



# A Study On Purchase Of Cosmetic Brands By Impact Of Social Media And Digital Marketing With Reference To Gen Z In Chennai.

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## ARTICLE INFO

## ABSTRACT

This study delves into the dynamics of consumer behavior regarding the purchase of cosmetic brands among Generation Z (Gen Z) in Chennai, with a particular focus on the impact of social media and digital marketing. With the proliferation of social media platforms and the advent of digital marketing strategies, the beauty industry has undergone a significant transformation in how brands engage with consumers. This research aims to examine the extent to which Gen Z individuals in Chennai are influenced by social media and digital marketing when making purchasing decisions related to cosmetic products. Through a combination of qualitative and quantitative methodologies, including surveys and interviews, data will be gathered to analyze Gen Z consumers' perceptions, preferences, and purchasing patterns concerning cosmetic brands. The findings of this study are expected to provide valuable insights into the effectiveness of social media and digital marketing strategies employed by cosmetic brands targeting the Gen Z demographic in Chennai, thereby contributing to the advancement of marketing strategies tailored to this specific consumer segment.

**Keywords:** Cosmetic brands, Generation Z (Gen Z), Social media, Digital marketing.

## INTRODUCTION:

The purchase of cosmetic brands represents a significant aspect of consumer behavior within the beauty industry. [1]With an ever-expanding array of products and marketing strategies, consumers are faced with an abundance of choices when selecting cosmetic brands. This introduction aims to provide an overview of the factors influencing consumers' decisions and the importance of understanding these dynamics for cosmetic companies.

[2]The cosmetic industry has experienced remarkable growth in recent years, driven by factors such as evolving beauty trends, technological advancements, and shifting consumer preferences. [3]As a result, consumers now have access to a wide range of cosmetic brands, each offering unique products and promises. [4]In this competitive landscape, understanding what drives consumers to choose one brand over another is crucial for companies seeking to capture and retain market share.

[5]Several factors play a role in consumers' decisions when purchasing cosmetic brands. These include brand reputation and image, product quality and efficacy, pricing, packaging, and the overall consumer experience. [6]Brand perception, shaped by marketing efforts, word-of-mouth recommendations, and social media influence, also significantly impacts consumers' choices.

Moreover, the rise of digital platforms and social media has transformed the way cosmetic brands engage with consumers and market their products. Influencer marketing, user-generated content, and interactive online experiences have become integral parts of brand promotion strategies, influencing consumer perceptions and purchase decisions.

Understanding the dynamics of consumer behavior in the purchase of cosmetic brands is essential for companies operating in this industry. By gaining insights into consumers' preferences, motivations, and

decision-making processes, cosmetic companies can tailor their marketing strategies, product offerings, and brand messaging to better resonate with their target audience.

In this context, this study aims to delve deeper into the purchase behavior of consumers within the cosmetic industry. By examining the factors influencing brand selection and purchase decisions, this research seeks to provide valuable insights that can inform marketing strategies, product development, and overall business strategies for cosmetic brands. Through a comprehensive understanding of consumer preferences and behaviors, cosmetic companies can position themselves more effectively in the market and drive sustainable growth and success.

### **Generation Z (Gen Z):**

[7]Generation Z (Gen Z), the cohort born between the mid-1990s and the early 2010s, represents the newest wave of consumers shaping the modern marketplace. This introduction aims to provide an overview of Gen Z, including their defining characteristics, influence on consumer behavior, and implications for businesses and marketers.

Gen Z individuals, often characterized as digital natives, have grown up in an era defined by rapid technological advancements, widespread internet access, and the ubiquity of social media. Unlike previous generations, [8]who experienced the transition to digital technology later in life, Gen Z has been immersed in digital culture from a young age, shaping their communication preferences, social interactions, and consumption habits.

One of the defining features of Gen Z is their unprecedented level of digital fluency and connectivity. Raised in an era of smartphones, social media platforms, and instant access to information, Gen Z individuals are adept at navigating digital spaces and leveraging technology to connect, communicate, and consume content. [9]As a result, they have become a driving force behind the adoption of new technologies, digital platforms, and online shopping behaviors.

Furthermore, Gen Z is characterized by their diversity, inclusivity, and social consciousness. Growing up in an increasingly interconnected world, [10]Gen Z individuals are more socially aware and politically engaged than previous generations. They value authenticity, transparency, and social responsibility in the brands they support, and they are quick to hold companies accountable for their actions and values.

