TO STUDY THE INFLUENCE OF INDIAN ORGANIC BEAUTY BRANDS ON YOUNG WOMEN VIA INSTAGRAM MARKETING

Sudha Ravishankar

Aditi Dhekle

Abstract

At a time where technology is omnipresent, beauty brands are flourishing all over social media. Instagram marketing is being used more and more by brands to reach and convince new customers. The present thesis focuses on the influence of Instagram on the social media app Instagram, particularly for the organic beauty industry, with a specific analysis of the market and female consumers. The aim is to understand how Instagram content impacts customers' decision making and what attributes help Instagram in creating the right message to promote organic beauty products. To draw consistent conclusions, different aspects of Instagram content have to be addressed such as the organic beauty market, educational content, influencer follower relationship, as well as brand-follower relationship, difference in marketing and promoting a product. How does product placement on Instagram work? Is transparency a key element affecting customer engagement? What impact does the brand-follower relationship have on return on investment? How is Instagram considered in the organic beauty market? This research is a two-step analysis of organic beauty products being an accepted phenomenon amongst young women. To understand if the Indian Organic beauty brands have yet made their mark in the Instagram world and to deeply analyze if Instagram marketing has a significant influence on young women to buy Indian Organic beauty products.

Keywords: Organic, beauty, products, Instagram, Marketing

INTRODUCTION

Most of us are striving to live a healthier lifestyle. Whether that means eating healthy, exercising more, buying organic or reducing your carbon footprint. We all want to feel like we are doing the best we can to take care of ourselves and the people we love. In recent years, the beauty industry has joined the wellness trend by selling products with terms like "organic," "natural" and even "chemical-free".

Organic Beauty is basically the formulation of cosmetic products using organically farmed ingredients. These ingredients are grown without the use of Genetically Modified Organisms (GM), herbicides, synthetic fertilizers and more. Certified organic beauty products go one step further. You're choosing a cosmetic product that says no animal testing, no GMO, no parabens or phthalates, no synthetic colours or dyes and last but not the least no nanoparticles.

It says yes to higher levels of antioxidants, to sustainably sourced organic ingredients, to transparent manufacturing processes, to biodegradable ingredients, to minimal packaging with maximum and to protecting wildlife and biodiversity.

Indian Organic beauty brands on Instagram
Here we list the best organic brands in India and along with that we also list the best organic skincare products in India. All of these are 100% natural and are free of harmful chemicals like parabens, sulfates, silicones and many more. Following is the list of top 5 organic brands in India we picked for our study.

Forest Essentials
Forest Essentials is a luxurious ayurvedic brand and one of the most popular ones in India with both an online and offline presence. Rated amongst the top 5 organic brands in India, it is an authentic skincare
brand that maintains the highest standards of quality as each product is handmade using the traditional methods. It creates a perfect fusion between ancient Ayurveda and modern technology to make the best products. It claims to make the purest, nutritious and the best products by following Ayurveda principles.

Soulflower
One of the best organic brands in India, soulflower specializes in handmade soaps and essential oils. Their products are aroma based, 100% vegetarian and also animal cruelty-free. Using only the most natural oils and

extracts they have come to create a wide range of products.

Khadi Natural
One of the unseen organic brands in India.Khadi's products are organic and quite affordable. Rated amongst the top 5 organic brands in India, Khadi Natural products are made under the guidance of ayurvedic experts and contain herbal ingredients. They have a wide range of products from skincare, haircare, body care, and aromatherapy.

Kama Ayurveda
Started in 2002, Kama Ayurveda is one of the leading luxury brands in India now.
They use organically grown plant-based ingredients and herbs to create a wide variety of products. Free of petrochemicals, urea, parabens, and sulpahtes, their products are also animal cruelty-free. One of the top organic brands in India, their products are slightly on the pricier side, but you know you're paying for quality.
Ruby's organics
Ruby's is India's first brand with a complete organic makeup range. Amongst the popular organic brands in India, this makes several products, especially for Indian skin tones.
They have everything from lipsticks to kajal, blush to the foundation. When it started, it mainly used ingredients like beetroot extracts. Also, it relied on equipment like a coffee grinder to make the initial few products.

