on women cosmetics. The future of marketing should be consistent with the company's image and has influential value.

### **Good layout and design**

Social media advertising on women cosmetics should have a good layout and design. It is easier for customers of women cosmetics to remember brands advertised in the social media, tells what women are buying or using provide accurate information about products and tell which brand has the features that customers are looking for.

### **Faster delivery and feedback**

Social media advertising on women cosmetics should aim at cost effectiveness, target particular user groups, help in faster feedback, change the way people shop, reduce mental stress and have an attractive display.

### **Reliability and informative**

Social media advertising on women cosmetics increases conversion rate, helps to know number of visits generated, increases offline sales, increases reliability, is more informative and saves time.

## **Sales and Marketing**

Social media advertising on women cosmetics increases sales revenue, results in effective sales process, speed up the buying process, makes accessibility easier for new customers, generates online social support for their peers and builds or enhances.

## **Social Media in India**

Internet is still being propagated in the Indian society. People are now becoming more aware of Internet and its benefits. Internet usage has now matured from the basic emails and search to upscale activities like e-ticketing, online banking, e-retailing and the ubiquitous Social Media. Social Media is really picking up new heights in India.

With more people joining the social networks like Face book & Twitter, brands are finding it easy to spread the word about them over the web as consumers find it easy connecting with each other by using these sites. The trend is flourishing as many companies are coming in a big way for Social Media Optimization of their Product or Services with an objective of increased awareness about the company and the brand, lead generation and increase in loyal customers. Not only corporate, political parties are involving social networking sites to influence voters, as Statistics from Social Network Industry in India show that - 60% of the social networking traffic comes from Non Metro-Cities but the highest traffic generating city still remains to be Mumbai.

While, the highest number of active users are from the 15-24 age group but LinkedIn has a different age group of active users i.e. 25-34 age-group. Hence, usage as per age varies according to the networking site in question. Also, 80:20 ratio has been observed for gender differences while frequenting Social Networking sites in favor of males.



While, Face book cater to about 90 per cent of the users in the social media space; maximum users come from the 'less than 2 lakhs p.a.' income category. This is because social networks are primarily driven by the youth was done in 2009 elections. According to a research conducted by 'exchange 4 media' and 'blog works'. 69% respondent say there is some impact of social media on business and marketing.

## 4.1 DATA ANALYSIS AND INTERPRETATION

The purpose of this chapter is to present and discuss the analysis of data collected from 100 surveys sent in Google online Opinion Survey. The data was analysed using sample statistical technique. The result of data analysis provided information that formed the basis for discussions and interpretations which paved ways for findings recommendations and conclusion of the studies.

### 4.1 ANALYSIS BASED ON RESPONSES

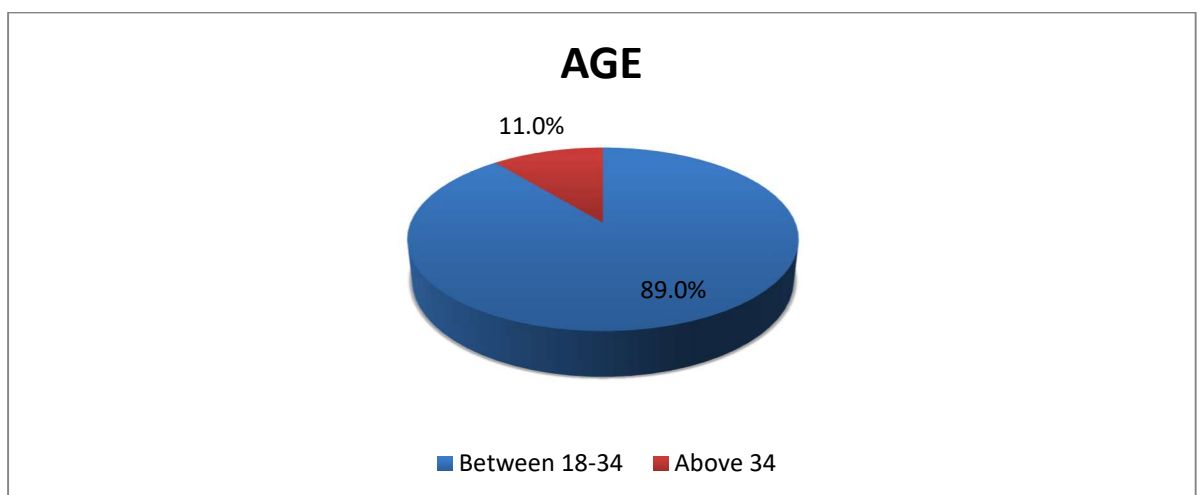
The following table shows the classification of respondents based on age.

