

A STUDY ON IMPACT OF INSTAGRAM MARKETING ON PERSONAL CARE PRODUCTS IN INDIA

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Abstract : This study was conducted to determine the impact that Instagram Marketing has towards the purchase decision of personal care products of people. In today's world, with digitisation coming into the picture and technology booming, shopping online has become an important activity for everyone. Along with other products, even personal care products have now started selling online. People have started leveraging the buying and selling service that Instagram has started providing through its business accounts for personal care products. The study is aimed at understanding the effect that celebrity endorsements, offers and discounts, appeal of the ad and price variation has on the purchase decision of people for personal care products. A survey of 208 respondents was analysed using various functions of SPSS like Reliability and Regression. The results show that age, gender and occupation do not have an impact on personal care products but with the help of regression, we see that there is a significant impact of Instagram Marketing on personal care products in Bangalore.

Keywords: Instagram Marketing, Discounts, Online Shopping, Personal Care, Digital Marketing, Advertising, Influencer Marketing.

I. Introduction

In the present day and age, people are becoming self-aware. A part of this process is to take care of one's own body. Taking care of the body is not just restricted to healthy eating and drinking water, but at the same time, people are now taking extra caution while deciding what their body should come in contact with. The usage of cosmetics has prevailed since day in age, but as the consumers become more advanced, the products become more advanced. People want to live healthy, and this concept of life now not only includes a vegan diet, or exercising, but it also includes what choices people make when they purchase cosmetics that they use on themselves.

Personal Care:

India's personal care industry comprises of hair care, bath products, skin care, cosmetics, and oral care. This industry accounts for 22% of the country's fast-moving consumer goods (FMCG). The foreign direct investment in this sector is a total of \$691 million in 2014.

Hair care is a main category of this industry. A study by Nielsen, a market research firm, determined that shampoo is the most popular FMCG product in India. The \$818 million shampoo segment is dominated by Hindustan Unilever Ltd., owned by U.K.-based Unilever. Its most popular brands are Sunsilk, Clear, and Clinic Plus. Hair oil is another important product, valued at \$1.3 billion annually. India-based Marico's Parachute and Dabur are leaders in the production of branded coconut hair oil.

Estimated at \$1 billion, the soap and bath category is significant. Soap is a prevalent product found in more than 90% of Indian households. The most common brands include Godrej's Cinthol, Reckitt Benckiser's Dettol, Wipro's Santoor, and Unilever's Lux, Dove, Hamam, and Lifebuoy. For men, shaving cream and razors are important personal care items. Procter & Gamble's Gillette is the most popular shaving cream and razor brand in India.

Within the cosmetics category, India's most prevalent products are skin creams, lotions, whitening creams, and makeup. Hindustan Unilever has three brands that are popular among Indian women- Fair & Lovely, Lakmé, and Ponds. Fair & Lovely was the world's first skin lightening cream and is the company's leading skin care brand. Colgate Palmolive's Charmis moisturizer is also prominent. The majority of the demand for cosmetics comes from working men and women. L'Oreal Paris develops both skin care and cosmetic products for India. New York-based Revlon expanded further to smaller cities in India, generating \$40 million in revenues in 2014.

The organic skin care category grows at over 20 percent annually and is expected to total \$157 million in 2020, according to Azafran Innovacion, an organic skincare group. Large Indian organic skin care companies include Himalaya Herbals and Biotique. Both specialize in Ayurveda-based products.

The oral care category is the smallest category; less than half of Indian consumers utilize western-style products such as toothpaste. Colgate Palmolive dominates more than half of this industry and was named India's most trusted brand four years in a row by a brand equity survey. Hindustan Unilever is another significant player with toothpaste brands Pepsodent and Close Up.

Instagram Marketing:

Instagram marketing is the way that brands use Instagram to connect with their target audiences and market their offerings. Recently, it's gained popularity as an exciting method for brands to show off their cultures, recruit new employees, engage with customers, and show off products in a new light.

Similar to Facebook and Twitter, everybody who creates an Instagram account has a profile and newsfeed. Users can interact with one another by following, being followed, private messaging, and commenting on or liking photos or videos. The in-app filters and editing options Instagram offers make the app unique because it was the first app to offer in-app editing to this extent.