Digital Marketing vs Traditional Marketing: What is Digital?According to Sherman from Lyfe Marketing, digital marketing or online marketing refers to the market-related work that a business does through the Internet or an electronic device such as a mobile phone. Any business (regardless of its size) can leverage digital marketing to reach out totheir target market, connect with prospects and convert more of them into customers/clients. Everything from search engine marketing to Facebook marketing comes under digital marketing.
The reason why digital marketing is crucial for a business today is that the Internet is becoming one of the most used tools. More and more people are logging on the web to carry out their day to day activities, which includes purchasing goods and services. If you look at the past decade you'll see that online marketing has grown exponentially. So when it comes to digital marketing vs traditional marketing, it's clear that digital has a definite edge.
Successful marketing requires a business to connect to prospects and customers in the best possible way so that there is an actual return on the investment. Given the fact that a large majority of people (especially the Millenials) are spending their time on the Internet, it makes sense for you, as a business, to connect to them on it.
As technology grows and the new digital ideas are brought to life, the digitalmarketing world grows with it. One of the reasons why it continues to deliver results is because it is a form of inbound marketing. Which means, instead of you going out there to find people, they find you. Whether it is running an advertisement on Google or creating marketing related content for your blog, it's all about attracting your target audience and spreading awareness.
The idea is to get out there and gain exposure. Because the more people know about your website, your brand and the products you sell, the more familiar they become with your agenda. Which eventually leads to close relationships or bonding that is developed on the basis of trust.
Being a business, the Internet offers you a way to build an authority in your niche and grow your online presence like never before.

Content Produced for beauty brands on Instagram
Most beauty content on social media is undoubtedly product-centric, what keeps this from being excessive or off-putting is the way these brands also add value to their audience. Instead, brands educate followers via how-to's and tutorials. Such how-tosprovide an engaging medium to show off products in action. But rather than relying on in-depth tutorials, Instagram, and the beauty industry is all about entertaining, bite-sized how-tos.
This content includes much more than how-to videos. It can't be denied that the beauty industry is today focusing more on creating content that's educational over producing anything salesy. The content created for any beauty brand on Insta includes static images featuring one or multiple products, content featuring theirin-house experts to talk about beauty for the right skin, promotional events and activity coverage, global beauty trends and much more. There are a few engagement tactics that the brands prefer on Instagram, for eg - User-generated content, giveaways and contest, trends, video marketing, influencer campaigns, tactical tagging, etc

Indians prefer 'natural', 'organic' in personal care
According to a survey done by the ET bureau in Sept 2016, there are various factors that get consumers hooked to beauty products. The results show that the top two chosen things by the consumers were natural and organic ingredients to get the consumers hooked.
This survey said, any category product if it came with a claim of natural or organic ingredient claims, it happened to do better in the market than products that didn't have any of these claims.

https://www.gapinterdisciplinarities.org/

The attributes like 'natural' and **'organic'** ingredients influenced the consumer's decision by 71 and 57% respectively.

Executives at both supermarkets and online stores said 'natural' products have been flying off store shelves clocking 20-25 per cent year-on-year growth versus 10 per cent for regular ones. "Consumers are looking for simplicity. Brands with too much complexity and claims are hard to understand and need to revisit their consumer proposition," said DevendraChawla, president-food and FMCG, Future Group. In recent months, the 'naturals' space has turned intensely competitive.

Indian Organic Beauty Market Taking Off

Organic beauty brands are making inroads in India. Brands like Organic Harvest, Divine Organics, and Just Herbs are tapping into consumer demand for ethical products.

According to RedSeer, the Indian organic skincare products market is valued at $125 million, growing at 25 per cent annum.

Additionally, growing awareness regarding the ill-effects of harmful synthetic chemicals, sulfates, parabens, fragrances, etc., has also been fuelling the growth in the market. Furthermore, younger consumers in the country are much more attuned to the trends in the global beauty and personal care market as well as the benefits of healthy chemical-free products.

Organic cosmetics - Attitudes and behaviours of young women According to a thesis by Carmen Annis of Miami University, her study explored the readiness of young women to adopt organic cosmetics behaviours. Study 1, across-sectional study, used the Trans-theoretical Model to assess the readiness to buy and use organic cosmetics and to read cosmetics labels. Study 2, a mixed-methods case study, consisted of two college women involved in semi-structuredinterviews and cosmetics tracking. Participants were in the purchase (49.2%), and reading cosmetics labels (32.4%).

Organic products have perceived value. The finding said that the participant's attitudes were favourable towards organic products and perceived them to be wholesome and better for the environment, which is consistent with consumer research on organic products.

