

# TO ANALYZE IMPACT OF BEAUTY PRODUCT ADVERTISEMENTS V/S BEAUTY BLOGGERS' REVIEWS OF SAME PRODUCT, ON PURCHASE DECISION OF CONSUMER

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## Abstract

*The new age celebrities among the millennial are not the actors from the 70mm screens, but the one among us with specialized knowledge and expertise in beauty, fashion, travel and lifestyle. The latest go to advisors, who are easily available across our phones and laptop screens, the social media influencers, who are popularly known as bloggers and vloggers. With increase in readily available content by these bloggers in the above mentioned sectors, along with their relatability and reliability is what making them more influential among the masses, especially in the age group of teenagers and the ones in their twenties, who are more exposed to the web content. This research was conducted to compare whether these social media influencers have a greater impact on the purchase decision of beauty products like lipstick, through their reviews among the consumers in the age group of 18-30, or the traditional beauty advertisements by renowned big screen celebrities. The study has also shed light into the features of beauty blogging that is making it so prominent and impactful among the target consumers. The findings of this study will help the marketers to plan a better effective profitable marketing plan for their future beauty products by including the beauty bloggers as their new marketing tool, to fetch greater profit from their target consumer. This study has also unveiled which is a better platform to introduce a new product. This study will make the beauty bloggers more aware of their content's effect on audience, which will make them sound the more credible and relevant among their followers. A survey was conducted among 129 female respondents between the ages of 18 to 30 across metropolitan cities like Mumbai, Kolkata and Delhi, through Google forms. With the help of SPSS & MS. Excel's analytical tool the collected data was analyzed to test the hypothesis.*

**Keywords:** Beauty Bloggers, Blogging/ Vlogging, Purchase Decision, Social Media, Advertisement.

## INTRODUCTION

There has been a significant increase in the number of internet users over the last decade in India and worldwide. The numbers are expected to witness a steady rise in the years to come. This growing trend is not just limited to the developed nations but all across the globe, owing to the increase in access of internet. This has now led more and more people to use the web world, which has become the one stop destination for information and communication. With increase in no of social media platforms and its usage among the public, it is becoming the emerging platform to exchange information related to both entertainment and business. With the growth of social media and web platforms, the world has witnessed a new professional sector of bloggers and vloggers. Blogging has come a long way from its beginning in 1994, when a college undergraduate student named Justin Hall created his site Links.net. These platforms allowed the phenomena of blogging to go through a two-step flow theory, as these platforms enabled members of the community to leave comments on other people's posts. These platforms made it easier for more people to create their blogs. The term 'blog' was coined by shortening the term 'weblog', which was done by Peter Merholz. These platforms were formed with an intend to be a social networking site. The emergence of these platforms made it easier for more people to create their blogs. 2004-2006 marked the year of video blogging, which we now call it as Vlog.

(Barron,B.B,2017). The content creators of these blogs and vlogs are called Bloggers and Vloggers. A beauty blogger is one who has a lot of knowledge about hair, makeup and skincare. They share beauty information through reviews, swatches and unboxing through their personal blogs on their websites, YouTube and social media. They often love to share beauty tips, tricks and hacks with their followers.

Advertising is a form of marketing which involves promotional mix, that can be done by mixing both audio as well

as visuals to give out a message or to promote and help any brands in order to sell or purchase the product, services or any idea (Saxena,N.K.S). Marketing has evolved over the years with technological advancement with humongous usage of mobile, laptops and social media, the marketers have also made a gradual shift from traditional forms of marketing through print, television, radio to making advertisements for digital platforms through internet advertisements and social media marketing by including social media influencers / bloggers as an important tool of their marketing strategy. In current times the beauty industry is also using technology in their marketing strategies, where they allow their probable consumers to try and swatch beauty products online through their built in app and new modifications made in it.

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. Some purchase decisions are minor, while some purchasing decisions are major. Thus this study will find whether the beauty bloggers' reviews have more impact on the purchase decision of a lipstick than beauty brand advertisements for girls between the ages of 18 to 25.

