Impact Of Social Media On Consumer Decision Process Regarding Purchasing Of Organic Cosmetics In West Delhi

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	Abstract
	The main purpose of the current study to examine the impact of social media on consumer decision process regarding purchasing of organic cosmetics. The study is exploratory cum descriptive in nature. A sample size of 200 married and 200 unmarried women are drawn using stratified random sampling. A structured questionnaire based on 5-point Likert scale is used to collect primary data from West Delhi. The findings of the research article represents that there is significant impact of social media on consumer decision process regarding purchasing of organic cosmetics.
CC License CC-BY-NC-SA 4.0	***Keywords: Social Media, Consumer Purchasing behaviour, Consumer decision making process, Organic cosmetics.***

1. INTRODUCTION

Consumer purchasing behaviour regarding organic cosmetic products on social media is influenced by several factors. Here are some key aspects that impact consumers' decisions when buying organic cosmetics through social media:

Consumers place significant importance on trust and authenticity when purchasing organic cosmetics. They rely on user-generated content, influencer recommendations, and reviews on social media to assess the quality and credibility of the products. Positive experiences and genuine feedback from others help build trust and confidence in the brand and its organic claims.

Social media platforms serve as platforms for social proof, where consumers observe others using and endorsing organic cosmetic products. Influencers, who are perceived as experts or trusted individuals, play a vital role in shaping consumer perceptions and preferences. Consumers often look to influencers for recommendations, reviews, and demonstrations before making a purchasing decision.

Social media platforms provide consumers with extensive product information, ingredient details, and educational content about organic cosmetics. Brands leverage social media channels to educate consumers about the benefits of organic ingredients, sustainability practices, and the brand's values. Consumers seek this information to make informed decisions and align their values with the brands they choose to support.

Social media platforms rely heavily on visual content, making it crucial for organic cosmetic brands to create visually appealing and engaging content. Eye-catching visuals, including product photography, videos, and

before-and-after transformations, capture consumers' attention and generate interest in the products. The use of aesthetically pleasing visuals helps communicate the brand's values, quality, and efficacy.

Social media platforms foster engagement and create communities around organic cosmetic brands. Consumers value the opportunity to connect with the brand, ask questions, and receive personalized responses. Brands that actively engage with their audience and create a sense of community often build stronger relationships and brand loyalty.

Social media platforms now offer integrated shopping features, making it easier for consumers to make purchases directly through the platform. Seamless shopping experiences, such as "shop now" buttons, shoppable posts, and secure payment options, enhance convenience and encourage impulsive buying behavior. The growing consumer preference for sustainable and ethical practices aligns with the values often associated with organic cosmetics. Brands that communicate their commitment to sustainability, eco-friendly packaging, cruelty-free practices, and fair trade resonate with socially conscious consumers.

Influencers play a significant role in creating and disseminating content related to organic cosmetics. Their sponsored posts, tutorials, and honest reviews provide consumers with insights and experiences that influence their purchasing decisions. Consumers rely on influencers to showcase the performance and results of organic cosmetics.

Overall, social media serves as a powerful platform for consumers to explore, research, and purchase organic cosmetic products. It offers transparency, social proof, educational resources, and convenient shopping experiences. Brands that effectively leverage social media platforms to communicate their values, engage with consumers, and provide authentic experiences have a competitive advantage in capturing the attention and trust of consumers in the organic cosmetics market.

2. REVIEW OF LITERATURE

Khan et al. (2018) study reveals that social media has profoundly transformed the global cosmetics industry, valued at over $200 billion, by creating an immersive experience for users. With the increasing popularity of influencer marketing, social media bots, live feeds, and Instagram stories, brands are recognising that social media platforms offer the most effective marketing channels. These platforms provide a more engaging means of communication with consumers and have the potential to convert potential customers into loyal brand followers.

Wang and Yang (2019) state that organic products are favoured due to their inclusion of entirely natural ingredients that effectively meet consumers' requirements. There was a change in client attitude towards natural and organic beauty products.

Choi et al. (2019) conducted study based on the premise that customers in both Western and Eastern regions are cognizant of the wider benefits of organic cosmetics, such as their safety and positive impact on the environment.

Shi et al. (2019), the domestic cosmetics sector has been seeing an annual growth rate of approximately 15%. The need for skin fairness products is a significant driver of this trend, however it is not the sole one.

Algharabat et al. (2020) conducted a study to demonstrate that the high demand for organic cosmetics among Nordic consumers was driven by environmental concerns. Euromonitor has identified some of the factors. Topics such as the possible health risks linked to beauty, issues over health and the environment, and the use of harmful substances in cosmetic products.

Akter and Islam (2020), the cosmetics industry has had substantial growth and is considered one of the sectors with robust potential for expansion and progress. The global demand for cosmetics has surged, leading to heightened competition worldwide. In response, firms are striving to be more innovative and creative in order to maintain a competitive edge.

Amberg and Fogarassy (2020), there has been a worldwide increase in the demand for organic, non-toxic products following the COVID-19 epidemic.