**Table No. 4.1**

#### **Age**

<b>Age</b>	<b>Response</b>	<b>Percentage</b>
Between 18-34	89	89%
Above 34	11	11%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Figure No. 4.1**



Source: primary data

**Interpretation:**

The table 4.1 shows the response of users according to their age in the study area. The result shows that majority 89%, 89 out of 100 respondents belong to age category of between 18-34 years. And least number of respondents are from above the age of 34 i.e., only 11%. Majority of the respondents are in the age group of 18-34.

**4.2 ANALYSIS BASED ON COUNT YOUTUBE USERS**

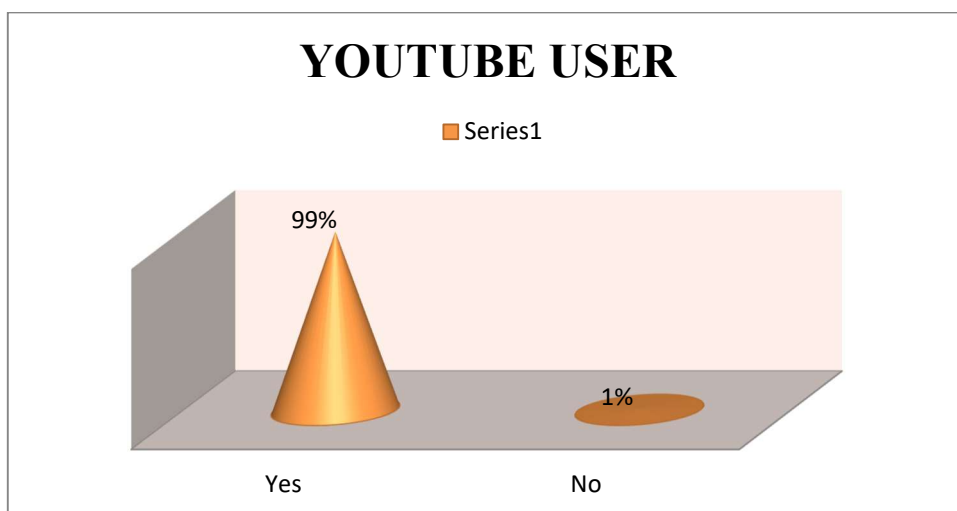
The following table shows classification of respondents on the basis of their marital status

**Table 4.2**

**YouTube User**

<b>Users</b>	<b>Response</b>	<b>Percentage</b>
Yes	99	99%
No	1	1%
<b>Total</b>	<b>100</b>	<b>1%</b>

**Graph no 4.2**



Source: primary data

**Interpretation:**

The table 4.2 shows the response of YouTube Users in the study area. The result shows that majority 99%, 99 out of 100 respondents said YES. And minor group of 1% is not a user of YouTube

### 4.3 ANALYSIS OF COSMETIC VIDEOS UPLOADED

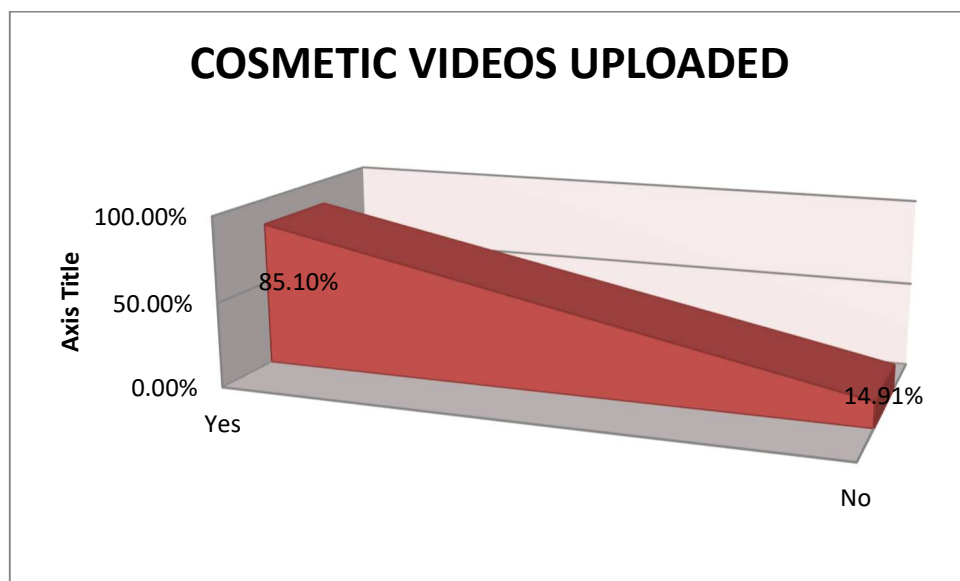
The following table shows classification of respondents based on cosmetics videos views

