

STUDY ON THE REFORMATIVE IMPACT OF DIGITAL MARKETING AND DEMOGRAPHIC FACTORS ON COSMETIC BUYING BEHAVIOUR OF MALE CONSUMER

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Abstract

Purpose – To understand the impact of digital marketing factors such as interaction and electronic word of mouth as well as their relationship with demographic factors such as income and age to influence the male consumer behaviour towards the cosmetics.

Design/Methodology/Approach – The research conducted is descriptive in nature. The collection of data involves the structured questionnaire and data analysis with appropriate statistical tools. The sample respondents were selected using Simple Random Sampling, the data was collected from the 200 targeted respondents in the cosmetic market, specifically male consumers in India.

Findings – Cosmetic giants in India are using digital marketing that is changing male consumer's choices and buying behaviour. Secondary data gathered from various journals, research papers and articles also clearly reveals that digital marketing and demographic factors have highly influenced the cosmetic buying behaviour of the male consumer.

Practical implications – Digital marketing effects male consumer buying behaviour towards cosmetic products and is also linked with their demographic factors.

Originality/value – Adding value to the digital platforms of cosmetic industries, improve the target reach and understand the key strategies that can be adopted with the help of these key factors that majorly impact the male consumer behaviour.

Key words: Cosmetic, Digital, Demographic, Consumer Behaviour, Male consumer Article Classification: Research Paper

Introduction

Cosmetics, means making for beauty or something that is done or made for the sake of appearance. These include colour cosmetics, like mascara and foundation, skincare such as moisturisers, face wash, hair-care such as shampoos, conditioners, hair colours, deodorants and other grooming products. In the beginning, cosmetics were pictured as women's products, but slowly there was a tremendous change in the way of acceptance. Vigneron and Johnson (1999) report suggested that as the consumer's need to look good increased, their need to satisfy feel good and look good factors also increased, which led to a revolution in the cosmetic industry in the entire world.

The times have changed for the cosmetic products and so have the thoughts. The male consumer has become conscious about the looks, thus entering into a new era of grooming industry. (Thota, 2014) A study of male consumers' attitude in grooming segment reflects how the word "cosmetics" or popularly known as "grooming" in case of men, is not limited to females anymore and there is an increasing demand for higher living and good health among men. (Karve, 2014) A few years ago, when popular Indian film actor Shah Rukh Khan came to endorse Lux, he did not just promote a soap brand but set a precedent. Back then, Indian market had only few dedicated products to offer the male population. The change in male grooming is even more visible in regions where consumers are adapting to western culture. There is no longer a gap between men and certain products,

especially the deodorant and skin products. Men even prefer going to spa centres, hair salons in increasing numbers as well.

Currently, the revenue in the cosmetics segment in India amounts to US\$6,251.0 million and the market is further expected to grow annually by 6.3% (CAGR 2020-2023) (Statista, n.d.) The major international brands to enter Indian market are L'Oreal, Revlon, Maybelline, Garnier, Neutrogena, Nivea, Unilever Group, Body Shop, Ponds and the major Indian players comprise of Lakme, Ayur, Himalayas, Vicco, Shehnaz, VLCC and Biotech. If we talk about India's consumer elite, they prefer international brands providing high-tech beauty products, and this section of society living in the major cities drive the market growth in India. Over the past years, multinationals such as Beiersdorf or popularly known as Nivea for Men and L'Oréal with its Garnier brand and PowerLight product range launched a series of products for men's skin care. The market was soon offering male hair care product, fairness creams, scrubs and face washes. They have brought products under hair and skin care segments and have determined to reach the male population with different strategies. The companies have explored several traditional options to widen the reach and are now moving towards non-traditional ways to reach their target audience like the digital platforms. Apparently, for cosmetic companies, it wasn't easy to gauge the depth of consumer behaviour to attract to their segments and the roles various factors play on digital platform in convincing and giving their loyalty to them. The potential really lies in how well the brands are able to convert male consumer that have been using women's skin care products to products which are specifically developed for them in cosmetics. (Abdullah B J, 2012)

