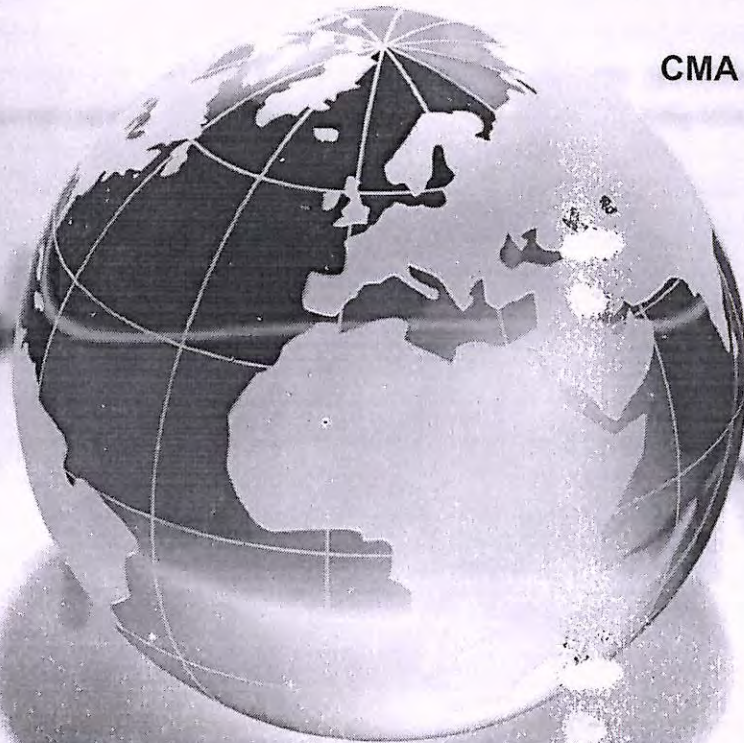


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**A STUDY OF IMPACT OF SOCIAL MEDIA
MARKETING OF COLOUR COSMETICS ON
CONSUMER ATTITUDES OF GEN-Z**

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Dr. Saraswathi Moorthy and Purvy Karia

ABSTRACT

The purpose of this study is to explore consumer's attitude of Gen- Z towards social media marketing of colour cosmetics using the tri-component attitude model. The study analyses the impact of social media marketing of colour cosmetics on factors of the attitude components of Gen- Z. Gen Z is perhaps that demographic category, wherein a large number of people consume social media and use make-up and colour cosmetics. The study is based on descriptive research design using primary data. A structured questionnaire has been designed, to know the point of view of Gen- Z respondents regarding the social media marketing of colour cosmetics. The questionnaire further seeks to discover the impact of social media marketing of colour cosmetics on factors of attitude components of Gen- Z; namely cognitive, affective and conative. The survey was conducted by the researcher across suburban Mumbai. The researcher administered the soft copy of the questionnaires through google forms to elicit information from the respondents who could not be contacted in person. The data has been collected from 100 sample respondents by adopting the convenience sampling method. It was identified that the three factors, cognitive factors, affective factors and conative factors have greater impact on attitude of Gen- Z towards social media marketing of colour cosmetics.


Keywords: Gen- Z, Colour Cosmetics, Social media, Tri-Component Model, Consumer Attitude

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1. INTRODUCTION

Consumers display attitude towards products, services and related marketing communication. It can be commonly regarded as a feeling of favorableness towards a product/ service, which greatly shapes a consumer's decision or indecision to buy the product/service. Feelings, opinions and dispositions of a consumer leads to formation of consumer attitude. The prominence of this concept lies in the premise that it greatly shapes consumer decisions to purchase or not purchase a product.

