

# ENHANCING THE GREEN COSMETICS THROUGH DIGITAL MARKETING

## Abstract

**Background:** In the modern day, everyone is focused on finding a long-term solution to the issues people encounter daily. There are some non-natural products that caused the shift to these natural products, which are now preferred over chemical ones in the cosmetics industry. These products are grown up in recent years as eco-friendly products and that are referred to as green products.

**Area and Methodology of the study:** There are various studies taken on this issue in the market that are studied through secondary sources of data to analyze the effectiveness of cosmetics products through digital marketing platforms as a wage marketing tool for green cosmetics.

**Results and discussion:** Marketers cannot reach genuine customers who are all dealing with the issues associated with it without first analyzing the platform that aids in enhancing green cosmetics. Since every one lives in the digital age, it is now possible to reach genuine consumers and desired products that are mainly through digital marketing. This study identified that more green cosmetics consumers chose Instagram as their preferred digital marketing channel than any other. It is obvious that green cosmetic marketers can control the best market position by focusing on it.

**Implications:** Every marketer wants to connect with their target customers and vice versa. In the digital age, it is easy for both marketers and consumers to receive market feedback and make the best pick. Marketers should be aware of the digital marketing platform's medium before deciding on a tool for communicating their products to consumers.

**Keywords:** Green Cosmetic Products, Social Media Marketing, Influencer, Digital Marketing Platform.

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## I. INTRODUCTION

Cosmetics are products intended for the purpose of cleansing and beautifying the appearance of one person. A "Cosmetic" is any substance that is designed to preserve, improve, or alter the outward appearance of an individual's skin, strands of hair, fingernails, or one's teeth. This includes medications that are available over-the-counter as well as prescribed. Cosmetics are made up of a combination of many chemical mixtures, artificial synthesis materials to bring instead the result of makeup or glowing, which are having some harmful effects for both the consumer as well as for the environment. Green cosmetics are products that use natural materials like plants rather than synthetic chemicals and substances. Utilizing green cosmetics is safe for both the environment and the consumers.

Green cosmetics won't produce immediate results; they'll take time, but they're safe. Nowadays people are more conscious about their health and have changed and have changed to sustainable cosmetics. Within the cosmetics industry, there is a growing movement toward adopting procedures and values that are in line with environmentally friendly goals. For a very long time, the concept of environmentally friendly cosmetics was regarded as an obscenity. A product's availability on the market, together with its purpose, attributes, and potential uses, are communicated to the consumer through marketing.

The needs of manufacturers and customers cannot be met without good marketing; thus, it is important to examine the market share, which gives a general idea of how catchy marketing should be done.

Marketing was initially done through word-of-mouth, and then moved on to newspaper ads, posters or pamphlets, radio and television commercials, which were not effective for longer runs. So now in this modern era digital marketing has a greater impact than those of traditional forms of marketing. Presently Digital Marketing is successful through the following platforms called social media.

## II. MODERN WAY OF MARKETING–DIGITAL MARKETING

Digital Marketing or online medium and other forms of digital communication are used to spread the word about business enterprises in the expectation of attracting prospective customers. Besides and in addition to text and multimedia communications, this also includes electronic mail and also communication through networking sites, and web-based advertising. The term "digital marketing" refers to any marketing approach that makes use of electronic technology, frequently in the form of electronic devices that are connected to the Internet. There are many different examples, some of which include content marketing, marketing via social networking sites, marketing via electronic mail, and online advertising.

Generally speaking, "social media" refers to the multiple ways through which people connect with one another via the formation, dissemination, or trade of information and concepts inside various online communities and networks. Relationships as well as communities are at the foundation of social networking sites, as it involves engaging in conversation with your target demographic and communicating with other users. It is more than just a medium for broadcasting or a tool for marketing and business transactions. Sincerity and honest communication are two things that are really necessary.