The way people buy the cosmetics shows that consumer behaviour tends to be an ongoing process. Through this, an individual does the selection, purchase, using and disposing of products and experiences to satisfy their desires and needs. It is noted, time and again, that the products that are bought go beyond the task that they actually perform. Men purchase the experiences and ideas associated with a particular product, to create that identity or the selfimage that they desire. Men want to feel good about themselves, to be at peace and want to reach a level of mental and physical equilibrium in their lives. Men are now using cosmetics to enhance or cover their facial features such as dark circles, blemishes and so on. Just like women, in order to adapt to various roles in their lives, men also seek to adapt to various phases and change their self-image with the use of cosmetic products. Brands have employed various ways to attract customers and advertise their products through social media handles. Even the demographics play an important role. It is noted that people with different income make different choices in selecting products, for example, people with high income will prefer to buy better products even if they are expensive but people with low income will hesitate, so is the case with the age group as well. A difference is also observed in the way they use digital platforms.

A person's behaviour is actually a part of the pattern of consumption that impacts the consumer's decision to buy a product. A major chunk of this behaviour is shaped by the marketing activities, especially on digital platform nowadays. With a wide range of cosmetic products and a population filled with millennial in India, digital marketing has tremendous growth. (Angella J.Kima, 2012) Also, in the current millennial population, males are more than females, which reflects on the tremendous potential that cosmetic market can utilize through digital platform. It has also been observed through various researches that male consumers usually purchase and select their brands of cosmetics themselves and buy cosmetic items from a platform they feel convenient. Men of today have a different thinking process as compared to their father's generation. The change in men's behaviour and environment has been making them a bigger consumer of products around them, especially when the products are just a click away and are in front of their eyes daily on their mobile phones or laptops. E-commerce is revolutionising the way consumer shop and purchase cosmetic products. Consumers have learned how to act in this changing market environment. Shopping online has become a part of the daily lives of male consumers where consider this option, without thinking. Even the manufacturers of cosmetic products in India tend to cater to the huge demand of branded cosmetic products. These products are produced in low or medium prices because they attract the most customers in these categories online and now, in order to reach wider audience, Indian competitors have now also manufacture product to fulfil the global need as well. There are also different ways brands use their social media sites to keep their target audience engaged through their official pages and posts. L'Oreal is one of the brands that has been catering to the men's segment

individually, by having separate social media pages for men with wide range of products under L'Oreal men expert or Garnier Men. This has given them the advantage of positive electronic word of mouth (eWOM). Through this, consumers voluntarily act as brand advocates in the form of affiliate marketing. Brands also utilize paid version of e-WOM in order to reinforce their brand messages via people who have certain opinions to share. (Gupta, 2013) This process is called influencer marketing. As the men category evolves, there are number of Bollywood actors like John Abraham, Shahid Kapoor who are endorsing grooming products for men. The men's personal care segment is estimated to grow, with Gillette having the largest market share. This technique helps brands to reach larger audience in a short period of time with low cost involved. Thus, social media influencer marketing has become a very popular method for brands to engage with their consumers on online platforms. Unlike traditional mass media advertisements on social media are also shared by consumers to their networks that increase the persuasive intent of the advertised message and therefore results in positive advertising, brand recall and behavioural intent. But some conflicting results show that social media users have less patience with advertisements and sometimes feel irritated with certain advertisements if the content has no social relevance to them. Thus, digital marketing influence becomes important to analyse if it is reaching the right audience at the right time and in the right way.

It is important to see the relevance of these digital factors with the consumer's demography as well like the age, income, occupation, region they belong to, and what are the routines of their daily lives look like. A correct connection between the two factors can help the brands to put the right strategy for social media influence. Since the cosmetics industry has made a huge jump in reaching the male audience in terms of increasing its customer base, it becomes vital to understand the factors, both demographic and digital, that drive the male consumer behaviour through digital platforms, and understand the key strategies that can be adopted with the help of the key factors that impacts it the most.