Amongst the models that portray the dynamics underlying consumer attitudes, Tri- Component Model is the most commonly used one. According to this model, a consumer's attitude is a composite of 3 elements- Cognitive, Affective and Conative. Cognitive attitude comprises of the consumer's knowledge and information based on rational cognitive processes that influence their opinion about a product. Affective component implies the emotions and feelings that lead to mental attachment or detachment towards or from a product. The action oriented behaviour which leads to a decision on the part of the consumer to act upon in a certain manner refers to the conative component. This model has found widespread application in consumer behaviour studies due to its simplicity and ability to predict a consumer's attitude.


In the current times, social media plays a critical role in shaping consumer opinions, inducing attitudes and purchasing decisions. Of late Social media has become an influential marketing channel for creating content, sharing ideas, and expressing opinions and information about products and services. Social media has transcended the boundaries of mere networking and communication to become an indispensable carrier of marketing content. At the user end, consumers have resorted to using social media to obtain information about various products. Amongst the various industries and sectors, cosmetic industry has vigorously adopted social media platforms as active marketing mediums. According to a global study conducted in 2019, 37% of the consumers discovered online beauty brands by seeing ads on social media, 33% by following recommendations and comments in social media, 22% rely on posts from expert bloggers, 22% follow the brands' social media page, and 22% get information on new products via celebrity endorsements in social media. Therefore, investigating the consumers' attitude of Gen-Z towards social media marketing of colour cosmetics is an emerging area of research.

2. STATEMENT OF THE PROBLEM

Currently social media users are multicultural, diverse group of consumers. Their exposure to market and product related information is also generally high. Majority of the marketers can reach these social media communities. Existence of multitude of communities on social media platforms sets it apart from the other means of traditional means of marketing.

Social media users in India have increased to a great extent. Also, the consumption of colour

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cosmetics has also risen over the past few years. These consumers vary across different demographic factors like age, gender, income and occupation. Prominent amongst them is the Gen-Z category of women consumers who display increasing preference for make-up products. There are a few studies available on the female demographic with regards to their colour cosmetic purchase habits. However, there is a dearth of research to explore the reasons behind their purchase behaviour. This research intends to fill this gap and understand the attitude of Gen-Z towards social media marketing of colour cosmetics on social media. The purpose of this study is to explore consumer's attitude of Gen-Z towards social media marketing of colour cosmetics using the tri-component model. This research will provide insight for colour cosmetic brands to understand how to effectively target and build relationships with the Gen-Z demographic.

3. REVIEW OF LITERATURE

Kiruti Ratchaya, S and Sreeya, B. (2019) in their study entitled, "Impact of Social Media on Buying Decision in Chennai", analysed responses of 1450 respondents for the purpose of understanding the buying decision. Chi-square, independent t test and correlation are the various tests used in this research. The research shows that male and female have different perspective regarding social media advertisement. If the income level increases, the customers are less bothered about purchase decisions. Most of the social media product advertisement is targeted towards teenagers.

Anjana, S.S. (2018) conducted a study titled, "A study on factors influencing cosmetic buying behavior of consumers". The research mainly focuses on understanding the buying pattern of consumers for cosmetic products. Through this paper an attempt was conducted to identify the different factors that impact and influences the customers for buying a product. This study reveals that various factors like quality, brand, price, advertisement and packaging have tremendous influences on consumer purchasing behaviour.


4. OBJECTIVES OF THE STUDY

- 1) To explore consumer's attitude of Gen-Z towards social media marketing of colour cosmetics using the tri- component model
- 2) To analyse the impact of social media marketing of colour cosmetics on factors of attitude components of Gen-Z.

5. SCOPE OF THE STUDY

This study will explore consumer's attitude of Gen-Z towards social media marketing of colour cosmetics of respondents belonging to suburban Mumbai. Colour cosmetics include the entire realm of make-up products available for face, eyes, lips and nails like lipsticks, nailpaints,

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eyeliners, foundation, primer, etc. Gen-Z as commonly understood refers to the generation born after 2000 and hence respondents belonging to the age group of 17- 24 years are included in the study. It is seen that Gen-Z are digital natives and are exposed to various social media platforms. Further, girls/ women (aged 17- 24 years) were target respondent group for the study. The conceptual scope of the study includes the tri-component model, which is used to survey the impact of social media marketing of colour cosmetics on factors of attitude components of Gen-Z. The social media platforms used are facebook, Instagram, twitter, youtube and pinterest as they are widely used by majority of the respondents. A category of 'others' is added to the social media platforms used to include those lesser known platforms, which may be used by the respondents.