Analysis of Instagram Product Placement Influence on Consumers for the Beauty Industry

According to a thesis conducted by Elia on "Instagram product placement influence on consumers from the beauty industry", at a time where technology is omnipresent, influencers are flourishing all over social media. Influencer marketing on Instagram is being used more and more by brands to reach and convince new customers. Her study is focused on influencer marketing in the social media app Instagram, particularly for the beauty industry, with a specific analysis of the Swiss market and female consumers. Her aim was to understand what impact sponsored posts have on customers'engagement and what could be improved to maximize influencer marketing strategies. This study showed that the consumers were influenced by the aesthetics, the information and education these product placement posts parted. The study also emphasised on the quick DIY content promoting the right ingredients for types of skin concerns was preferred by the users. The study also summed that the influencers activities on Instagram helped the consumers to trust the credibility of the brand as it came from human figures that the static posts.

New Media Theory

New media theory conceptualizes the implications of digital technologies: from the novel sociopolitical forms raised by computer-mediated communication to the designs and cultural significance of digital culture. The focus is on the popularization of the World Wide Web in the early 1990s.

Thematic framing

The concept of framing was first posited by Gregory Bateson in 1972. He defined psychological frames as a "spatial and temporary bonding of a set of interactive messages" (Bateson, 1972). He says"communication itself comes into a frame". Framing describes the practice of thinking about story and post content within a familiar context.

Semiotic Theory

The semiotic theory refers to the study of signs and symbols and their use or interpretation. A sign is anything that communicates meaning. General semiotics allows us to describe any system of signs: texts, images, performances, multimedia productions, traffic signals, fashion, daily life, etc.

Circuit of Culture

Media and circuit of culture is a theory where culture can be understood in terms of 'shared meanings'. In the modern world, the media is the biggest tool of the circulation of these meanings. This theory presents the tools as being shared through language in its operation as a 'representational system' and this presents the circuit of

https://www.gapinterdisciplinarities.org/

cultural models as a way of understanding this process.

Uses and gratifiation theory

Uses and gratifiation theory of communicationexplains how people use media to fulfil their needs. The gratification of needs is the most important role of the media for humans. People get knowledge,interaction, relaxation, awareness, escape and entertainment through media which they use for interpersonal communicationaswell.

RESEARCH METHODOLOGY

The objective of the research is to determine the ways in which Indian Organic beauty brands communicatethe idea of organic beauty viaInstagram and to study if people preferInstagram marketing or traditionalmarket. The method used for this study is a mixed method of research where we conducted a quantitative survey with 35 participants and a qualitative research method for 2 in-depth interviews with the industry experts. Tostudy the topic, "the influence of Indian organic beauty brands on young women via Instagram marketing" a survey was conducted with a sample size of 35 and 2 interviews were arranged to understand the professional approach of the marketers. The sampling method used is convenient sampling. To collect the required data, a questionnaire was the research tool used. To accumulate data, a questionnaire was distributed. The data collected was analysed using excelsheets and charts. These charts were used to analyse the Indian organic beauty brands interaction status with customers on Instagram.
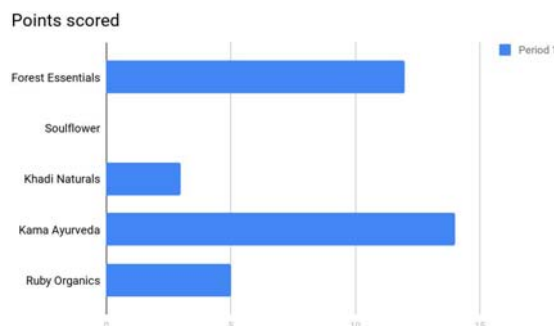
FINDINGS AND OBSERVATION
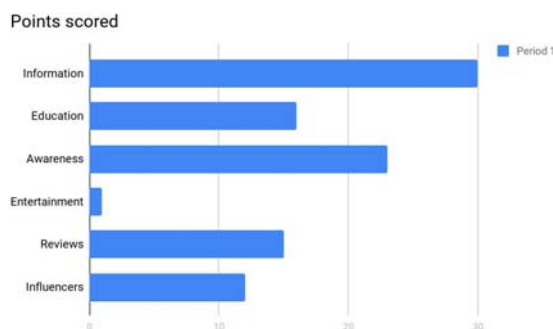
Usage of Indian Organic Beauty Brand
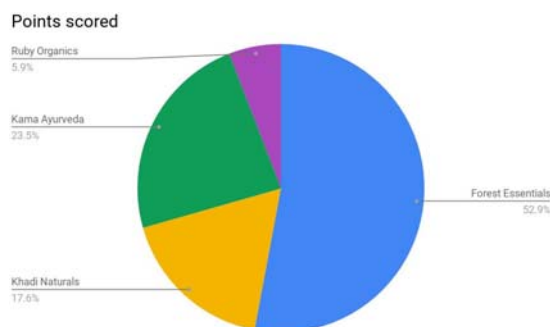
52.9% of the audience uses Forest Essentials, 23.5% of the audience uses Kama Ayurveda, 17.6% of the audience uses Khadi Naturals. Whereas, 5.9% of theaudience uses Ruby Organics. The above pie chart is a graphical representation of the same.