[11]Understanding the preferences, attitudes, and behaviors of Gen Z is essential for businesses and marketers looking to effectively engage with this influential consumer demographic. With their immense purchasing power and growing influence on market trends, [12] Gen Z represents a lucrative opportunity for brands that can successfully resonate with their values, preferences, and digital lifestyles.

In this context, this introduction sets the stage for further exploration into the behaviors and preferences of Gen Z consumers. [13]By delving deeper into their attitudes, motivations, and consumption habits, businesses and marketers can gain valuable insights that can inform product development, marketing strategies, and brand positioning efforts tailored to this influential demographic.

### **SOCIAL MEDIA:**

[14]Social media refers to online platforms and websites that enable users to create, share, and interact with content, as well as to connect with others. These platforms facilitate the exchange of user-generated content, such as text, images, videos, and links, allowing individuals and organizations to engage in conversations, build communities, and reach audiences on a global scale. [15] Social media has become an integral part of everyday life for billions of people around the world, transforming the way we communicate, share information, and conduct business.

There are numerous social media platforms catering to various interests, demographics, and communication preferences. Some of the most popular social media platforms include:

1. Facebook: Founded in 2004, Facebook is one of the largest and most widely used social media platforms, with billions of active users worldwide. It allows users to create profiles, connect with friends and family, share updates, photos, and videos, join groups, and follow pages of interest.
2. Instagram: Launched in 2010, Instagram is a photo and video-sharing platform that has rapidly grown in popularity, particularly among younger demographics. It enables users to post photos and short videos, apply filters and effects, follow other users, and engage with content through likes, comments, and direct messages.
3. Twitter: Established in 2006, Twitter is a microblogging platform that allows users to share short, 280-character messages called "tweets." It is known for its real-time nature, enabling users to stay updated on news, trends, and events, as well as to engage in public conversations using hashtags and mentions.
4. LinkedIn: Founded in 2003, LinkedIn is a professional networking platform designed for career development, networking, and business-related content. It allows users to create professional profiles, connect with colleagues and industry professionals, share updates, and access job listings and professional development resources.
5. TikTok: Launched in 2016, TikTok is a video-sharing platform that has rapidly gained popularity, particularly among younger users. It enables users to create short, looping videos set to music or sound clips, browse content based on interests, and engage with others through likes, comments, and shares.

6. YouTube: Established in 2005, YouTube is a video-sharing platform where users can upload, view, and share videos on a wide range of topics. It has become a major source of entertainment, education, and information, with billions of users accessing content daily.

Social media has revolutionized communication, marketing, and entertainment, offering businesses and individuals unprecedented opportunities to connect with audiences, build relationships, and share content. From brand promotion and customer engagement to influencer marketing and social activism, social media has become a powerful tool for driving awareness, engagement, and impact in the digital age.

#### OBJECTIVE OF THE STUDY:

1. Investigate Gen Z's purchasing behavior towards cosmetic brands influenced by social media and digital marketing in Chennai.
2. Analyze the impact of social media and digital marketing on the buying preferences of Gen Z for cosmetic brands in Chennai.
3. Examine the correlation between social media engagement and the choice of cosmetic brands among Gen Z consumers in Chennai.
4. Evaluate the effectiveness of digital marketing strategies in influencing the purchase decisions of Gen Z for cosmetic brands in Chennai.
5. Assess the role of social media platforms in shaping Gen Z's perceptions and attitudes towards cosmetic brands in the Chennai market.

#### HYPOTHESIS:

1. There is no significant difference in the purchasing behavior of Gen Z consumers towards cosmetic brands based on their exposure to social media marketing in Chennai.
2. Social media engagement does not significantly influence the purchasing decisions of Gen Z consumers for cosmetic brands in Chennai.

#### INDEPENDENT T TEST

For an independent t-test, the independent variable is the grouping variable that defines the two groups being compared, and the dependent variable is the variable being measured to see if there is a difference between the two groups.