Literature Review

Theory of Resonated Action (TRA)

From a research done on understanding the male cosmetic consumption patterns of Y generation (Syriac Nellikunnel*, 2015), there is a theory of resonated action which says that an individual's pattern of cosmetic consumption gets influenced by his belief of the positive outcome of using the cosmetic products which is observed in correlation to his self-image. In order to understand this pattern of cosmetic consumption, we need to understand what consumption means as well. The pattern of consumption can be analysed with the theory of self-concept as well as the influence of the marketing factors. The TRA model also shows that a person's behaviour is actually a part of the pattern of consumption that impacts the decision of buying a cosmetic product. Understanding these behaviours in consumption can help organisations to analyse customer behaviour which can further help in improving business performance. (Tutaj, 2012) The variables like belief, opinion and motivation; affect a person's consumer behaviour. In this study, we analyse the consumption pattern in terms of digital influence.

Social Exchange Theory and Transactive Memory System (TMS)

A study on understanding how the online channel selection behaviour exists among social media shoppers (Rezaei) , it was found that the behaviour on online channel selection has got neglected although it holds an importance on purchase decision. The model of social exchange specifies that in order to increase the profit and decrease the expenditure, organisations and people interact with one another. TMS is built on the idea of the group mind and represents the aspect of 'the skill to know, who knows about what' referring that individuals have knowledge about the other persons well enough. Thus, it enables the interchange of data, information as well as share knowledge with others. Even the social exchange factors are major elements in understanding a consumer's intent behind shopping and that the seller's creativity has a major effect on the intention to engage in online buying. In this study, we will analyse two factors associated with digital platforms:

Interaction Quality

Interaction is one of the key factors that keeps social media platforms relevant and also play a major role in being the deciding factor for any purchase. A study on the Content Analysis of Beauty Companies of their way to use Facebook in Marketing and Branding investigated on how beauty brands use social media platforms like Facebook in order to raise awareness of a brand and increase the loyalty towards a brand. (Bin Shen, 2013) Due to changes in the pattern of media consumption, brands have deviated the focus from products to consumer needs and from delivery the information to actually exchanging the information. A study on online advertising impact on consumer behaviour, including e-mails also showed that one way to involve consumers well with their products is through interactive advertising. This helps to initiate action based on their preferences as well as help the brands to drive a positive attitude towards brand. (Joseph E. Phelps, 2004) The study also analysed the trend of web advertising and showed that it is moving away from the traditional looking banner to new forms such as “try it” applications and interactive product demonstrations (Srivastava, 2012).

Electronic Word of Mouth

On social media platforms, brand-related e-WOM is a tool used by bloggers and other creative content writers who prefer to share brand-related information with others in their social networks like YouTube, Instagram, Pinterest. A study on examining the Beauty Industry’s Use of Social Influencers (Forbes, 2016) found out the characteristics of beauty influencers that were used in advertisements for various brands of cosmetics on YouTube to share the desired information as per the viewers. The reviews given by users on various social media handles for the cosmetic products also have a major role to play in influencing the consumers’ buying behaviour. Along with it, the influence of comments and reviews also play a major role to assess any brand product. Thus, it becomes important to analyse the impact e-WOM has on decision making for purchase of cosmetic products

Demographics Factors

With digital marketing factors come the demographic factors which get aligned with consumer behaviour to make the final decision of having a product preference and choosing the product. By studying the Impact of Channel Utilities, Demographics and Shopping Orientations on the buying behaviour of consumers online (Rusell, 1999), it was observed that income is positively correlated with the person’s education and that education also analyses the Internet literacy level. Thus it is a significant factor to impact online buying behaviour. But since, education is difficult to quantify, income can be similarly correlated for buying behaviour. When it comes to age, the younger users are often observed to spend most of their time on Internet, which is lowers for the older generation. The young users also have more knowledge about the Internet in general terms nowadays.

A study of Factors that Influence Consumer Buying Behaviour of Male Skincare Products which was a research based on Mumbai City also found that both, age and occupation, have a major impact in the demographic factors on buying behaviour of the consumers. (Sanchayita Banerjee, 2018) A study also analysed the differences on the basis of gender in consumer behaviour in terms of online financial transaction of cosmetics. It explored the gender differences that existed in perception, and what importance and satisfaction they get from online transactions of cosmetics. It showed how these online interactions along with internet marketing are growing up and how various enterprises competing in this sector. (Wan-YuLiu, 2013). There is an increasing digitalization among the x generations which are popularly known as the millennial group Now, if we look into this millennial group, we see that as their income increases, consumers prefer to visit stores and purchase products from their rather than depending on social media platforms. Thus the younger population of X generation (millennial) prefer to utilize social media platforms more for purchase decisions.