The research paper titled 'Are Beauty Bloggers More Influential than Traditional Industry Experts?' by researcher Chloé Wright, aimed to do a comparative study between the influence of a Beauty journalist through tradition medium of communication like newspaper, TVCs and magazines to the influence caused by the beauty bloggers on social media platform. This paper too tries to study how (PR) Professionals use bloggers as influencers in their campaign and to measure these new aged influencers' influence on the purchasing intention of the consumer. The researcher took a combination of both qualitative and quantitative approach of method in its study. This paper attempts to study the persuasive attributes of bloggers and how that constructs purchase decision of the consumers. Academics who have studied around this topic has also found that purchase intention can also be considered as purchasing behaviour of the customer. It has also been identified that the idea of consumers getting swayed through influencers, as their influence when combines with existing thoughts results into opinion. It has been seen that there is a positive correlation between beauty blogs and their influence, as blogging is done on mediums like social media or YouTube, which allows a two way communication process, unlike advertisements which is primarily an one way model of communication, which provides information that the brands want to focus on. Bloggers are a direct first hand source of information who also provides with advices, which helps consumers form a better opinion about a beauty product before making the purchase decision. Consumers try to find a self-image in the bloggers they follow to make a better effective purchase decision through the help of their reviews. However credibility of the source plays a significant role on impacting the purchasing choice; and credibility has a direct proportion with power of influence. It is seen, that the followers also desire for an interaction with bloggers unlike with celebrities, who endorse as brand ambassadors on brand advertisements. With increase of bloggers involvement in the beauty business, how bloggers began to capitalize their work through collaboration and paid preview has also been looked upon in the research. With social media emerging as a powerful source of communication, it was recorded that the target consumers even follow these beauty bloggers on multiple social sites. Hence one objective is to find out which medium do consumers find more convenient, to watch bloggers' content. This will in future help both the brands and bloggers to create more effective beauty content keeping the strengths and weaknesses of the found 'convenient' medium in mind. It was recorded that participants prefer to indulge in content which involve less concentration and time, thus depends more on bloggers' reviews on social media which is primarily dominated by more visuals, unlike reading through newspapers and magazines. The 'in real time' factor in beauty blogging plays a significant role by making it easier to see shades, swatches and see reviews about texture, pigmentation and lasting factors through bloggers reviews as oppose to a 2D picture on a page, or on a TVC which restricts to preview of only few shades in the advertisement. Thus consumers seek to depend more on bloggers, for relatability and sense of oneness, which helps in building a better sense of credible source of information, as oppose to beauty commercials with a celebrity 'star face', that always conveys an image of untouched beauties and auras as per age old phenomenon. (Wright, CW, 2017).

### RESEARCH METHODOLOGY

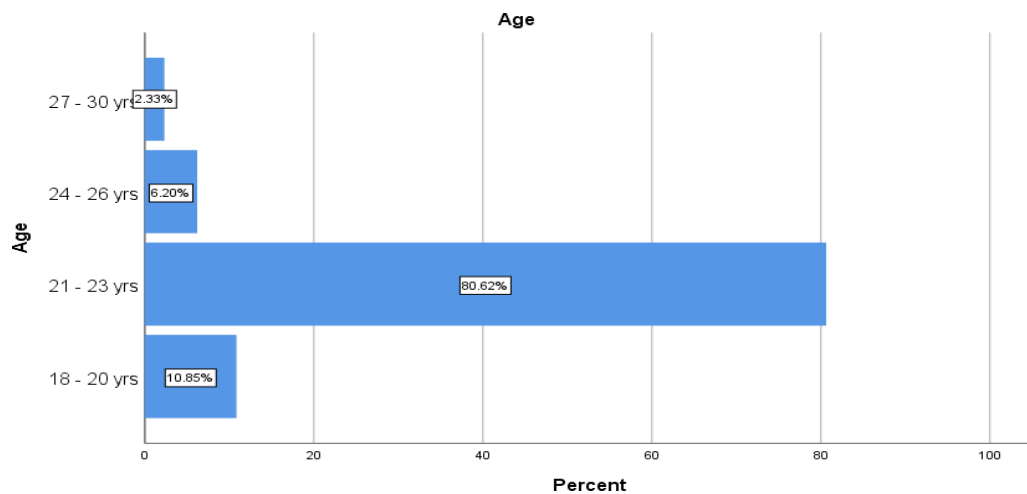
The objective of the research is to understand which create a greater impact among the two on the purchase decision, by understanding the key features that make beauty bloggers influential. The study is a type of conclusive (quantitative) research which is descriptive in nature. A survey was conducted among 129 people between the ages of 18 to 30 across some metropolitan cities like Mumbai, Kolkata and Delhi. The survey was conducted online through Google form.