Instagram allows users to upload photos and videos to their profile and edit them with various options. Instagram hosts dozens of original filters that users can add to their photos. These preset filters make various changes to photos, including adding light, giving the image a warm or cool tone, increasing or decreasing saturation, and much more. Additionally, users can edit images directly in the platform, as opposed to using a third-party photo editor. If they don't like one particular filter, they can use Instagram's editing feature, to individually change the contrast, brightness, structure, warmth, saturation, sharpness, and more.

II. Objectives of this Research

1. To understand the most used online platforms by consumers for the purchase of personal care products.
2. To analyze if Instagram Marketing results in purchase of personal care products
3. To determine whether discounts on Instagram encourage people to shop for personal care products.
4. To understand if consumers consider Instagram as an alternative option for purchase of personal care products.

5. To study if celebrity and blogger endorsements, affect the purchase decision of consumers on Instagram.

III. Dimensions of Study

1. **Discounts** - The study tries to understand whether or not discounts and offers influence people to make a purchase on Instagram. Discounts often act as incentives for most buyers to purchase personal care products. The study wishes to understand whether this tactic is successful when it comes to the purchase of personal care products on Instagram.
2. **Prices**- Another aspect that study is aimed at is understanding whether people notice any price difference between Instagram and brick mortar stores, and does this in turn influence them to make a purchase on Instagram if they find the prices on Instagram to be less.
3. **Advertising**- Advertising is very important in increasing product and brand awareness. Most brands heavily investing and relying on Instagram Marketing in order to increase sales and awareness. The study is aimed at understanding how influential advertising is when it comes to brand awareness amongst in the consumers.
4. **Online purchase**- The base idea of the study is buying on Instagram. Whether consumers are willing to switch to buying through Instagram.
5. **Influencer Marketing**- The study tries to understand if promotional activities made by influencers, influence the purchase decision of people in order to buy personal care products on Instagram.

IV. Scope of the Study

Firms will be able to understand how their ads and marketing efforts can be made more effective on Instagram. It will help them ascertain the key points and techniques they can use to capture and grab consumers' attention in order to convert potential consumers to actual consumers. That is, not just limit consumers to see the ad, but also persuade them to make a purchase. The study through its insights will help firms make advertisements that leaves a positive impact on the minds of consumers which in turn increases brand image and helps keep the advertisement retained in the minds of the consumers for a long period of time. This helps create a positive consumer experience and helps increase sales.

V. Literature Review

(Felix Reto, 2017) Social media marketing is an integral element of 21st-century business. However, the literature on social media marketing remains fragmented and is focused on isolated issues, such as tactics for effective communication. The current research applies a qualitative, theory-building approach to develop a strategic framework that articulates four generic dimensions of strategic social media marketing. Social media marketing scope represents a range from defenders to explorers, social media marketing culture includes the poles of conservatism and modernism, social media marketing structures fall between hierarchies and networks, and social

media marketing governance ranges from autocracy to anarchy. By providing a comprehensive conceptualization and definition of strategic social media marketing, this research proposes an integrative framework that expands beyond extant marketing theory. Furthermore, managers can apply the framework to position their organizations on these four dimensions in a manner consistent with their overall corporate mission and objectives.

(Raj Vinaika, 2017) Social network marketing has become a very important area for marketing for brands and people into business now-a -days. After the trend of social media which started in early 21st century and gained boom with Twitter and Facebook, Instagram came into picture in 2010 and provided a unique way for marketers to stay in touch with their customers using just pictures and their captions as a tool. Catching trend with its unique idea, Instagram quickly became a trend worldwide with a unique age target group and hence becomes a more favoured place for marketers to stay connected with their customers and consumers. Facebook acquired Instagram later and converted it as a proper platform for companies to target and sell their products by reaching out to them directly, hence making it a significant platform for business communications. Through interactive media like Images, Videos and now stories with catchy captions, marketers and brands are able to reach to their audience and receive feedback in the form of likes and comments from their target group. In this paper, discussion on how Instagram is changing the way marketing is done by becoming an important tool in social media marketing will be done. This research paper discussed that how Instagram has become a favourable platform for marketers to market a product or service. Instagram allows its users to upload photos, videos in form of new posts or stories, to like other user's photos and videos and watch stories. Instagram also allows users to comment on other user's stories and to tag users on some other posts as well. Through these likes and comments, marketers are able to reach their target audience; they can even communicate with their target audience who might be interested in their products or services.