6. METHODOLOGY

The study follows a descriptive research design. A structured questionnaire has been designed to acquire responses from the target respondents. Primary data was collected to get first-hand information about the topic for the purpose of analyzing responses. Secondary data has been obtained from various sources like websites, books and journals, magazines and newspapers, research papers, reports by authorized bodies, people and institutions. The data has been collected from 100 sample respondents by adopting convenience sampling method. The hypothesis is tested by calculating P-values and constructing a 95% confidence interval for the mean response of each statement representing the cognitive, affective and conative factors of consumer attitude.


7. HYPOTHESES

- H_{01} - Impact of social media marketing of colour cosmetics on Cognitive factors of attitude components of Gen-Z is equal to the average level
- H_{02} - Impact of social media marketing of colour cosmetics on Affective factors of attitude components of Gen-Z is equal to the average level
- H_{03} - Impact of social media marketing of colour cosmetics on Conative factors of attitude components of Gen-Z is equal to the average level

8. LIMITATIONS OF THE STUDY

- There may be bias in the responses from the respondents which may be inevitable at times.
- Literature available is mostly restricted to popular social media platforms

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9. ANALYSIS AND INTERPRETATION

9.1 Description of demographic variables of the respondents, their usage and purchase pattern of colour cosmetics and exposure to social media

Table 1: Demographic Profile of Sample Respondents


	Factors	Frequency	Percentage
Area of residence	Central suburbs	47	47
	Western suburbs	37	37
	Harbor suburbs	12	12
	Others	04	04
Age group	17-20 years	47	47
	21-24 years	53	53
Education	Under graduate	51	51
	Graduate	25	25
	Post graduate	23	23
	Professional	01	01
Marital Status	Married	02	02
	Unmarried	98	98
Occupation	Service	14	14
	Business	03	03
	Professional	01	01
	Homemaker	02	02
	Student	79	79
	Others	01	01
Monthly income	No income	03	03
	<Rs.20,000	74	74
	Rs.20,001- Rs.40,000	19	19
	Rs.40,001- Rs.60,000	04	04
	>Rs.60,001	-	-

Source: Primary data

Interpretation

- The analysis shows that maximum respondents (47%) are from Central Suburbs
- The demographic variable of age shows that majority of the respondents (53 per cent) belong to the age group between 21-24 years.
- 51% of the respondents are Undergraduates and hence can be concluded that majority of the respondents have attained under graduation.
- The distribution shows that 98% of the respondents are unmarried and thus it can be interpreted that highest percentage of respondents are unmarried.

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- The occupation wise classification shows that majority of the respondents (79%) are students
- The monthly income classification displays that highest per cent of the respondents (74%) are earning income up to Rs.20,000

Table 2: Respondents Usage and Purchase Pattern of Colour Cosmetics

		Frequency	Percentage
Colour cosmetics (make up) used	Face (foundation, Creams, concealers, etc.)	56	56
	Eye (Kohl, Eyeliners, Eyeshadows, etc.)	15	15
	Lips (Lipsticks, lipbalms, etc.)	26	26
	Nails (Nail paints, etc.)	03	03
Amount spent on make-up every month	<Rs. 500	66	66
	Rs. 501- Rs. 1000	23	23
	Rs. 1001- Rs. 1500	06	06
	Rs. 1501- Rs. 2000	03	03
	>Rs. 2001	01	01
Source of purchase	Online	20	20
	Retail Shops	65	65
	From dealers/ wholesalers	15	15

Source: Primary data

Interpretation

- It can be seen that majority of the sample respondents (56%) have been using Face make-up (foundation, Creams, concealers, etc)
- It is further understood from the table 2 that most of the respondents (66%) spent below Rs.500 for make-up every month.
- Table 2 also highlights that most of the target respondents (65%) purchase the make-up products from retail shops. In other words, they prefer offline traditional mode of purchase.