**FINDINGS & OBSERVATIONS**

**The age distribution of the respondents is as followed**

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 20 yrs	14	10.9	10.9
	21 – 23 yrs	104	80.6	91.5
	24 – 26 yrs	8	6.2	97.7
	27 – 30 yrs	3	2.3	100.0
	Total	129	100.0	100.0



**The profession distribution of the respondents is as followed**

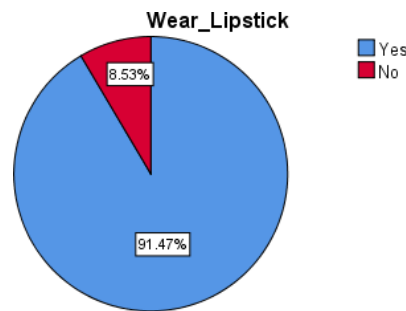
Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	78	60.5	60.5
	Professional	22	17.1	77.5
	Both (Student+Professional)	29	22.5	100.0
	Total	129	100.0	100.0

**How many respondents wear lipstick as a makeup product?**

**Wear\_Lipstick**

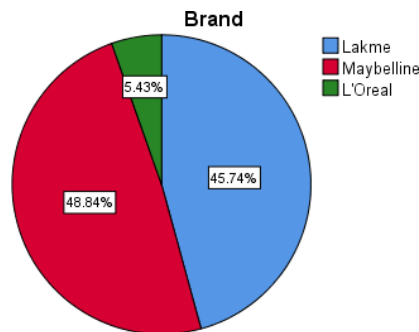
Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Yes	118	91.5	91.5
	No	11	8.5	100.0
	Total	129	100.0	100.0



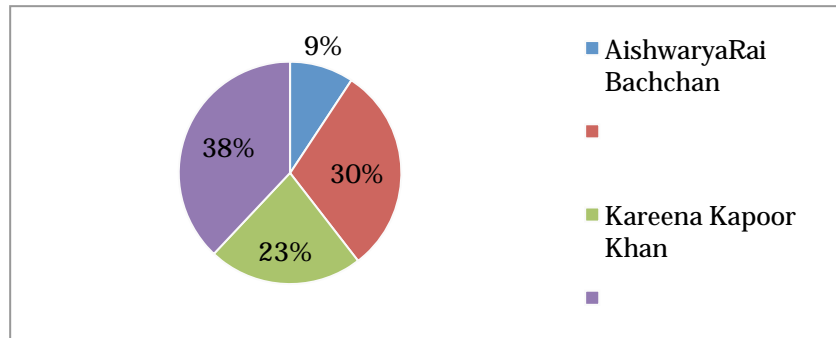
**Most preferred drugstore lipstick brand by the respondents among Lakme, Maybelline and L'Oréal**

**Brand**

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Lakme	59	45.7	45.7
	Maybelline	63	48.8	94.6
	L'Oreal	7	5.4	100.0
	Total	129	100.0	100.0