In addition to hearing what others are saying, you should also pay attention to what they are saying about social media. Listen carefully before engaging in conversation. Be appealing, helpful, pertinent, and entertaining all at the same time. You shouldn't be afraid to try new things, but before you get started, you should be sure they make sense. Instagram, Facebook, Twitter, YouTube, WhatsApp, and LinkedIn are some of the most popular and widely utilized social networking platforms. In the past few years, a new type of independent third-party representatives called Social Media Influencers (SMIs) has grown. People like these use posts on blogs, Twitter, and other various kinds of social media to try to change people's minds. Social media impact is a person's ability to change the views and thoughts of people in a social group that meets online. The more influential someone is, the more businesses and other people want to work with them to spread a revolutionary concept or advertise a product as it expands. The influence of social media may be leveraged by companies to promote their brands, sell items, and increase contact with their target audiences. This can be accomplished by implementing a marketing strategy that places a strong emphasis on expanding the company's own presence on social media or by collaborating with respected and well-known influencers in the sector. Both of these options are viable options.

### III. BENEFITS OF USING SOCIAL MEDIA

- **Develop connections:** More than just brand- customer connection occurs on social networking sites.
- **Sharing Knowledge:** On Social networking sites, consumers can discuss their ideas and knowledge share with one another.
- **Improves the marketer's exposure**
- **Gain knowledge**
- **Stay connected at anytime, anywhere**

### IV. PURPOSE OF RESEARCH

The basic goal of marketing is to raise awareness of a company's product availability and generate interest in using it. Every producer will want to connect with their actual customers through efficient marketing. Social media platforms make it feasible to sell effectively and easily in this digital age. Reviewing secondary data is crucial in order to examine the success of social media attraction and determine which social media platform is more successful in attracting customers and which platform encourages users to purchase that product them most. Without understanding the infrastructure that permits extensive marketing, marketers are unable to invest both money and goods.

### V. REVIEW OF LITERATURE

1. **Md.Nekmahmud, FarheenNaz, Haywantee Ramkisson, MiriaFekete-Farkas(2022)** researchers conducted a study on the role of social networking websites in transforming consumer intention to purchase green products with the primary goal of understanding attitude, the eco-friendly thinking, and social network advertising that has the positive and significant effect on green purchase intention under subjective norms, and came to the conclusion that the three factors such as attitude, green thinking has the high optimistic and worthwhile impact on environmentally friendly product knowledge and green

purchase intention while comparing to social networking marketing.

2. **Camelia Gradinaru, Daniel-Rares Obada, Loan-Alexandru Gradinaru and Dann Cristian Dabija (2022)** The goal of the study was to find out how Economic, Social, and Environmental Sustainability affects Brand Attractiveness. The study was based on the SOR Model and the Triple Bottom Line. The study found that Economic, Social, and Environmental Sustainability all have a positive effect on Brand Attractiveness, and that Social Prestige is also a major factor in Brand Attractiveness.
3. **Jessica Aisyah Larasati , Daniel Susilo (2021)** carried out a study on the impact of those all day cosmetics' Instagram sales promotion messages and endorsements by beauty influencers on followers' buying intentions among 398 respondents, tested the results using multiple regression and linear regression, and came to the conclusion that the attractiveness of rose all day cosmetics 'Instagram sales promotion messages and endorsements by beauty influencers partially influenced followers' buying intentions.
4. **Wenjing Duan, Binggu, Andrew B. Whinston (2018)** conducted survey on impact of box office revenues by online reviews in US among three online review sites such as yahoo.com, variety.com, mojo.com on the movies released in the year 2003-04 and reveals that there is no significant on the online word of mouth but it has created awareness among the consumers. It will not be the only way to reach the consumers attention instead it can be used as one of the marketing tools ineffective way to gain the attention of the consumers.
5. **Karen Freberga, Kristin Grahamb, Karen McGaugheyc, Laura A. Frebergc (2011)** carried out a study on who are the social networking influencers? An investigation into how the general public views certain personalities, with the following goal in mind: to determine the degree to which different judges agree with one another, SMI (Social Media Influencer) Prototype and Comparison between SMI and CEO prototype. They concluded that for inter judge reliability they conducted a study among 32 judges for each of the 100 attributes by four targets it has a strong impact on the consumers. Participants in the SMI Prototype thought that the SMI was smart, ambitious, productive, and calm. However, they thought that the SMI was self-pitying, indecisive, easily irritated, self-defeating, and lacked a sense of purpose in life. And finally for comparison between SMI and CEO prototype. The most efficient influencer of the consumer is SMI then the CEO.