Table 3: Respondents Use of Social Media and time spent

		Frequency	Percentage
Social media platforms actively use	Facebook	22	22
	Instagram	63	63
	Youtube	10	10
	Twitter	02	02
	Pinterest	02	02
	Others	01	01
Number of hours spent on social media everyday	Equal to or less than 1 hour	18	18
	More than 1 but less than 3 hours	45	45
	More than 3 but less than 5 hours	22	22
	More than 5 but less than 7 hours	12	12
	More than 7 hours	03	03

Interpretation

In terms of social media usage pattern, the following can be inferred:

- Instagram is the most preferred social media platform with 63% respondents using it regularly.
- Majority of the respondents spent between 1 to 3 hours on social media daily.

9.2 Impact of social media marketing of colour cosmetics on factors of attitude components of Gen-Z

The respondents have responded to the questions raised by the researcher about the impact of social media marketing of colour cosmetics on Cognitive, Affective and Conative factors of attitude components of Gen- Z. During the survey, 100 sample respondents were asked to state the impact of social media marketing of colour cosmetics on Cognitive factors of attitude components of Gen- Z. The study analyzed the impact of social media marketing of colour cosmetics on Cognitive factors of attitude components of Gen- Z using five scales- 'Strongly Agree', 'Agree', 'No Opinion', 'Disagree' and 'Strongly Disagree'. The highlighted factors were assigned with weights to each level as 1 point for a Strongly Disagree, 2 points for Disagree, 3 points for No Opinion, 4 points for Agree, 5 points for Strongly Agree. The weighted points for each level are computed by multiplying the number of respondents that agreed with a level of agreement/disagreement by the respective weight.

Testing of Hypothesis:

Null Hypothesis (H_{01}): Impact of social media marketing of colour cosmetics on Cognitive factors of attitude components of Gen- Z is equal to the average level (Mean = 3).

Since P-value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance with regard to impact of social media marketing of colour cosmetics on Cognitive factors of attitude components of Gen-Z. Hence, the impact of social media marketing of colour cosmetics on Cognitive factors of attitude components of Gen- Z is higher than the average level (mean=3). The mean of all variables has been attained between three and four, which clearly demonstrates that the impact level is higher than the average level.

The mean score of the factor "Social media marketing content of make-up products is a useful source of information" is 2.71 which is less than the Average value (mean 3). The mean difference lies between the lower limit 2.44 and the upper limit 2.97 with a 95 per cent confidence interval of the difference. Hence, it can be established that social media marketing of make-up products does not have a significant impact on perceived usefulness of the content.

The mean score of the factor "It is easy to secure timely information on make- up brands and products through brand social media pages" is 3.30 which is higher than the average value (mean 3). The mean difference lies between the lower limit 3.07 and the upper limit 3.52 with a 95 per cent confidence interval of the difference. Timely information on make-up brands and

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products through brand social media pages contributes towards influencing the impact of social media marketing of colour cosmetics on Cognitive factors of attitude components of Gen-Z.

Table 4: Impact of social media marketing of colour cosmetics on Cognitive factors of attitude components of Gen-Z


Particulars	Mean	SD	t-value	P-value	Mean diff.	95 per cent Confidence Interval of the Difference	
						Lower	Upper
Social media marketing content of make- up products is a useful source of information	2.71	1.31	20.645	.000	2.71	2.44	2.97
It is easy to secure timely information on make- up brands and products through brand social media pages	3.30	1.14	28.909	.000	3.30	3.07	3.52
Social media content of make- up brands helps me form informed opinions about products	3.29	1.14	28.646	.000	3.29	3.06	3.51
Social media content by brands gives complete product description of make- up products	3.18	1.05	30.064	.000	3.18	2.97	3.38
Make-up brands share valuable and relevant content through social media marketing	3.26	1.01	32.237	.000	3.26	3.05	3.46