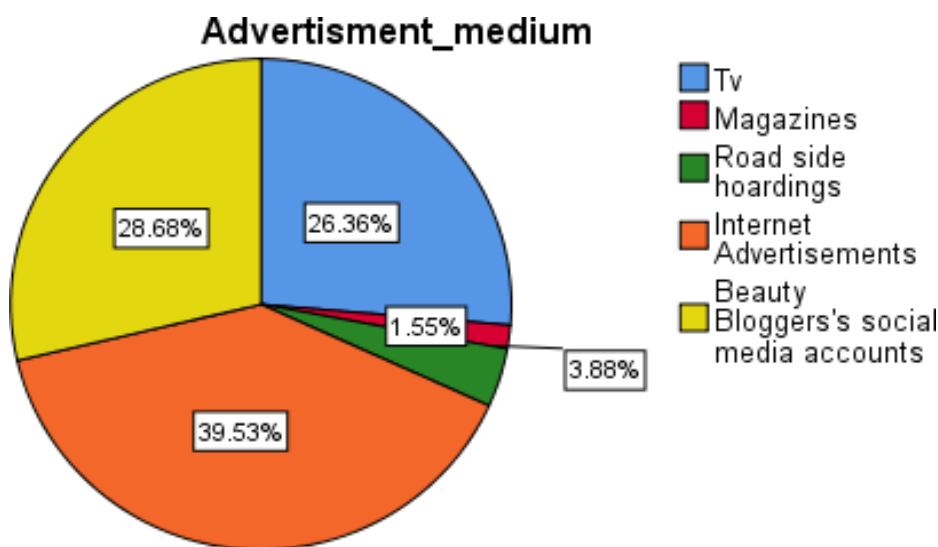


**Favourite Bollywood actress among Kareena Kapoor Khan, Alia Bhatt, Aishwarya Rai Bachchan who are brand ambassadors of Lakme, L'Oréal and Maybelline respectively.**



**Platform on which lipstick advertisement is mostly visible to the respondents**  
Advertisement\_medium

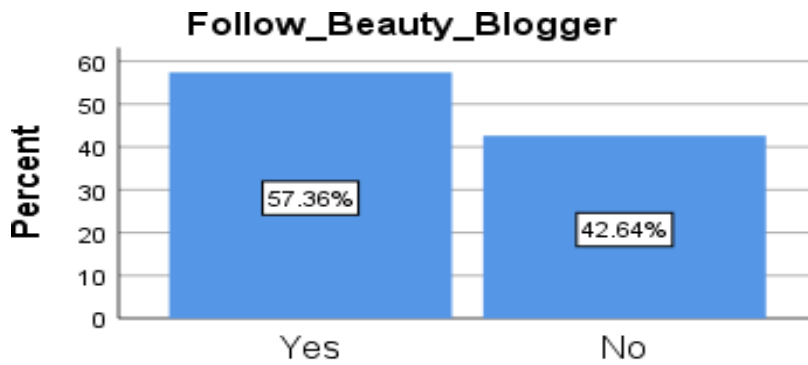
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tv	34	26.4	26.4
	Magazines	2	1.6	27.9
	Road side hoardings	5	3.9	31.8
	Internet Advertisements	51	39.5	71.3
	Beauty Bloggers's social media accounts	37	28.7	100.0
	Total	129	100.0	100.0