Research Methodology

The research conducted is descriptive in nature. The collection of data was done systematically involving the structured questionnaire and data analysis was made using the appropriate statistical tools. The data source in this study is based on data collected through a qualitative survey using the questionnaire designed to understand

the impact of the specific digital marketing factors and demographic factors on male consumer behaviour towards cosmetic products on digital platform. The questions are prepared using the likert scale to study the perspective of the male consumers in understanding the impact of factors. The rating scale has been used to quantify certain preferences as well as multiple choice questions were framed to know the current products and digital platforms that male consumers normally use. In addition, secondary data has been gathered from various journals, research papers and articles to get to the required purpose of the research paper. The sample respondents for the study were selected using Simple Random Sampling procedure and the data was collected from the 200 targeted respondents in the cosmetic market, specifically male consumers across various regions of India. Since regression is an important tool to understand the impact of various independent variables which in this case are the digital marketing factors and demographic factors, the study analysis will give us a correct picture of impact and weightage these factors have on the buying behaviour of male consumers. The study also includes analysing the significant difference between the two digital marketing factors in terms of influence on digital platforms with the help of ANOVA. Another analysis has been done to explore how the digital influence and demographic factors are related to each other in terms of age and the income parameters and the combination that give the maximum weightage towards digital influence.

Objective of the Research

- To study the impact of digital marketing factors on male consumer buying behaviour of cosmetics.
- To understand how the digital influence depends on demographic mix of age and income of male consumers who are buying the cosmetics.
- To understand the brand performance of the male consumers buying cosmetics.

Hypothesis of the Research

Based on the objective of research, literature review made and as per the relevant theories studied, the following Hypothesis were framed.

H1: There is a significant difference between Interaction Quality and e-Word of Mouth as digital marketing factors which influence male consumer cosmetics purchase.

H2: High Interaction quality by digital platforms leads to high digital influence on male consumer purchases of cosmetic products.

H3: High Electronic word of mouth on digital platforms leads to high digital influence on male consumer purchases of cosmetic products.

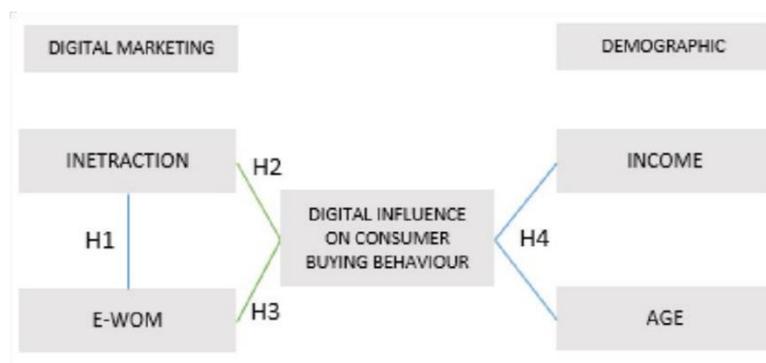


Fig 1: Hypothesis model to study the impact on Male Consumer Buying Behaviour

Along with these hypothesis, based on certain observed relationship between demographic factors and how they impact the digital influence, the following Hypothesis was formulated:

H4: The young male consumers from the millennial group with lower income have higher digital media involvement in decision making of cosmetic purchases.

Result and Analysis

As per our research, the data was collected from 200 male respondents, aged between 18 to 42 years. The results analysed a mixed segment of male consumers from different age group with a major portion of males being from the millennial age group of 22 to 38 which covered 80% of the survey respondents. Since the millennial group is the largest consumer of social media platforms, they have been spending almost their daily lives on their hand held devices and laptops which covered 60% of the surveys. With the people coming from educated backgrounds, it becomes important to notice that even if there is diversity in the digital platforms used by them, the purpose remains the same, to gain knowledge, whether they are people, products and services.

