# ENHANCING THE GREEN COSMETICS THROUGH DIGITAL MARKETING

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**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 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 new age marketing tool for green cosmetics.

# Results and discussion

Marketers cannot reach genuine customers who are all dealing with the issue associated with it without first analyzing the platform that aids in enhancing green cosmetics. Since everyone 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.

# INTRODUCTION

Cosmetics are products intended for the purpose of cleansing and beautifying the appearance of one person. Any product intended to maintain, enhance, or modify the appearance of the skin, hair, nails, or teeth is referred to as a "cosmetic." 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, 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.

# Modern way of Marketing – Digital Marketing

**“Digital Marketing** is a set of activities that a company or person runs on the

Internet in order to attract new businesses and develop a brand identity “– Philp Kotler

1. Digital marketing, also referred to as online marketing, is the promotion of companies through the use of the internet and other digital communication channels to reach potential customers. This encompasses email, social networking sites, and promotion that is based on the web in addition to text and multimedia communications as a form of communication as a marketing channel. 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. A new category of independent third-party endorsers known as Social Media Influencers (SMIs) has emerged in recent years. These individuals utilize blogs, tweets, and other forms of social media in order to sway the opinions of audiences. The ability of a person to sway the judgments and perspectives held by members of a social group that exists online is referred to as social media influence. The greater a person's influence, the more appealing they are to corporations and other people who want to disseminate an idea or sell a product as it spreads further. 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.

# 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 on another.

# Improves the marketers exposure

# Gain knowledge

# Stay connected at anytime, anywhere

# 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 the most. Without understanding the infrastructure that permits extensive marketing, marketers are unable to invest both money and goods.

# REVIEW OF LITERATURE

**Md. Nekmahmud, Farheen Naz, Haywantee Ramkisson, Miria Fekete-Farkas (2022)** carried out a study on transforming consumer intention to purchase green products role of social media with an objective to analyze attitude, green thinking and social media marketing that has the positive and significant effect on green purchase intention under subjective norms and concluded that the three factors such as attitude, green thinking has the high positive and significant effect on green product knowledge and green purchase intention while comparing to social media marketing.

**Camelia Gradinaru, Daniel-Rares Obada, Loan-Alexandru Gradinaru and Dann Cristian Dabija (2022)** researched a study on enhancing sustainable cosmetics brand purchase a comprehensive approach based on the SOR Model and the triple bottom line with the objective of analysing Economic, Social and Environmental Sustainability has the impact on Brand attractiveness and concluded that it three has the positive influence on the brand attractiveness along with that social prestige is also one of the major influencer on brand attractiveness and also brand attractiveness has the positive influence on purchase decision.

**Jessica Aisyah Larasati , Daniel Susilo (2021)** carried out a study on the impact of rose 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.

**Wenjing Duan, Bin gu, 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 in effective way to gain the attention of the consumers’

**Karen Freberga, Kristin Grahamb, Karen McGaugheyc, Laura A. Frebergc (2011)** carried out a study on who are the social media influencers? A study of public perceptions of personality with the following objective as inter judge reliability, 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.

# 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, Farheen Naz, 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 celebrities can impact consumers' intentions to buy. Therefore, they indicated that using famous endorsers could have a favorable impact. Wenjing Duan, Bin Yu 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.

# 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 fulfil 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 behaviour. 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 behaviour and purchasing intentions compared to other social media channels.

# 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 a broad 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.

# 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 buy 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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