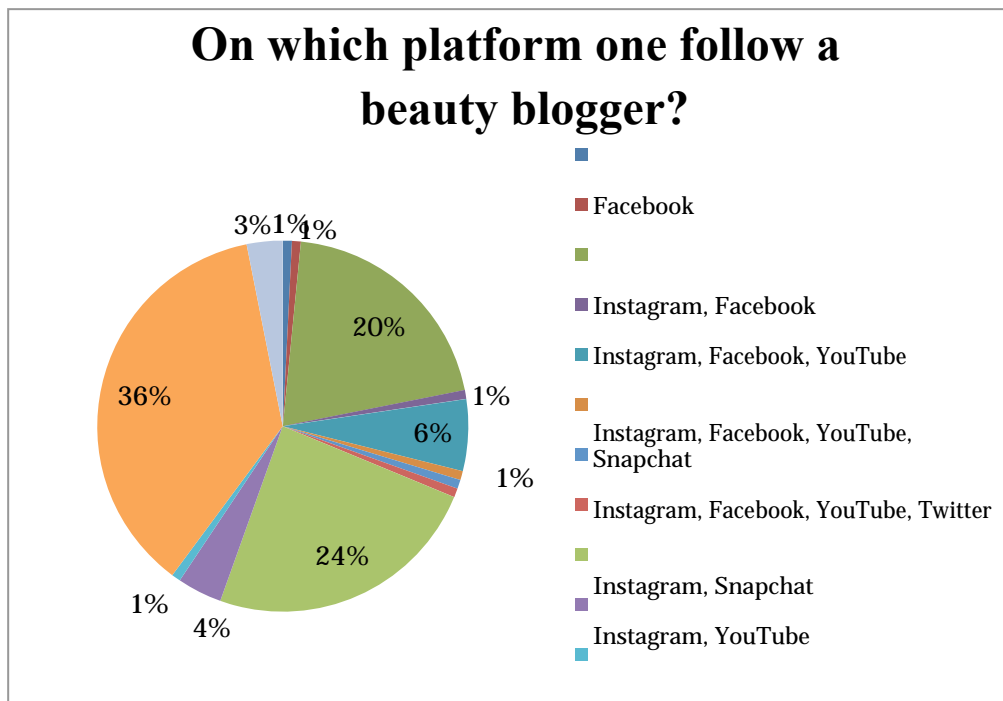
**No of respondents who follow any social media accounts of beauty bloggers**

**Follow\_Beauty\_Blogger**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	57.4	57.4



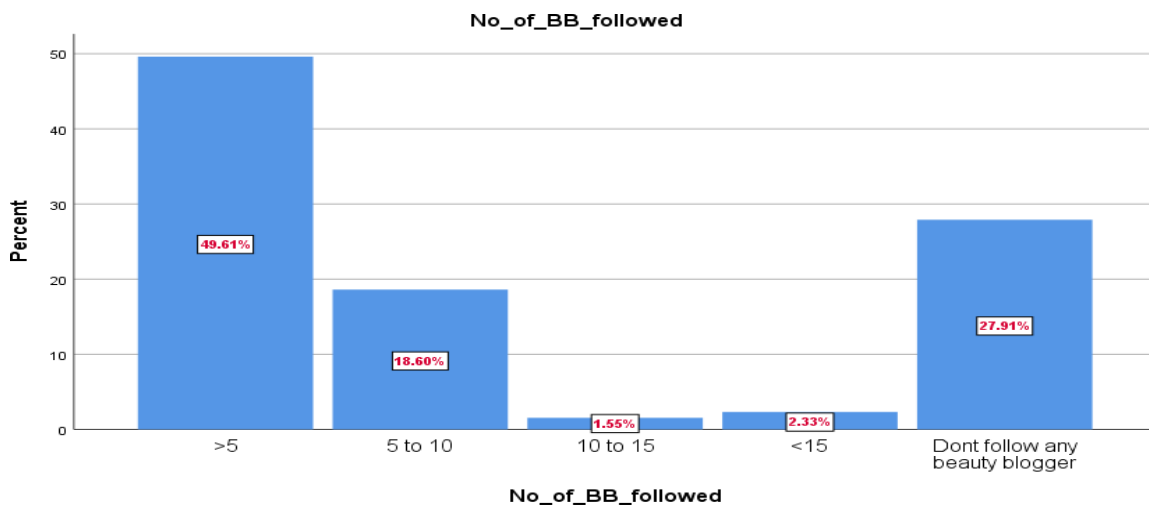
	No	Percent	Valid Percent	Cumulative Percent
Total	55	42.6	42.6	100.0
Total	129	100.0	100.0	