Source: Primary data

The mean score of the factor “Social media content of make-up brands helps me form informed opinions about products” is 3.29 which is higher than the average value (mean 3). The mean difference lies between the lower limit 3.06 and the upper limit 3.51 with 95 per cent confidence interval of the difference. Social media content of make-up brands plays a significant role in forming informed opinions. Thus, the impact of social media marketing of colour cosmetics on Cognitive factors of attitude components of Gen-Z is positive in that respect.

The mean score of the factor “Social media content by brands gives complete product description of make- up products” is 3.18 which is higher than the average value (mean 3). The mean difference lies between the lower limit 2.97 and the upper limit 3.38 with a 95 per cent confidence

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interval of the difference. Social media content by brands as a source of product description of make-up products moderately influences the Cognitive component of consumer attitude of Gen-Z.

The mean score of the factor “Make-up brands share valuable and relevant content through social media marketing” is 3.26 which is higher than the average value (mean 3). The mean difference lies between the lower limit 3.05 and the upper limit 3.46 with a 95 per cent confidence interval of the difference. It can be said that Make-up brands share valuable and relevant content through social media marketing and thus they significantly affect the Cognitive factors of attitude components of Gen-Z.

Null Hypothesis (H₀₂): Impact of social media marketing of colour cosmetics on Affective factors of attitude components of Gen-Z is equal to the average level (Mean = 3).


Table 5: Impact of social media marketing of colour cosmetics on Affective factors of attitude components of Gen-Z

Particulars	Mean	SD	t-value	P-value	Mean diff.	95 per cent Confidence Interval of the Difference	
						Lower	Upper
Marketing content of make- up brands on social media is entertaining	3.22	1.12	28.638	.000	3.22	2.99	3.44
I find social media content and pages of make- up brands attractive and appealing	3.33	1.18	27.992	.000	3.33	3.09	3.56
I develop liking towards make- up brands after watching their social media content	3.18	1.13	28.103	.000	3.18	2.95	3.40
Marketing content by make- up brands on social media is interesting	3.32	1.13	29.225	.000	3.32	3.09	3.54

Source: Primary data

Since P-value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance with regard to impact of social media marketing of colour cosmetics on Affective factors of attitude components of Gen-Z. Hence, the impact of social media marketing of colour cosmetics on Affective factors of attitude components of Gen-Z is higher than the average level (mean=3).

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The mean of all variables has been attained between three and four, which clearly demonstrates that the impact level is higher than the average level.

The mean score of the factor "Marketing content of make- up brands on social media is entertaining" is 3.22 which is more than the Average value (mean 3). The mean difference lies between the lower limit 2.99 and the upper limit 3.44 with a 95 per cent confidence interval of the difference. Entertaining marketing content of make- up brands on social media is an important contributor in creating an impact of social media marketing of colour cosmetics on Affective factors of attitude components of Gen-Z.

The mean score of the factor "I find social media content and pages of make- up brands attractive and appealing" is 3.33 which is higher than the average value (mean 3). The mean difference lies between the lower limit 3.09 and the upper limit 3.56 with a 95 per cent confidence interval of the difference. Attractive and appealing content on social media is a key influencer in generating an impact of social media marketing of colour cosmetics on Affective factors of attitude components of Gen-Z.


The mean score of the factor "I develop liking towards make- up brands after watching their social media content" is 3.18 which is higher than the average value (mean 3). The mean difference lies between the lower limit 2.95 and the upper limit 3.40 with 95 per cent confidence interval of the difference. It can be said that Affective factors of attitude components of Gen-Z are affected by feelings of liking towards make- up brands that are created by brand content on social media. Brand content on social media leads to favourable formation of attitudes.