Talking about cosmetic products, the major portion of consumption comes from millennial group, consuming all varieties of products like hair care, skin care, beard grooming products along with deodorants and body wash products. From the research, it was noticed that 98% majorly used deodorants and sprays with the second highest being shaving products with 82% of the respondents. Skin care and hair care were used by almost 72% of the surveyed males. There is no doubt that the cosmetic products have become universal in their ways of reaching their target consumers. Along with having platforms like e-commerce, we have social media handles of various brands like Garnier Men, Nivea Men, Ustraa, Beardo, Gillette, Himalaya Men, Ponds, L'Oreal Men, Emami Fair and Handsome ad many more. Beardo and Gillette has been strong in being noticed by 82% and 81% of male consumers on digital platforms respectively. Garnier and Nivea were noticed by 76% and 70% of the male consumers as per the research respectively. It was also found that 100% of the male consumers have visited these social media pages using their smart phones with 90% through laptops, showing the wave of digitization. Though, having their parent brand pages, the companies have created separate social media pages for men specific brands under their names. This also makes sense in the way these products have been reaching out to people through platforms like Facebook, Twitter, Instagram, Pinterest, YouTube and more. Out of these platforms, Instagram is strong with 92% visibility of brands. Facebook and YouTube are at par with 70% visibility.

Demographic Factor Analysis

We noticeably see the relevance of millennial (X generation) in terms of the influence of social media on purchase decisions. The major portion of male consumers were students covering 67% surveys with 30% being salaried employees and the rest having their own business. Those with annual earnings, 40 % were earning up to 5 LPA, 25% up to 10 LPA with another 35 % up to 15 LPA. The rest were students which had monthly budgets but no earnings. Since education has a positive correlation with income, the questionnaire results also supported the hypothesis. It shows how the use of social media to influence their purchase decisions is more for those who are the younger male population with lower incomes like students and employed people of lower income groups. Almost 50-53% of the surveys indicated that deodorants, shaving and skin care products are majorly influenced from social networking sites. Thus, it supports the fact that the young male consumers do get influenced by digital platforms and are more acceptable of cosmetic products. As per surveys 88% preferred cosmetic products for hygienic purposes, 63% to look better and 47% to feel confident. Also 82% of the surveys suggest that male consumer prefer to choose their own products and 65% prefer to spend in the range of Rs.200 to Rs.600 monthly on an average, marking the sign of breaking the taboo of shopping for cosmetic products. They even have their own preferences of brands for different products they use. It is so noticeable that the competition even exists of which brand is better for a particular offering in their products. To get to the analysis of our demographic factors of age and income, we further do a regression analysis.

| | |
|-------------------|------|
| Multiple R | 0.80 |
| R Square | 0.64 |
| Adjusted R Square | 0.63 |
| Standard Error | 0.26 |
| Observations | 200 |

Table 1: Regression Analysis

As per our statistics, we obtain an R square value of 64% coming from 200 respondents which shows that the data is fit for regression modelling. Here, we considered age group and income group as two independent variables to analyse their impact on digital influence on male consumers' buying behaviour. For the age group and income, the following results were obtained.

| | <i>Coefficient</i> | <i>Std. Error</i> | <i>t Stat</i> | <i>P-value</i> |
|--------------|--------------------|-------------------|---------------|-------------------|
| Intercept | -0.405 | 0.091 | -4.463 | 0.00001364 |
| Age group | -0.129 | 0.047 | -2.728 | 0.00695228 |
| Income group | -0.120 | 0.018 | -6.755 | 0.00000000 |

Table 2: Age and Income relationship with Digital Influence

The table here shows that as P-value is less than 0.05, both the age and income have significant impact on how the Digital platforms are utilised. If we observe the coefficients here, we see that as the age group rises, the income of an individual increases, which further lowers down the digital influence in terms of purchase decision. Since 80% respondents are from the millennial group, it shows that the younger age group among the X generation have higher utilisation of digital platforms in terms of influencing their purchase decisions. This group mainly comprises of 22-28 age group who are either students or have just started on their career graphs. This brings us to the hypothesis H3, where we prove that **“The young male consumers from millennial group with lower income have higher digital media involvement in decision making of cosmetic purchases”**

Digital Marketing Factor Analysis:

In digital marketing factors, we analysed interaction quality and electronic word of mouth. In order to find a relationship between the two digital marketing factors, we performed an ANOVA test on two factors with respect to their digital influence.