**Table 4.3**

#### **COSMETIC VIDEOS UPLOADED**

<b>Users</b>	<b>Response</b>	<b>Percentage</b>
Yes	85.1	85.1%
No	14.91	14.91%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Graph no 4.3**



**Interpretation:**

The table 4.3 shows the response of YouTube Users for watching cosmetic videos uploaded by other YouTube users in the study area. The result shows that majority 99%, 99 out of 100 respondents said YES. And minor group of 1% is not a user of YouTube

#### **4.4 TIME SPEND FOR YOUTUBE VIDEOS**

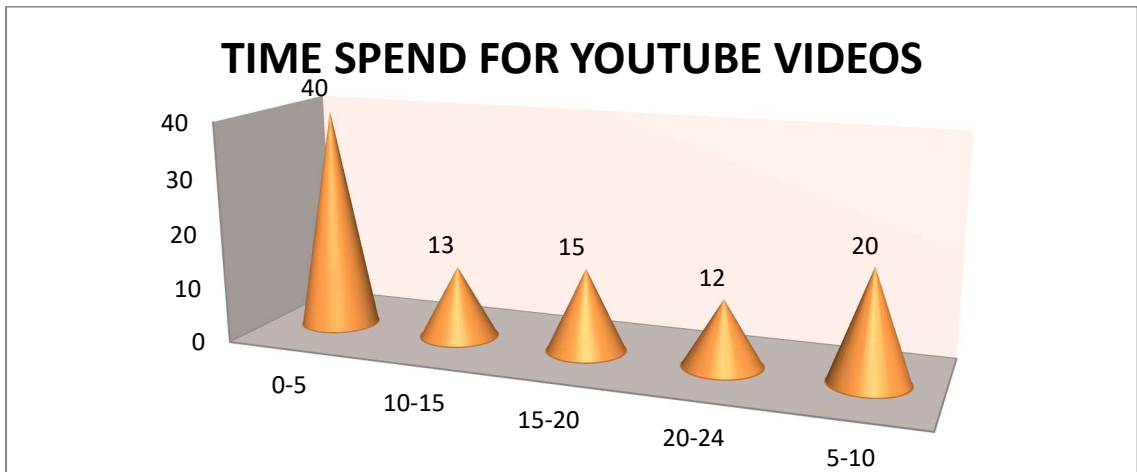
The following table shows the satisfaction level of respondents through cosmetic related videos.

**TABLE 4.4**

##### **Classification based on the time**

<b>Hours</b>	<b>No Persons</b>
0-5	40
5-10	20
10-15	13
15-20	15
20-24	12

**Graph no 4.4**



(Source: primary data)

**Interpretation:**

The table 4.4 shows the response of the YouTube users and how much time they spend for YouTube videos. The result shows the 40% of the YouTube users spend time in between one to five hours for YouTube videos, 13% spend on 10 to 15hours on YouTube videos, 15% spend 15 to 20 hours on YouTube videos and 20% are spend on 5 to 10 hours on YouTube videos.

## 4.5 ANALYSIS BASED ON PRODUCT RELATED INFORMATION

The following table shows the product related information through YouTube videos

**Table 4.5**

### **Satisfaction based on the product related information**

<b>Variable</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Z</b>	<b>P Value#</b>
Relevant	100	3.94	0.664	0.336	< 0.001
Appropriate	100	3.83	0.652	0.343	< 0.001
Timely	100	3.81	.692	.358	< 0.001
Up to date	100	3.35	.869	.323	< 0.001
Accurate	100	3.57	.742	.339	< 0.001
Reliable	100	3.52	.674	.342	< 0.001
Comprehensive	100	3.69	.813	.319	< 0.001
Broad and deep	100	3.61	.952	.289	< 0.001

Source: Computed from Survey Data

# One Sample Sign Test

### **Interpretation:**

From the above table, it is interpreted that the YouTube users are highly satisfied with the product related information. The p value of < 0.001 is highly significant at 5% level of significance. We can reject the null hypothesis. Hence, it can be concluded that the users are satisfied with the variables relating to the product related factors of cosmetics.

## 4.6 ANALYSIS BASED ON USER GENERATED CONTENT RELATED TO COSMETIC PRODUCTS ON YOUTUBE

The following table shows the user generated content related to cosmetic products on YouTube.