## VI. METHODOLOGY

Elsevier's Scopus database was used to collect the study's data. In order to draw the conclusions and findings that influencer marketing is a superior method of promoting green cosmetics in comparison to other channels of marketing, this study leverages secondary data from the pertinent published paper. Md. Nekmahmud, FarheenNaz, Haywantee Ramkisson and Miria Fekete-Farkas (2022) claim that social media marketing has a favorable and considerable impact on consumers' intentions to make green purchases.

The authors Camelia Gradinaru, Daniel-Rares Obada, Loan-Alexandru Gradinaru, and Dann Cristian Dabija (2022) sustainable cosmetics brand purchase a thorough strategy based on the SOR (Stimulus-Organism Response) Model and the triple bottom line and came to the conclusion that Social, Economic and Environmental factors have a favorable impact

on brand attractiveness. Jessica Aisyah Larasati, Daniel Susilo (2021) did a study on the rose all day Instagram page, collecting 398 responses from followers and came to the conclusion that using influencers who are recommended by celebrity's can impact consumers' intentions to buy. Therefore, they indicated that using famous endorsers could have a favorable impact. Wenjing Duan, BinYu and Andrew B. Whinston (2018) did research on box office income based on online reviewers and came to the conclusion that while they are a useful marketing tool, they are not the only method for generating box office money.

## **VII. MAJOR RESULT**

Social media marketing is one of the areas of digital marketing that is most dominant in the modern era. The marketer should constantly be aware of the dominant domain that underpins and promotes their premises. Green cosmetics are more likely to fulfill sustainability than conventional cosmetics since consumers today place a greater emphasis on maintaining their health than on finding a quick answer for their problems. Comparing social media to other advertising platforms, this study found that social media is the most effective. Instagram in particular is crucial for reaching consumers and influencing them to make informed purchasing decisions through social media.

Marketing's primary objective is to influence consumer purchasing behavior. Instagram effectively handles it. Additionally, it positively affects consumer intentions to purchase eco-friendly cosmetics. Instagram can assist green cosmetic marketers concentrate more on changing consumer behavior and purchasing intentions compared to other social media channels.

## **VIII. IMPLICATION**

Marketers should focus a lot on social media, especially Instagram, as it communicates the social standing, economic viability, social responsibility, and a list of cosmetics that have positive effects for ecological sustainability, which makes people feel more attached to the brand, more interested in the brand, more likely to buy it, and more likely to join an online brand society as a whole. Since everyone is focusing on long-term solutions rather than short-term ones, green cosmetics can maintain their market share by effectively utilizing appropriate relevant social media and engaging abroad audience. Instagram is one of the social media platforms available today, that makes it easy to just target those in their middle years and younger. Instagram is a successful social media network in the modern period, yet its use may alter with time. Though there are many social media platforms, Instagram is the most preferred social network site comparatively because recently most people use it. Additionally, using a celebrity endorser on Instagram could result in higher sales than usual. Choosing the right social media platform can help grow their business because interest in green cosmetics is growing among today's youth.

## **IX. CONCLUSION**

All age groups and economic classes are embracing technology, and social networking sites, which is now a regular part of their day-to-day lives. Without initially investigating the infrastructure that supports the advancement of green cosmetics, marketers will not be able to connect with real clients who are all coping with the problem associated with it. Therefore, it has a stronger impact on consumer behavior and buys intentions for any

product that is dominating the market right now. Since consumers spend a most of their time on the Instagram platforms, they can attract their attention by examining the green cosmetic market, communicating the power and practicality of their product, and creating the desire to purchase their product. They also need to evaluate the endorser for their Instagram page, who should be well-known and have a solid reputation. To track the evolving preferences of the most popular social media platform among users, periodic analyses must be conducted at regular intervals.

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