Group Statistics					
	Exposure to Social Media Marketing	N	Mean	Std. Deviation	Std. Error Mean
Frequency of cosmetic brand purchases	Exposed,	135	3.87	1.040	.089
	Not Exposed	97	3.86	1.127	.114
Amount spent on cosmetic products	Exposed,	135	3.97	1.092	.094
	Not Exposed	97	4.12	.982	.100
Brand loyalty towards specific cosmetic brands	Exposed,	135	3.93	1.134	.098
	Not Exposed	97	3.95	1.193	.121
Preference for certain types of cosmetic products	Exposed,	135	3.77	1.246	.107
	Not Exposed	97	3.95	1.228	.125

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Frequency of cosmetic brand purchases	Equal variances assumed	.757	.000	.128	230	.898	.018	.143	-.264	.301
	Equal variances not assumed			.127	196.610	.899	.018	.145	-.268	.305
Amount spent on cosmetic products	Equal variances assumed	1.723	.005	-1.100	230	.273	-.153	.139	-.428	.121
	Equal variances not assumed			-1.119	218.751	.264	-.153	.137	-.423	.117
Brand loyalty towards specific cosmetic brands	Equal variances assumed	.325	.004	-.098	230	.922	-.015	.154	-.319	.289
	Equal variances not assumed			-.097	200.531	.923	-.015	.156	-.322	.292

Preference for certain types of cosmetic products	Equal variances assumed	.352	.553	-1.081	.230	.281	-.178	.165	-.503	.147
	Equal variances not assumed			-1.083	208.697	.280	-.178	.164	-.502	.146

**Interpretation:**

**1. Frequency of cosmetic brand purchases:**

- Levene's Test for Equality of Variances:
- The test statistic (F) is 0.757, and the associated p-value is significant ( $p < 0.001$ ), indicating that the assumption of equal variances is violated.
- t-test for Equality of Means:
- With equal variances assumed, the t-statistic is 0.128 with a corresponding p-value of 0.898, suggesting no significant difference in means between the compared groups.
- When variances are not assumed to be equal, the t-statistic is 0.127 with a p-value of 0.899, again indicating no significant difference in means.

**2. Amount spent on cosmetic products:**

Levene's Test for Equality of Variances:

The test statistic (F) is 1.723, and the associated p-value is significant ( $p = 0.005$ ), indicating unequal variances.

t-test for Equality of Means:

- With equal variances assumed, the t-statistic is -1.100 with a p-value of 0.273, suggesting no significant difference in means.
- When variances are not assumed to be equal, the t-statistic is -1.119 with a p-value of 0.264, again indicating no significant difference in means.

**3. Brand loyalty towards specific cosmetic brands:**

- Levene's Test for Equality of Variances:
- The test statistic (F) is 0.325, and the associated p-value is significant ( $p = 0.004$ ), indicating unequal variances.
- t-test for Equality of Means:
- With equal variances assumed, the t-statistic is -0.098 with a p-value of 0.922, suggesting no significant difference in means.
- When variances are not assumed to be equal, the t-statistic is -0.097 with a p-value of 0.923, again indicating no significant difference in means.

**4. Preference for certain types of cosmetic products:**

- Levene's Test for Equality of Variances:
- The test statistic (F) is 0.352, and the associated p-value is not significant ( $p = 0.553$ ), indicating equal variances.
- t-test for Equality of Means:
- With equal variances assumed, the t-statistic is -1.081 with a p-value of 0.281, suggesting no significant difference in means.
- When variances are not assumed to be equal, the t-statistic is -1.083 with a p-value of 0.280, again indicating no significant difference in means.

**Overall Interpretation:**

- For variables related to frequency of cosmetic brand purchases, brand loyalty towards specific brands, and preference for certain types of cosmetic products, there is no significant difference in means between the compared groups, regardless of whether variances are assumed to be equal or not.
- For the amount spent on cosmetic products, while variances are unequal, there is also no significant difference in means between the compared groups.

**MULTI REGRESSION ANALYSIS:**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.189 <sup>a</sup>	.036	.026	1.056	1.822

a. Predictors: (Constant), FMSP1, SMI, BA, PBA

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.422	.139		24.669	.000
	FSME	-.003	.058	-.005	-.060	.952
	SMI	.034	.053	.049	.650	.516
	BA	.061	.059	.081	1.039	.299
	PBA	.064	.056	.087	1.146	.252

a. **Dependent Variable:** Amount spend on cosmetic product

Frequency of Social Media Engagement, Influence of Social Media Influencers, Brand Awareness, Perceived Brand Authenticity.

### Interpretation:

The table presents the results of a regression analysis with the dependent variable "Amount spend on cosmetic product" and four independent variables: "FSME" (Frequency of Social Media Engagement), "SMI" (Social Media Influencer Influence), "BA" (Brand Awareness), and "PBA" (Perceived Brand Authenticity). Here's how to interpret the coefficients.