Xu and Dennis (2020) discovered that customers' prioritisation of personal health strongly influenced their positive opinion towards and inclination to buy organic products. Recent research on the buying patterns of millennials has yielded valuable information regarding the trajectory of the organic food industry.

Lee et al. (2021) have found via their studies that social media has a substantial impact on enhancing customer happiness. It achieves this by affecting several stages of the customer journey, including research, evaluation of alternatives, purchase decisions, and shifts in customer attitudes.

According to a study conducted by Zhang et al. (2021), consumers are willing to pay a higher price for products that possess qualities such as being healthy, safe, sustainable, and environmentally friendly.

Wirtz et al. (2021) found that customers exhibit a greater willingness to pay a higher price for environmentally friendly products due to their heightened concern for the well-being of themselves and their family. Nevertheless, there is a notable lack of information and discussion regarding environmentally-friendly beauty products. Companies must utilise Integrated Marketing Channels to address these gaps.

The paper by AL-Haddad et al. (2021) illustrates the impact of customer demands on the cosmetics sector, highlighting how customers may shape the industry by expressing preferences for particular features and benefits in their purchases. Customers who prioritise natural elements over synthetic ones are more inclined to remain loyal to a cosmetics firm that meets their preferences.

3. RESEARCH OBJECTIVE

To examine the impact of social media on consumer decision process regarding purchasing of organic cosmetics

4. RESEARCH HYPOTHESIS

H01: There is no significant impact of social media on consumer decision process regarding purchasing of organic cosmetics

5. RESEARCH METHODOLOGY

The study is exploratory cum descriptive in nature. A sample size of 400 (200 married and 200 unmarried) women are drawn using stratified random sampling technique. A structured questionnaire based on 5-point Likert scale is used to collect primary data from diverse socio-economic background of West Delhi. To test the research hypothesis the statistical tool regression analysis is employed.

6. DATA ANALSYSIS AND DISCUSSION

6.1. Demographic profiles of respondents
The below table represents the dataset of demographic profiles of respondents participated in the survey of current research study.

Table 1. Demographic Profiles of Respondents

Demographic Profile	Categories	Frequency	Percent
Age (in Yrs.)	18-25	134	33.5
	25-35	151	37.8
	35-45	73	18.3
	45-55	29	7.2
	More than 55	13	3.3
Marital Status	Married	200	50.0
	Unmarried	200	50.0
Education	High School or Below	24	6.0
	Graduation	287	71.8
	Postgraduation or Higher	89	22.3
Occupation	Student	93	23.3
	Employed (Full Time)	165	41.3
	Employed (Part Time)	33	8.3
	Self-Employed	46	11.5
	Unemployed	63	15.8

Source: Primary Data

According to the data in table 1, the majority of respondents (37.8 percent) fall into the age bracket of 25-35 years, while 33.5 percent belong to the age group of 18-25 years. 18.3 percent of the respondents fall within the age range of 35 to 45 years, 7.2 percent fall within the age range of 45 to 55 years, and 3.3 percent of the respondents fall within the age range of over 55 years.

The study includes an equal proportion of married and unmarried females, with each group accounting for 50 percent of the participants. Out of the female population, 71.8 percent have completed their undergraduate

studies, 22.3 percent have obtained post-graduate degrees or higher, and 6 percent have only attended high school or have a lower level of education.

41.3 percent of the respondents are employed full-time, 23.3 percent are students, 11.3 percent are self-employed, and 8.3 percent are worked part-time.

6.2. Validity and Reliability

Table 2. Reliability and Validity

Research Objectives	No. of Research Statements	Cron Bach's Alpha Value
Purpose of Buying the Organic Cosmetic Products on social media	14	0.951
Most popular social media platform for purchasing of organic cosmetic products	9	0.703
Impact of social media	8	0.842
Health consciousness	7	0.904
Level of trust	7	0.903
Consumer purchasing decision on social media	10	0.935
Total	**55**	**0.951**

Source: Primary Data

Babbie (2010) contends that relying on a single observer as the main data source can lead to issues of dependability due to the observer's subjective influence (p. 158). According to Wilson (2010), the presence of subjectivity often raises concerns about the reliability of information. The use of a subjective methodology by a researcher in their study poses a potential risk to the overall trustworthiness of their work. Research validity refers to the degree to which scientific research techniques were diligently adhered to throughout the study, leading to the generation of dependable and precise conclusions. Oliver (2010) asserts that validity is an essential need for doing any form of research. Cohen et al (2007) recognised various crucial components of study validity, such as content validity, criterion-related validity, construct validity, internal validity, external validity, concurrent validity, and face validity. The instrument's reliability was evaluated using Cronbach's Alpha, and the corresponding results are presented in Table 2.

6.3. Descriptive Statistics

6.3.1. Social Media Marketing

The below table shows the descriptive statistics (mean and standard deviation) about the social media marketing.