(Marijke De Veirman, n.d.) Findings of two experimental studies show that Instagram influencers with high numbers of followers are found more likeable, partly because they are considered more popular. Important, only in limited cases, perceptions of popularity induced by the influencer's number of followers increase the influencer's perceived opinion leadership. However, if the influencer follows very few accounts him-/herself, this can negatively impact popular influencers' likeability. Also, cooperating with influencers with high numbers of followers might not be the best marketing choice for promoting divergent products, as this decreases the brand's perceived uniqueness and consequently brand attitudes.

(Etienne, 2018) The primary subject matter of this case is to address and analyse marketing strategies in the social media in general and Instagram in particular. We discuss how Social Media is currently one of the fastest growing industries worldwide and has more than 100 different social media platforms. Instagram is one of the top social media sites and we used Michael Porter's Five Forces to conduct industry analysis and a thorough evaluation. The discussion will include a detailed analysis of the environment and organization of Instagram and its users, financial details and unique marketing strategy used by the company to gain more advertisers. Furthermore, the analysis will include a thorough examination of the problems and threats that Instagram faces and strategic alternatives to solving those issues. The list of assigned questions will lead students through a thorough industry analysis and will prepare them to make strategy recommendations. We suggest that you always direct students to search and learn more

about Instagram from its inception to now, before discussion. Students who research and learn more about social media in general and Instagram in particular, will be well-prepared to make meaningful contribution to the class discussion.

(Sathya, 2015) Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrate on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondent's opinions are collected to get the clear picture about the present study.

(Jung Eun Lee, 2014) The study was conducted to inspect the effects of high vs low price discounts by combining existing literature on price discounts, perceived risks and purchase intentions for products sold online. Effect of price discounts on perceived risks, along with the following effect of these risk perceptions on online purchase intentions. The study used an experimental design. The results reflected how the discount size helps increase the customer's perceived risks and these regulate the bond between price discount and purchase intentions. The study helps provide a better consideration of customer's risk perceptions for online price discounts, which allows retailers to decide discounts in order to attract customers.

(Sohail) Technology has revolutionized over the past couple of years, but still people take time to accept and adopt the use of technology in their daily lives. There's still a lack of acceptance from the customer's side, and this resistance poses a challenge to most marketers. The usage of internet amongst the people in Pakistan has increased at a constant rate but adoption of shopping using online portals is still slow. This papers aims at creating a model based on the level of acceptance of technology. The model helps understand other facts that also affect the intentions behind online shopping. 150 responses to a survey were collected. The research made use of regression analysis in order to evaluate the model. The results of the research show that perceived ease of use and perceived enjoyment are the two main factors that affect shopping online intention.

(Afrina Yasmin, 2015) Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally, the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analysed with the help of various statistical tools and techniques.

(Joseph, 2017) This particular study was conducted to understand the perception and awareness among college students towards online shopping. The level of awareness, factors that affect online shopping along with challenges encountered while shopping online are taken into account for the study. The data was collected from 60 students studying in college. Most of students have a positive perception towards online shopping. Most of them agree that shopping online saves time, allows purchase at any time, provides access to information, and better security. The pull factors that affect online shopping are ease, security in payment, product variety, promotion, website reputation etc. There are also a bunch of secondary factors that affect online shopping, namely, money, delivery time and fee, return policy etc.