**Table 4.6**

### Satisfaction based on the content related information

Variable	N	Mean	Std. Deviation	Z	P Value#
Trust	100	3.267	1.047	.325	< 0.001
Knowledge	100	3.13	1.125	.290	< 0.001
Quality	100	3.77	.712	.302	< 0.001
Reliable	100	3.69	.761	.308	< 0.001

Source: Computed from Survey Data

# One Sample Sign Test

### Interpretation

From the above table, it is interpreted that the YouTube users are highly satisfied with the content related information. The p value of < 0.001 is highly significant at 5% level of significance. We can reject the null hypothesis. Hence, it can be concluded that the users are satisfied with the content related information on cosmetics products on YouTubers.



#### 4.7 ANALYSIS BASED ON BEAUTY PRODUCT INFORMATION

Variable	N	Mean	Std. Deviation	Z	P Value#
Useful	100	3.90	.759	.302	< 0.001
Informative	100	3.97	.745	.296	< 0.001
Valuable	100	3.71	.756	.269	< 0.001

Source: Computed from Survey Data

# One Sample Sign Test

#### Interpretation

From the above table, it is interpreted that the YouTube users are highly satisfied with the beauty product related information. The p value of < 0.001 is highly significant at 5% level of significance. We can reject the null hypothesis. Hence, it can be concluded that the users are satisfied with the beauty product related information on cosmetics products on you tubers.

## 4.8 ANALYSIS BASED ON COSMETIC USER GENERATED VIDEOS

The following table shows the usefulness of the cosmetic user generated videos

**Table 4.8**

### **Classification based on cosmetic user generated videos**

<b>Variables</b>	<b>Mean</b>	<b>rank</b>
Easier	3.1386	2
Effective	3.227	1

(Source: primary data)

### **Interpretation:**

From the above table we can analyse that, the respondents are strongly agree about the effectiveness in making purchase decision based on cosmetic user generated videos as it has a highest mean value of 3.227 and the respondents are agree about the easiness for making purchase decision of cosmetic based on user generated video as it has a mean value of 3.1386. Majority of the respondents are strongly agreed about the effectiveness of purchase decision based of cosmetic user generated video.

## 4.9 ANALYSIS BASED ON BEAUTY YOUTUBERS ON YOUTUBE

The following table shows the influence of beauty YouTubers on YouTube

**Table 4.9**

### **Classification based on influence of beauty YouTubers on YouTube**

<b>Variables</b>	<b>Mean</b>	<b>Rank</b>
<b>Buy</b>	<b>3.445</b>	<b>1</b>
<b>Try</b>	<b>3.297</b>	<b>3</b>
<b>Recommend</b>	<b>3.366</b>	<b>2</b>

(Source: primary data)

#### **Interpretation:**

From the above table we can analyse that, majority of the respondents are strongly agreed that they likely that they will buy the product as it shows highest mean value of 3.445 and another half of respondents are agreed that they will recommend this products to their friends as it has a mean value of 3.366 and only smaller portion of respondents are agreed to try these beauty products. Majority of the respondents says that they are likely that they will buy the products.

## 5.1 FINDINGS

- Majority of respondents are YouTube users.
- Cosmetic videos are frequently seen by youth category which denote their level of beauty consciousness and the extent to which there are attracted to beauty products and skin care.
- Majority of the users are in between the age group of 18 to 34.
- It was observed that you tube video frequently generate promotion of other beauty products which indirectly tiger them to purchase the same due to their increased beauty consciousness.
- It was observed that cosmetic video has actually helped the youth and viewers to pick out the most and useful beauty products by watching those beauty cosmetic videos.
- It was observed that, YouTube has actually made the viewers educated with the techniques of using various beauty products which was earlier not possible due to lack of awareness and this has actually made them more familiar with various beauty products and how to use them, there on.
- YouTube videos has not only made the viewers attracted to those products also has encouraged some of the viewers to make videos for themselves explaining how to use beauty products as it has got a viewership and the same has actually turned out to be source of income for such viewers.
- It has been observed that there has been a massive increase in the numbers of YouTubers engage in the promotion of the beauty product or the explanation of how to use beauty products through YouTube day by day which has actually shown the opportunity for various individuals to engage in such an activity as it as been a factor of income generation.
- It has been observed that due to increased number of YouTubers engaged in the demonstration of beauty products, the consumption of the beauty products and the level of consciousness of beauty has been increased among the viewers.
- Majority of the users spent time to watch cosmetic videos uploaded by YouTubers
- Majority of the YouTube spent time in between one to five hours for YouTube videos

- Majority of the users are satisfied with the variables relating to the product related factors of cosmetics.
- Majority of the users are satisfied with the content related information on cosmetic products on YouTubers.
- Majority of the users are satisfied with the beauty product related information on cosmetics products on YouTubers.
- Majority of the respondents are strongly agreed about the effectiveness of purchase decision based on user generated video.
- Majority of the respondents says that they are likely that they will buy the products.