Brands followed on Instagram

64.7% of the audience follows Forest Essentials on Instagram, 41.2% of the audience that participated in the survey follows Kama Ayurveda. 14.7% of the audience follows Ruby Organics on Instagram and 5.9% of the audience follows Khadi Naturals on Instagram. A unique trend was noticed where 0% of people from this sample followed Soul flower on Instagram. However,Forest Essentials and Kama Ayurveda are the two top-rated brands that the audience follows. The chart above is the graphical representation of the same.

Engagement factors used by Indian Organic beauty brands on Instagram

88.2% of the audience that participated in the survey voted for 'information' to be the top ways in which Indian organic beauty brands keep them engaged. 67.6% of the audience voted for 'awareness' and 47.1% of the audience voted for 'education'. 44.1% of the audience voted for 'reviews' and 35.3% of the audience voted for Influencer activities. Whereas, only 2.9% of the audience voted for entertainment. However, information, education and awareness are the top three voted factors that the audience thinks the brands keep them engaged with. The above chart is the graphical presentation of the same.

User buying behaviour for Indian organic beauty brands by the influence of Instagram
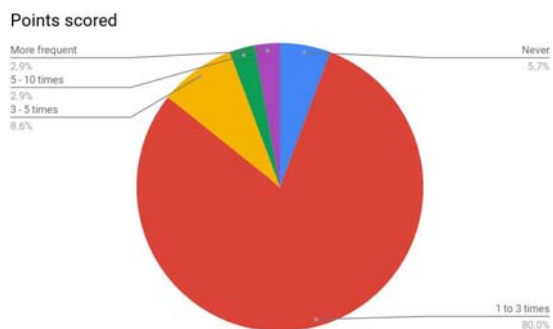
80.0%% of the audience that participated in the survey said they shopped for an Indian organic beauty product 1 to 3 times in the past year after coming across it on Instagram. 8.6% of the audience said that they made purchases 3 to 5 times in the past year. 2.9% said 5 to 10 times and 2.9% said more than 10 times in past 1 year. Whereas, 5.7% of the audience said they didn't shop for any Indian organic beauty product after coming across it on Instagram. However, as a whole 94.3% of the audience said that they have shopped for an Indian organic beauty product after coming across it on Instagram at least once in the past one year.

Expert views from Content Creation Officers on the influence of Indian organic beauty product on young women via Instagram marketing

Response for Indian organic brand-centric content
According to MadhaviIrani, the audience is evolving to go back to basic, purer, chemical and preservative-free products and ingredients, and Instagram posts have moved away from the old fashioned approach to displaying organic beauty into a covetable, modern and new approach of going back to one's roots which have helped Instagram gain more viewership.
According to Hitesh Malhotra, there is a 92% higher approval rate from the audience if they see organic brands talk on Instagram and hence the response over the past 1 year has been good. Organic is already a culture in a lot of beauty first nations, it's a matter of 3-5 yrs and India will be there as well doing incredible in the organic beauty space.

Content that professionals prefer pushing on Instagram - According to Hitesh Malhotra, Indian 100% organic falls under luxury like Kama Ayurveda, Forest essential. Hence, all communication pegs rely more on the brand and its target audience rather than category and its respective audience. Generally for luxury,premium- influencer based content works well, for masstige it does come down to offers and discounts as primary communication. However, we are learning with each passing day and hopefully will get to a unified voice as the audience members

https://www.gapinterdisciplinarities.org/

evolve.

According to MadhaviIrani, it's very important to tell the ingredients story, the benefits of age-old ingredients, the care one needs to take of the environment, the earth and soil and of course one's skin and hair. Pushing these content pegs help create a strong influence on the audience on Instagram.