Table 3. Descriptive Statistics

Research Statements	N	Mean	S.D.
I believe to make a purchase based on an advertisement or promotion you saw on social media.	400	3.57	0.847
I often come across advertisements or sponsored posts on social media	400	4.33	0.801
I like to trust product recommendations or reviews from influencers on social media.	400	4.05	0.985
I actively follow or engage with brands on social media (e.g., by liking, commenting, or sharing their posts).	400	4.23	0.947
I often seek feedback or opinions from others on social media before making a purchase.	400	4.27	0.828
I always changed purchasing decision based on negative reviews or feedback you saw on social media.	400	3.91	0.871
I find social media advertising intrusive or annoying.	400	2.76	1.075
I like to share my positive or negative experiences with a brand on social media.	400	4.35	0.917
Valid N (listwise)	**400**		

Source: Primary Data

The above table 3 depicts the mean value and standard deviation about the impact of social media on consumer decision process regarding purchasing of organic cosmetics. So as per the calculated data it is found that mean values of all research statements lie between 2.76 to 4.35 and values of standard deviation lies between 0.801

to 1.075 which shows that the data is normally distributed and values are very close to central values (average) of each statement. So, in this case the parametric test can be applied.

6.3.2. Consumer Buying Decision Process
The below table shows the descriptive statistics (mean and standard deviation) about the consumer buying decision process for organic cosmetic products.

Table 4. Descriptive Statistics

Research Statements	N	Mean	S.D.
I frequently discover new products or services on social media	400	3.95	1.136
Social media influences my purchase decisions	400	3.65	0.992
I trust product recommendations from influencers or friends on social media	400	3.59	0.959
I compare prices and reviews of products on social media before making a purchase	400	3.89	0.924
Social media ads influence my purchase decisions	400	3.96	1.176
I prefer to shop online rather than in physical stores	400	3.90	1.076
I feel that online shopping offers more convenience than traditional shopping	400	3.73	0.947
I am concerned about the security of my personal information when shopping online	400	3.97	1.012
I am more likely to leave reviews or feedback on products I purchased through social media	400	4.05	1.038
Social media plays a role in my brand loyalty	400	3.72	0.968
Valid N (listwise)	**400**		

Source: Primary Data

The above table 4 depicts the mean value and standard deviation about the consumer decision process regarding purchasing of organic cosmetics. So as per the calculated data it is found that mean values of all research statements lie between 3.65 to 4.05 and values of standard deviation lies between 0.924 to 1.176 which shows that the data is normally distributed and values are very close to central values (average) of each statement. So, in this case the parametric test can be applied.

6.4. Impact of social media on Consumer Buying Decision Process
This section represents the hypothesis testing *"H01: There is no significant impact of social media on consumer buying decision process."* To test the hypothesis the statistical tool "regression analysis" is used.

Table 5. Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.837[a]	0.89	0.86	8.08086

Source: *Primary Data*
a. Predictors: (Constant), Purchasing of Cosmetics on social media

Table 6. ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	500.458	1	500.458	7.664	0.006[b]
	Residual	25989.542	398	65.300		
	Total	**26490.000**	**399**			
a. Dependent Variable: Consumer Buying Decision Process						
b. Predictors: (Constant), Purchasing of Cosmetics on social media						

Source: Primary Data
*Significant at 5% Level of Significance

Table 7 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	**S.E.**	**Beta**		
1	(Constant)	31.398	2.562		12.257	0.00*
	Purchasing of Cosmetics on social media	0.823	0.80	0.837	2.768	0.006*
a. Dependent Variable: Consumer Buying Decision Process						

Source: Primary Data

*Significant at 5% Level of Significance

6.5. Findings and Result Discussion

The tables 5, 6, and 7 depict the results of a regression analysis conducted to examine the hypothesis that *"H01: There is no significant impact of social media on consumer buying decision process.".* The analysis reveals that the **R-squared** value of 0.89 indicates that about 89.0% of the variance in the dependent variable (consumer decision process for purchasing of organic cosmetic products) can be accounted for by the predictor variable (social media). The *ANOVA table* demonstrates the statistical significance of differences both across and within the variables, as indicated by the p-values. Specifically, the p-value of 0 obtained suggests that the observed differences are statistically significant at a significance level of less than 5% ($p < 0.05$). The **beta coefficient** of 0.823 indicates that there is a significant and positive relationship between social media and consumer purchasing decision. This means that for every one unit increase of social media, there is a corresponding increase in consumer purchasing decision. The p-value of 0.006, which is less than the predetermined significance level of 5% ($p < 0.05$), leads to accept the hypothesis *"H3: social media must have definitely made an impact ever since social media has come, it is being used more and it will definitely have an impact on the decision of purchase.".*

7. CONCLUSION

In conclusion, the research emphasizes the need for organic cosmetic brands in West Delhi to leverage the power of social media intelligently. A well-crafted social media strategy that aligns with the values of the target audience, communicates brand authenticity, and fosters community engagement can significantly impact consumer buying behavior. As the digital landscape continues to evolve, brands must remain adaptive and responsive to emerging trends and consumer expectations in order to stay relevant and thrive in the competitive market of organic cosmetics in West Delhi. The insights gleaned from this study provide a foundation for future research and offer practical implications for businesses aiming to navigate the complex intersection of social media and consumer behavior in the ever-evolving landscape of the beauty industry.

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