In the table below, we find that the F critical value is less than the F value, with P value being less than 0.05, which proves the hypothesis that **“There is a significant difference between Interaction Quality and e-Word of Mouth as digital marketing factors to influence male consumer cosmetics purchase”**

| <i>Source of Variation</i> | <i>F</i> | <i>P-value</i> | <i>F critical</i> |
|----------------------------|-----------------|-----------------|-------------------|
| Between Groups | 10.22183 | 0.001499 | 3.864929 |

Table 3: ANOVA testing significance of Interaction and e-WOM

Now, let us look at each of the digital marketing factors and their analysis.

Interaction Quality

Interaction by the cosmetic brands on the social media sites is done in various ways, which makes all the difference to be a part of decision making process for their target consumers. Different types of digital promotions are carried out by the brands to reinforce brand loyalty.

In terms of digital promotion factors, questionnaire results showed the following factors in terms of influencing purchase decisions and the rating given to them by the male consumers:

| Digital Promotion Factors | Rating |
|---------------------------|--------|
| Cosmetic Brand Pages | 1 |
| Sponsored Posts | 2 |
| Celebrity Endorsement | 3 |
| Paid Ads | 4 |
| Promotional E-mails | 5 |

Table 4: Five digital promotion factors influencing purchase decisions

According to the surveys as given in the table above, cosmetic brand pages remain the most influential for purchase decisions and then the sponsored posts play a role. Since it is not always possible to showcase all the attributes through advertisement which we see as ranked 4, celebrity endorsements are more influential than them. A personality which has all these qualities and the one who resonates with the brand is chosen which can endorse the product on the brand's behalf. They need to have a level of persuasion, the level of making the message accepted in the eyes of the consumer and ultimately is good for brand's equity. Male consumers, especially look for personalities that they can relate to for their work like sports, knowledge, fandom etc.

It also becomes important for them to understand the association of cosmetic products with these personalities, which if put in a wrong mix would end up getting ignored. So practicality becomes important. Even when we look at the attitude and beliefs that the brands holds, the various product attributes and benefits, the attractive presentation used by brands to attract consumers and testimonials by consumers, all of them hold a certain weightage to create that brand influence. As per the surveys, following were the ratings given to these factors:

| Brand Influence Factors | Rating |
|---------------------------------|--------|
| Brand Attitude and Beliefs | 1 |
| Product Attributes and Benefits | 2 |
| Attractive Presentation | 3 |
| Consumer Testimonials | 4 |

Table 5: Brand Influence Factors

In the above table, we find that the male consumer looks at the benefits and attributes as well as beliefs of the brand as a major factors of influence. Male consumers are particularly looking for products that will add value and resonate with their beliefs. Like a product that is cruelty free, or organic will attract more male consumers of same belief. If these qualities are well communicated through their brand pages as well, they are preferred well. Thus the interaction quality matters. Similarly, male consumers look for benefits in the form of feel good factors and the tangible benefits that product provides. If a shaving cream does a good job in cleaning the face and also provides a cooling factor, the product would be offering an additional advantage. Such descriptions should be well communicated while advertising a product on social media or through specific product posts.

It is also important to have a subtle way of presenting the product as well as the visuals that are an important part of the interaction on digital platforms. This is found to be useful in several ways, first, it grabs attention of the target consumer and secondly the interest is developed for a particular product as one goes through various

posts on the social media handles. Thus, it becomes an important tool to influence the right customer at the right time. It is also found from the survey that consumers often look through and read the social media posts for products that influence their purchase. This is how they also choose their favourite brands and often like these pages as well, since it never hurts to make that one click in a second. This further results in brand pages of their favourite products to be visible on their walls and feeds. This also brings into notice other products of these brands that are launched from time to time. Another advantage that consumers get of liking these brand pages is that they are assured time and again about their favourite and popular brand products through continuous posts of specific popular products. L'Oreal which have Garnier as well, have separate posts made for their men category products. But yet, some popular products keep appearing as posts in their official L'Oreal and Garnier pages as well with same intensity and presentation as they would appear in their separate men category pages. These popular products give a sense of confidence among the male consumers that the products they use are beneficial and the whole world is using them. This makes the Information on social media brand pages more accurate and relevant than on other mass channels as well because it develops a better sense of trust and transparency on the side of the brands.