INTERPRETATION

The main objectives of this research study are to understand the role that Instagram plays in creating an influence of Indian organic beauty products on young women from the age of 18 to 35 via Instagram marketing. To determine the ways in which Indian Organic beauty brands communicate the idea of organic beauty via Instagram and to study if people prefer and find Instagram content helpful in their decision making. If Instagram is an effective medium ofcommunication for Indian organic beauty brands to reach the desired audience

The research study time was bound but nevertheless we found a definite result. The responses received by 2 experts via a telephonic interview and 35 individuals who responded to the survey does give a clear message of how Instagram marketing is influential enough for the women to help them make a purchase decision. It also talks about how user's needs of information, education and awareness are guaranteed according to the users and gratification theory. Not just that but the study also helped find out how much time young women spend on Instagram for the organic beauty content according to the new media & media convergence theory. It helped us understand how the aesthetic representation of information and education can be useful to convey the message as per the circuit of culture theory. It helped us understand how organic beauty products are promoted using symbols like organic flowers and natural elements in the Instagram content to connect more with the audience, as per the thematic and semiotics theory. And hence proves the H1 right.

The study focuses upon finding out if Instagram marketing helps the brands to create an influence on young women and helps them initiate a purchase.

To gather data for my research study, a survey questionnaire was virtually circulated amongst 35 individuals and 2 telephonic interviews were done. This descriptive analysis method was used as my study is more audience and platform-centric and aims to identify the influence of Instagram marketing over young women to know Indian organic brands better. However, conducting a survey was the ideal way to fulfil the purpose of this research and to achieve authentic results.

CONCLUSION

The study concludes that Instagram marketing has helped the Indian organic beauty brands to create an influence on young women, it also justifies that young women have evolved enough to prefer Indian organic beauty products for their self-care journey as it is chemical-free and is safe to invest in. Since there are multiple ways in which the content is created for Indian organic beauty brands, educating and creating awareness about the benefits, ingredients and its uses has workedthe best for these brands to connect with their audience.

Through this research, it is seen that the audience has accepted and liked the connection created for Indian organic beauty brands over the years. Seeking information, education, awareness, watching product reviews are some of the audience's favourite activities to do over Instagram. It is seen that the audience readily dedicates an average of 30 mins to an hour only looking for Indian organic beauty content in a day. Hence it proves that the Indian organic beauty brands have made a mark on Instagram.

This research also found out that the different content marketing styles for Indian organic beauty brands on Instagram have successfully pursued the audience's attention.

BIBLIOGRAPHY

Annis, Carmen K.."Organic Cosmetics Attitudes and Behaviors of College Women." (2011).

Azoth Analytics.*India Natural & Organic Personal and Beauty Care Products Market - Sizing and Growth, By Value, By Type, By Application, By End User: Opportunities and Forecast.* Azoth ANalytics, 2017, www.researchandmarkets.com/reports/4436345/india-natural-and-organic-personal-and-beauty.

Bhushan, Ratna, and RichaMaheshwari. "Indians Prefer 'Natural', 'Organic' in Personal Care." *The Economic Times*, 30 Sept. 2016, economictimes.indiatimes.com/industry/cons-products/fmcg/indians-prefer-natural-organic-in-personal-care/articleshow/54596572.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst.

Cnc, Michelle Schoffro Cook DnmDAc. *The 4 Week Ultimate Body Detox Plan*. Econo Publishing, 2015.

"Digital Marketing Vs Traditional Marketing: Which Produces Better ROI?" *Lyfemarketing*, www.lyfemarketing.com/blog/digital-marketing-vs-traditional-marketing.Accessed 4 Oct. 2019.

Fleming, Olivia. "The Ultimate Guide to Clean Beauty."*Harper's Bazar*, 22 Apr. 2020,www.harpersbazaar.com/beauty/skin-care/a28352553/clean-beauty/.

https://www.gapinterdisciplinarities.org/

NSF International."Organic Labeling Requirements."*NSF International*, 13 July 2020, www.nsf.org/knowledge-library/organic-labeling-requirements.

"Oxford Learner's Dictionaries | Find Definitions, Translations, and Grammar Explanations at Oxford Learner's Dictionaries."*Oxford Learner's Dictionaries*, 2021, www.oxfordlearnersdictionaries.com.

Schmidt, E.."Analysis of Instagram product placement influence on consumers for the beauty industry." (2018).

REFERENCES

Ravishankar, Sudha "Nurturing Communication- Media and Academics" *N.L.Khandvala College* (2007)

Ravishankar, Sudha "Women in Contemporary Society: A Media Perspective in Emerging Markets" *Women Empowerment and Entrepreneurship, a National Conference organized by Tolani College of Commerce* ISBN no. 978-93-82429-99-9 (2012).