## **5.2 CONCLUSION**

The proposed research has thrown light to the undisclosed plethora of opportunities that the YouTube has opened up for all those beauty aspirants and beauticians who has actually been able to not only motivate their viewers to a anew range of beauty products but has also been an element of income generation. It has been observed that youngsters are more attracted to these beauty centric video which has actually been a boom to many of the companies that deal with various beauty products. With the advent of internet and mass communication the awareness and availability of latest cosmetics has been easy. In this context the role of various channels and videos in triggering with growing aspiration towards latest beauty products and their usage has played a massive role in beauty product promotion. The concept of brand has become popular in beauty products mainly due the impact of repeated advertisements videos. The present study has shown that most of YouTube viewers of these beauty products has actually made a shift from a viewer to a YouTuber which shows the amount of influence they gain and their associated economic benefit. This has actually turned out to be a new commercial spectrum wherein different individuals get an opportunity to educate people across the world about various beauty products which they aren't aware and their lively demonstration has actually triggered the use of same products which has ultimately lead to flourishing the beauty industry at large and the emergence of various cosmetic companies has been a factor contributing to economic progress at large .

### 5.3 SUGGESTIONS

- It has been observed that most of the YouTube videos encourage false products or the products which are not healthy for a skin which has actually turned out to be negative effect of the same and hence it will be good if the beauty products YouTube video are been provided with customer's feedback using the product and their experiences that the other viewers does not get cheated with that user product.
- The YouTubers has engaged in the promotion and the demonstration of this beauty products actually being used costlier and rare shades of beauty products which are not readily available with the stores and market which has actually made it less useful for the lower economic session who are not able to afford such costly beauty products and the availability of the same is also a matter of cost.
- Hence it will be advisable if the YouTubers are coming up with much affordable and less costly beauty products which are readily available as the demonstrations would be useful for the viewers as they can themselves use the same.

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#### WEBSITES

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2. [www.investopedia.com](http://www.investopedia.com)



## APPENDIX

### QUESTIONNAIRE

1. Are you a woman in the age of 18-34?
  - 1) Yes
  - 2) No
  
2. Are you a YouTube User?
  - 3) Yes
  - 4) No
  
3. Have you ever watched cosmetics user-generated YouTube videos?
  - 1) Yes
  - 2) No
  
4. How much time do you spend per week on YouTube? \_\_\_\_\_Hours per week
  
5. When I think about the product-related information which is shared by cosmetics user- generated videos on YouTube...

	← Strongly disagree → Strongly agree						
I think it is relevant	1	2	3	4	5	6	7
I think it is appropriate	1	2	3	4	5	6	7
I think it is up-to-date	1	2	3	4	5	6	7
I think it is timely	1	2	3	4	5	6	7
I think it is accurate	1	2	3	4	5	6	7
I think it is reliable	1	2	3	4	5	6	7
I think it is comprehensive	1	2	3	4	5	6	7
I think it is sufficiently broad and deep	1	2	3	4	5	6	7

6. When I think about YouTubers who provide information about user-generated content related to cosmetic products on YouTube...

	Strongly disagree $\longleftrightarrow$ Strongly agree						
I think they are trustworthy	1	2	3	4	5	6	7
I think they are reliable	1	2	3	4	5	6	7
I think they are knowledgeable in evaluating the quality of cosmetics	1	2	3	4	5	6	7
I think they are experts in evaluating the quality of cosmetics.	1	2	3	4	5	6	7

7. When I think about the beauty product information that is shared by cosmetic user-generated content videos delivered by YouTubers...

	Strongly disagree $\longleftarrow$ Strongly agree						
I think it is useful	1	2	3	4	5	6	7
I think it is informative	1	2	3	4	5	6	7
I think it is valuable	1	2	3	4	5	6	7

8. The cosmetic user-generated videos on YouTube...

	Strongly disagree $\longleftrightarrow$ Strongly agree						
Make easier for me to make my purchase decision	1	2	3	4	5	6	7
Enhance my effectiveness in making my purchase decision	1	2	3	4	5	6	7

9. After considering information about cosmetic products which are shared by beauty YouTubers on YouTube...

	Strongly disagree $\longleftrightarrow$ Strongly agree						
It is very likely that I will buy the product	1	2	3	4	5	6	7
I will purchase the product next time I need a product	1	2	3	4	5	6	7
I will definitely try the product	1	2	3	4	5	6	7
I recommend the product to my friends	1	2	3	4	5	6	7