There is also a factor of individuality which comes from these digital brand pages, which misses in the mass channels like televisions, radios etc. which gives more sense of relevance to the social media pages. The consumers make a difference in the way they will channelize the thoughts shown on a television screen as compared to the how they find the information shared on the devices they carry with them the whole day long. This brings us to another finding from the surveys that the advertisements on **social media are found to be more interesting and creative than the content of other media channels**. Along with that these advertisements on social media are also considered to be more convenient source of product information which contributes to influencing the purchase decision of male consumers towards cosmetic products. Interaction quality not just matters in the way of presentations, advertisements and information, **but another key finding was that better interaction with the target consumers also helped them find new products of other brands as well which they had not found on other platforms(or had heard of before)**. There are a number of products that consumers do not find on the shelves of the store they might go to. **Even while shopping for their cosmetic products, males usually search for specific products online, unlike the females** who would go through the products online and spent some time choosing them in various categories. Thus, brand pages brings their notice to many new and old products they had not known about before and might suit their needs as well. This results in increasing the bandwidth of choices for male consumers that they didn't know existed at the first place and brings them a variety to choose from. **The best tool of interaction that the brand pages use is also the "Shop Now" feature. This feature becomes so convenient in terms of time and also utilises the consumer's impulse behaviour of liking the product they see.**

Along with that there is utilisation of human memory as well, by the use of symbols and brand logos. These logos of cosmetic brand are seen frequently on social media which also becomes easy to navigate for product information and pages. In order to attract more and more consumers to their pages, it also becomes important for them to be relevant with the given times and keep themselves upgraded. It was found from the survey that male consumers also prefer brands that up skill themselves with the current trends on social media. With this also comes various promotions of the brands, applications etc. The surveys also found that male consumers find that they have more control over their interaction on social media platforms instead of mass media. That is true when it comes to choosing to see the advertisements, visiting the pages that they like and choosing to interact in various campaigns on the brand pages. Campaigns are another important way of interacting with loyal consumers and bringing in new consumers. These campaigns are usually organised with the support of celebrity endorsement. Sometimes promotional e-mails is another techniques applied to bring in the attention of target consumers about new promos, launches and call to look at their recent posts on digital platforms, so that the consumers do not miss on anything.

Looking at the regression results for interaction quality, we find:

| | <i>Coefficient</i> | <i>Std. Error</i> | <i>t Stat</i> | <i>P-value</i> |
|---------------------|--------------------|-------------------|---------------|-------------------|
| Interaction Quality | 0.220 | 0.044 | 5.025 | 0.00000114 |

Table 5: Impact of Interaction Quality on Digital Influence

Since the P value comes out to be less than 0.05 and coefficient value being positive, the analysis proves the hypothesis that **“High Interaction quality of digital platforms leads to high digital influence on male consumer purchases of cosmetic products”**.

E-Word of Mouth

Just like word of mouth, that requires the personal exchange of ideas about a cosmetic product, the electronic word of mouth has also become the new normal. From the survey, it was found that product endorsement by bloggers on digital platforms like YouTube, Instagram etc. play an important role to influence male consumers for certain products. Although there are a lot of paid promotions of products done for cosmetic brands by bloggers, there are also many who share their honest experiences about the products they have genuinely used. These are not only helpful in knowing the products benefits and attributes, but along with that, brings one more factor into picture, which are comments by the viewers. Males usually look into comments while watching a video on YouTube out of habit. Thus, a lot of guidance is obtained from these comments as well about the genuine use of the product as well. The comments also are an important part of brand pages and product posts. These comments become crucial for a consumer when it comes to new products of the brands discovered online through their social media pages. The comments on these posts help to form a perspective about the product and can help to make that buying decision for the products. It was found from the survey **that people who leave comments about products and brands on brand pages are usually seen as relevant in evaluating quality of the products/brands by male consumers. They even closely follow the suggestions of the positive comments and purchase the recommended products and brands.** The power of positive comments is seen even in ecommerce platforms and even becomes more powerful when it comes to social media handles. Sometimes even a neutral comment like “I would like to try it out” can also trigger the attentions and interest of consumers. Being the social beings, it further contributes to increasing communication on social media platforms. Many people also prefer to share posts of their favourite brands or share the campaigns of the brands going on through hashtags and symbols. This gives a vast viewer platform to the brands for their promotions and launches. Along with that male consumers also prefer to buy a product that has maximum likes and comments on the brand pages.