(Arminda Paço, 2017) This research aims to identify the importance that influence marketing today plays in fashion and beauty blogs, thus grasping whether these blogs influence the consumer/follower, and simultaneously analysing the motivations that lead followers to consult blogs as well as understanding whether the influence wielded through blogs generates impacts on the attitudes and behaviours in the purchase. A descriptive and quantitative study was developed, with the objective of identifying the importance that influence marketing assumes within the scope of fashion and beauty blogs. To this end, a questionnaire survey was carried out with the target audience composed of the followers of the various fashion and beauty blogs. Results point that influence marketing does impact on purchasing intentions as regards the products presented as well as on attitudes and behaviours towards fashion and beauty. Consumers hold favourable opinions towards blogs, irrespective of the age group, with the majority openly accepting that they identify and relate to the bloggers and their blogs. There is a higher frequency of accessing blogs among the older respondents and their motivations to follow these blogs stem from wishing to keep up with the trends and seeking out information.

(Forbes, 2016) With the rise of social media, the use of social influencers has become a popular tactic in brand marketing. Research to date regarding the use of social influencers for branding has lacked specific insight regarding the beauty industry. This study identified characteristics of selected beauty social influencers to see how they are utilized in advertorials for brands on YouTube. The study used a content analysis of Maybelline's sponsored videos that three influencers produced and featured on their YouTube channels. Attribution theory and social learning theory were used for analysis of influencers' impact on viewers.

VI. Analysis and Interpretation

Reliability Statistics	
Cronbach's Alpha	N of Items
.799	6

Cronbach's Alpha analysis is 0.799 which is greater than the required 0.7. Hence, the data is reliable and acceptable.

Regression:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496 ^a	.246	.243	.40868

a. Predictors: (Constant), Iqavg

From the above table, it can be seen that the value of R^2 is 0.246 which means that 24.6% of the deviations in the dependant variable, i.e. personal care product can be explained by the independent variable taken into study and the rest is because of the variables not considered.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.245	1	11.245	67.325	.000 ^b
	Residual	34.406	206	.167		
	Total	45.651	207			

a. Dependent Variable: dqavg

b. Predictors: (Constant), Iqavg

H0: There is no significant impact of Instagram marketing on personal care products in Bangalore.

H1: There is significant impact of Instagram marketing on personal care products in Bangalore.

Since the significance value is less than 0.05 the researcher rejects the null hypothesis and accepts the alternate hypothesis and concludes that there is a significant impact of Instagram Marketing on personal care products in Bangalore.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.043	.214		4.876	.000	.621	1.464
Iqavg	.664	.081	.496	8.205	.000	.505	.824

a. Dependent Variable: dqavg

From the above table the coefficients can be determined and can be used to derive a regression equation for the data. From the above table, it can be seen that the coefficient of independent variable is 0.664 and the constant coefficient is 1.043.

Therefore, the regression equation can be derived as $Y = 1.043 + 0.664 \times \text{igvag}$

This equation shows that with every change in the independent variable by one unit, the dependant variable would change by 0.664.

Recommendation:

Personal care is a relatively new category on Instagram for selling. Since it involves being used on the body, consumers hesitate from buying brands that they are not aware of and do not pay a lot of attention to the ads put up by new establishments promoting their personal care products. Instagram should come up with a way to display reviews to let consumers know if the business accounts set up by non-established sellers of personal care products are authentic or not. This will help consumers place an order without hesitation if they are not keen on buying from known brands. Also, this will give consumers a sense of relief that their personal information taken to place an order is not being misused.

Companies carrying out marketing campaigns for their brands on Instagram should have a clear idea of their target market and what it is that their target audience is looking for in terms of personal care products. Is it discounts, variety or information relating to the personal care product etc. and only then formulate an ad based on the insights. Consumers using Instagram tend to get attracted to the ad but do not make a purchase. Hence, established and non-established companies should make the effort to understand and solve why consumers notice the ad, but do not make a purchase on Instagram. Companies should not make an ad blindly as this might act as a loss because if they do not direct or channelize their ad to the right set of consumers, this will not result in sales. Consumers are hesitant

and most of them do not find Instagram a viable alternative for purchasing personal care products to this date although Instagram has grown in other categories like accessories and apparel where consumers are happy purchasing these products on Instagram. Instagram and personal care companies should work towards changing this mind set of consumers and make it a viable alternative through various initiatives.

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