Ravishankar, Sudha "Community Development and Media – An Emerging Economy Perspective" *Service Sector in the 21st Century, a National Conference organized by SIES College of Arts, Science and Commerce* ISBN no. 978-93-82429-97-5 (2013).

Ravishankar, Sudha "Professors as Expert Communicators" *Higher Education and the Challenges of Communication, a UGC-sponsored National Conference organized by PrahladraiDalmia Lions College of Commerce & Economics* ISBN no. 978-81-926019-3 (2013).

Ravishankar, Sudha "Relevance of Ethics in Media" *Srujan, the research journal of K.C. College ISSN no. 2277-5900* (2015).

Ravishankar, Sudha "Leveraging Voice, Vernacular and Video to generate digital dialogue in semi-urban and rural India" *LEaDMe International Conference* (2020).

Ravishankar, Sudha "Changing narratives ... Beyond books- Digital media Literacy redefined for Primary and Middle school Children" *Digital Media Literacy Conference*, (2021).

Ravishankar, S. &Ratda, K. "A Comparative Content Analysis Study of Pedophilia Related News In Two Newspaper Dailies Of Mumbai" Media Research and Communication Studies Journal, Volume 3, ISSN 2394-7594 (February 2016).

Ravishankar, S. &Sohoni M. "A Study of Usability and Accessibility of Digital Library Websites in India" Media Research and Communication Studies Journal, Volume 3, ISSN 2394-7594 (February 2016).

Ravishankar, S. & Bhattacharya, T. "A Comparative Study on the Significance of Political News Reportage on the Front Pages of Two National Dailies" Media Research and Communication Studies Journal, Volume 4, ISSN 2394-7594 (February 2017).

Ravishankar, S. &Sanyal S. "A Study on the Viewership Pattern of Web Series in Mumbai" Media Research and Communication Studies Journal, Volume 5, ISSN 2394-7594 (February 2018)

Ravishankar, S. &Varawalla S. "Micro-Fiction Platforms on social media in India - A Perspective on Storytelling" Media Research and Communication Studies Journal, Volume 6, ISSN 2394-7594 (February 2019).

Srinivas, M &Narwani, N "Content Analysis of Messages in Advertisements of a Two-wheeler Automobile Industry" Media Research and Communication Studies Journal, Volume 3, ISSN 2394-7594 (February 2016).

Srinivas, M et.al."Increasing Print Media Reportage on Gender-based violence - A Short Content Analysis Study" Media Research and Communication Studies Journal, Volume 3, ISSN 2394-7594 (February 2016).

Srinivas, M. & Patel, M. "A Study Of Visual and Textual Language of Print Advertisements in Bollywood" Media Research and Communication Studies Journal, Volume 3, ISSN 2394-7594 (February 2016).

Srinivas, M. "Content Analysis on Financial and Economic News in a National Daily" Media Research and Communication Studies Journal, Volume 4, ISSN 2394-7594 (February 2017).

Srinivas, M. &Bhagwat, R. "A Survey on the Factors That Affect the Making of a Lifestyle Blog Post Title Appealing", Media Research and Communication Studies Journal, Volume 5, ISSN 2394-7594 (February 2018)

Srinivas, M. &Agarwal V. "Content Analysis of Newspaper News Websites in Terms of Their Accessibility and Elements of Communication" Media Research and Communication Studies Journal, Volume 5, ISSN 2394-7594 (February 2018)

Srinivas, M. & Sharma, M. "A Study on Changing Trends in Corporate Public Relations Agencies in Mumbai" Media Research and Communication Studies Journal, Volume 6, ISSN 2394-7594 (February 2019).

Srinivas, Manjula "An Impact Assessment of Media Ownership & Media Control on Dissemination of Information to Public, Dimensions in Research" *Rizvi Institute of Management Studies Research, Mumbai India.* (2013)

Srinivas, Manjula "Foreign Direct Investment In Print Media: State of the Fourth Estate." *CMBE, International Conference on Management, Business &Economics, Vijayawada, India* (2013).

Srinivas, Manjula "FDI in Media" *NCMC (National Conference on Media & Communication), Jaipur, India* (2013).

Srinivas, Manjula "Media Learning & Media Unlearning *Srujan, Vol.3, Mumbai, India.* (2014).

Srinivas, Manjula "Media Business of Marathi Newspapers of Mumbai" *St. Xavier's College, Goa.* (February, 2017),