- These coefficients indicate the change in the dependent variable for a one-unit change in the respective independent variable, holding other independent variables constant.
- "FSME" coefficient (-.003): For each one-unit increase in the frequency of social media engagement, the amount spent on cosmetic products decreases by .003 units, although this change is not statistically significant ( $p > .05$ ).
- "SMI" coefficient (.034): For each one-unit increase in the influence of social media influencers, the amount spent on cosmetic products increases by .034 units, but this change is not statistically significant ( $p > .05$ ).
- "BA" coefficient (.061): For each one-unit increase in brand awareness, the amount spent on cosmetic products increases by .061 units, but this change is not statistically significant ( $p > .05$ ).
- "PBA" coefficient (.064): For each one-unit increase in perceived brand authenticity, the amount spent on cosmetic products increases by .064 units, but this change is not statistically significant ( $p > .05$ ).

### FINDING:

- This statement suggests that after analyzing the data, there was no statistically significant variation observed in the purchasing behavior of Gen Z consumers towards cosmetic brands concerning their exposure to social media marketing.
- The analysis likely involved comparing the purchasing behavior (e.g., amount spent on cosmetic products, brand preference) of Gen Z consumers exposed to social media marketing against those not exposed, and the results indicated no significant difference between the groups.
- Social media engagement does not significantly influence the purchasing decisions of Gen Z consumers for cosmetic brands in Chennai:
- This statement implies that, based on the analysis conducted, there was no statistically significant impact observed of social media engagement on the purchasing decisions of Gen Z consumers for cosmetic brands in Chennai.
- The analysis likely involved examining the relationship between social media engagement (e.g., frequency of engagement, interaction with cosmetic brand content) and purchasing decisions (e.g., amount spent on cosmetic products, brand preference) among Gen Z consumers. The results indicated that social media engagement did not have a significant influence on their purchasing decisions.
- In both cases, the findings suggest that exposure to social media marketing and social media engagement do not play a significant role in shaping the purchasing behavior and decisions of Gen Z consumers regarding cosmetic brands in Chennai. These findings provide insights into the influence of social media on consumer behavior in the cosmetic industry within the Gen Z demographic segment in Chennai.

### SUGGESTION:

#### 1. Enhance Social Media Presence:

- Cosmetic brands should focus on enhancing their presence on popular social media platforms such as Instagram, TikTok, and YouTube, where Gen Z consumers are highly active.
- Regularly posting engaging content, including tutorials, product reviews, and user-generated content, can help in capturing the attention of Gen Z consumers and fostering brand loyalty.

#### 2. Utilize Influencer Marketing:

- Collaborating with influencers who have a significant following among Gen Z in Chennai can be an effective strategy for cosmetic brands.



- Partnering with influencers to create sponsored content or hosting virtual events can help in increasing brand visibility and credibility among the target demographic.
- 3. Interactive Campaigns and Challenges:**
- Creating interactive campaigns and challenges on social media platforms can encourage user participation and drive engagement.
- Innovative campaigns such as hashtag challenges or user-generated content contests can create buzz around the brand and incentivize Gen Z consumers to interact with the brand online.
- 4. Invest in Targeted Advertising:**
- Cosmetic brands should invest in targeted digital advertising campaigns to reach Gen Z consumers in Chennai effectively.
- Utilizing data analytics and segmentation techniques can help in delivering personalized advertisements based on the preferences and interests of the target audience.
- 5. Monitor and Analyze Social Media Metrics:**
- It's essential for cosmetic brands to continuously monitor and analyze social media metrics to gauge the effectiveness of their digital marketing efforts.
- Tracking metrics such as engagement rates, reach, and conversion rates can provide valuable insights into consumer behavior and preferences, allowing brands to refine their strategies accordingly.

### CONCLUSION:

In conclusion, this study has shed light on the impact of social media and digital marketing on the purchase of cosmetic brands among Gen Z consumers in Chennai. Through the analysis of survey data and statistical tests, it was found that exposure to social media marketing and engagement with digital content did not significantly influence the purchasing behavior and decisions of Gen Z consumers in the cosmetic industry.

These findings underscore the need for cosmetic brands to adopt targeted and innovative strategies to engage with Gen Z consumers effectively. By enhancing their social media presence, leveraging influencer marketing, and creating interactive campaigns, brands can establish meaningful connections with their target audience and drive brand loyalty.

Moving forward, it is imperative for cosmetic brands to stay abreast of evolving consumer trends and preferences in the digital landscape. By embracing data-driven approaches and continuously refining their marketing strategies, brands can position themselves for success in capturing the attention and loyalty of Gen Z consumers in Chennai and beyond.

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