The mean score of the factor "Marketing content by make- up brands on social media is interesting" is 3.32 which is higher than the average value (mean 3). The mean difference lies between the lower limit 3.09 and the upper limit 3.54 with a 95 per cent confidence interval of the difference. There is a general agreement that the marketing content by make- up brands on social media is interesting. Hence, it contributes to the impact of social media marketing of colour cosmetics on Affective factors of attitude components of Gen-Z.

The mean score of the factor "I am likely to buy the make-up product/ brand after watching its social media content" is 3.08 which is more than the Average value (mean 3). The mean difference lies between the lower limit 2.85 and the upper limit 3.30 with a 95 per cent confidence interval of the difference. Thus, it can be inferred that impact of social media marketing of colour cosmetics on Conative factors of attitude components of Gen- Z is found to be moderate enough to create a likelihood of purchase.

The mean score of the factor "I am likely to recommend and rate the make- up product/ brand on their social media pages" is 3.01 which is higher than the average value (mean 3). The mean difference lies between the lower limit 2.79 and the upper limit 3.22 with a 95 per cent confidence interval of the difference. Probable likelihood of involvement on social media through recommendation and rating of make- up products implies adequate impact of social media marketing on Conative factors of attitude components of Gen-Z.

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Null Hypothesis (H_{03}): Impact of social media marketing of colour cosmetics on Conative factors of attitude components of Gen-Z is equal to the average level (Mean = 3).

Table 6: Impact of social media marketing of colour cosmetics on Conative factors of attitude components of Gen-Z

Particulars	Mean	SD	t-value	P-value	Mean diff.	95 per cent Confidence Interval of the Difference	
						Lower	Upper
I am likely to buy the make- up product/ brand after watching it's social media content	3.08	1.14	26.944	.000	3.080	2.85	3.30
I am likely to recommend and rate the make- up product/ brand on their social media pages	3.01	1.06	28.175	.000	3.01	2.79	3.22
I am likely to give a feedback on make- up brand pages/ content on social media	2.87	1.07	26.593	.000	2.87	2.65	3.08
I am likely to engage with brand posts through likes, comments, shares, etc, on social media content of make- up brands	3.00	1.10	27.249	.000	3.00	2.78	3.21

Source: Primary data

The mean score of the factor “I am likely to give a feedback on make-up brand pages/ content on social media” is 2.87 which is lower than the average value (mean 3). The mean difference lies between the lower limit 2.65 and the upper limit 3.08 with 95 per cent confidence interval of the difference. Thus, it can be concluded that the likelihood of giving feedback on make- up products is one of the Conative factors of attitude components of Gen- Z that modestly affected by social media marketing of make- up products.

The mean score of the factor “I am likely to engage with brand posts through likes, comments, shares, etc, on social media content of make-up brands” is 3.00 which is equal to the average value (mean 3). The mean difference lies between the lower limit 2.78 and the upper limit 3.21 with a 95 per cent confidence interval of the difference. Engagement on social media through likes, comments, shares, etc, on social media content of make-up brands is a significant part of

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the Conative factors of attitude components of Gen-Z that are impacted by social media marketing of colour cosmetics.

10. SUGGESTIONS

The results of the study suggest that the most advantageous social media campaigns focusing on this target group should possess the following characteristics:

- Relevant, informative and updated content
- Popular and trendy content
- Using variety of social media applications to display brand content
- Creating participative, attractive and engaging content
- Integrating promotional activities of social media with traditional formats of marketing.


11. CONCLUSION

The purpose of this paper is to investigate the attitude of Gen-Z towards social media marketing of colour cosmetics using the tri-component model. Through this study, it was identified that the three factors, cognitive factors, affective factors and conative factors have considerable impact on attitude of Gen-Z towards social media marketing of colour cosmetics. Gen-Z is a vital segment of customers for cosmetics firms, and most of these people use social media platforms to gain the information about cosmetic brands. It can be easily inferred that social media plays a moderating role in consumer attitude formation and product offerings for the Gen-Z.

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