Through the regression analysis of e-WOM, we find similar results:

| | <i>Coefficient</i> | <i>Std. Error</i> | <i>t Stat</i> | <i>P-value</i> |
|-----------------|--------------------|-------------------|---------------|--------------------|
| E-Word of Mouth | 0.323 | 0.042 | 7.654 | 8.81592E-13 |

Table 6: Impact of e-WOM on Digital Influence

Thus by the P value less than 0.05 and a positive coefficient, we can prove our hypothesis that **“High Electronic word of mouth on digital platforms leads to high digital influence on male consumer purchases of cosmetic products.”**

As per the regression analysis, when we put all of the factors together, both digital marketing and demographic, we get the following equation:

$$\begin{aligned}
 \text{Digital Influence} = & 0.22(\text{Interaction Quality}) + 0.32(\text{e-WOM}) - 0.13(\text{Age group}) \\
 & - 0.12(\text{Income group}) - 0.41
 \end{aligned}$$

Thus, as interaction and e-WOM increases, so does the digital influence, and as the age and incomes increases, the digital influence is observed to decrease.

Discussion and Recommendations

As per the research we carried out, our results helped to prove and support the hypothesis we framed with the help of literature review. We found how male consumer behaviour changes in a positive way when we consider factors like quality of interaction as well as electronic form of word of mouth. We also found that these two factors are distinct from each other to be analysed as independent variables to understand the influence. Along with it, the paper also analysed the main demographic factors of age and income and we found that the major digital platform users are between the age group of 22 to 38, which we call the x generation. A study on youth population also showed how improved technology and better education has provided them with the better standards of living which encourages them to use grooming products. (Ligo Koshy, 2017) As the age increases and the income of an individual increases, the shift from digital to offline platforms is visible, thus reducing the impact of digital marketing influence on the buying behaviour of male consumers. Despite this, the increasing disposable income has increased the cosmetic consumption for the male consumers, with increasing preference to buy them from offline sources. (Nilesh Balvant Anute, 2015) A study on social media impact also shows that men use social media in order to develop better contacts and as their career progresses, their need for using social media as a product engagement tool also decreases and does not rely much on building relationships. (Güzin Mazman, 2011)

Thus, as per the study, we recommend that cosmetic brands should focus attention on their interactions with their target consumers, especially the brand pages and sponsored posts. If the brands are able to represent their products benefits and attributes well enough, the consumers can be attracted as well as influenced to purchase the products. Along with it, the brands should also focus on putting forward their ideas and values clearly in their digital interactions with the consumers. This will help them develop better loyalty and increase their follower base on social media platforms. A study on brand loyalty through social media also showed that online based brand community that comes from brand pages positively impacts the consumer engagement. (Jibril, 2019) The brand pages also should focus their attention on the millennial group with more posts and campaigns along with helping in right channel selection.(Rezaei) Along with this, they need to focus on improving interaction with the male consumers who are prospering in their career paths in order to attract them to their social media platforms and stay trendy at the same time. Digital platforms have become the new normal for many cosmetic consumers but with more attention given to specific products that male consumer look for like deodorants and shaving categories as per the survey, the cosmetic brands can penetrate into bigger consumer target and utilise their marketing revenue well along with having better brand equity.

Limitations

According to the research, digital marketing factors were many, but in order to get a qualitative result, only two factors were chosen. The factors like celebrity endorsement, trendiness and emotional connect were included as part of the interaction quality to cover a larger pool of perspective while collecting the results of questionnaire.

Another limitation was based on demographic factors where the analysis was majorly based on age and income alone. The factors like region, kind of occupation were difficult to analyse to get the wholesome result. So, the paper attempted to get the specific analysis of demographic factors pertaining to a specific age group that reside in the major cities of India in order to get the influence of digital platforms the male cosmetic buying behaviour..

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