**Average no of beauty bloggers followed by respondents**

No\_of\_BB\_followed

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	>5	64	49.6	49.6	49.6
	5 to 10	24	18.6	18.6	68.2
	10 to 15	2	1.6	1.6	69.8
	<15	3	2.3	2.3	72.1
	Dont follow any beauty blogger	36	27.9	27.9	100.0
	Total	129	100.0	100.0	

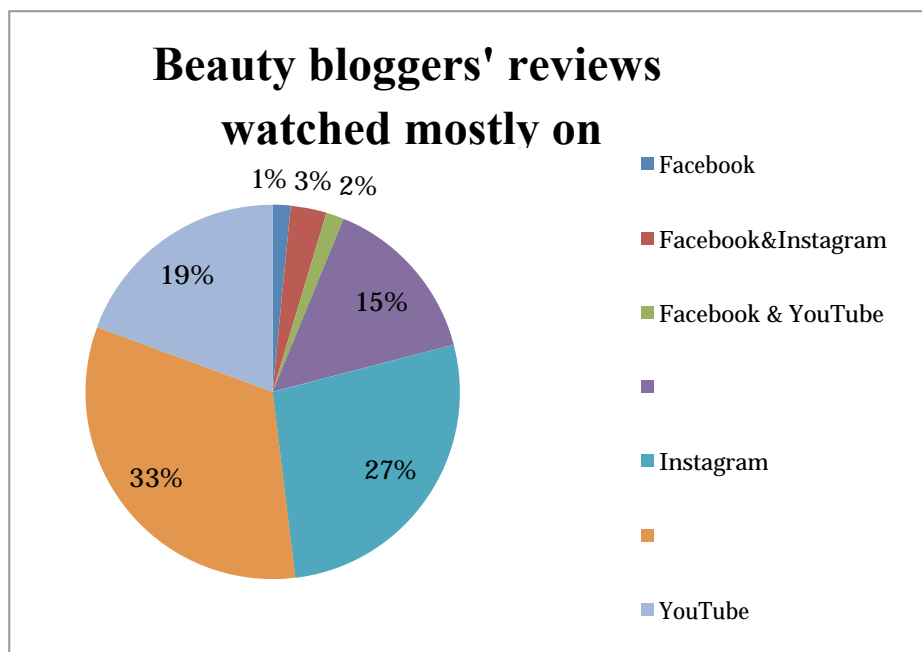
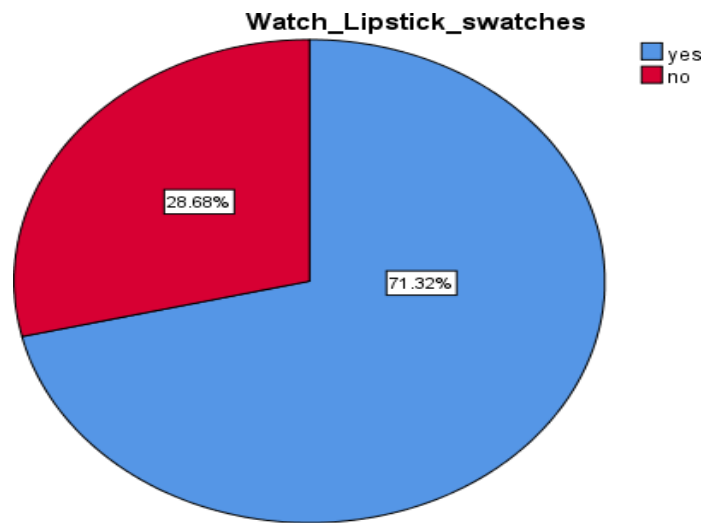




**Do the respondents watch beauty bloggers' lipstick reviews/swatchesonline?**

Watch\_Lipstick\_swatches

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	92	71.3	71.3
	No	37	28.7	100.0
	Total	129	100.0	100.0

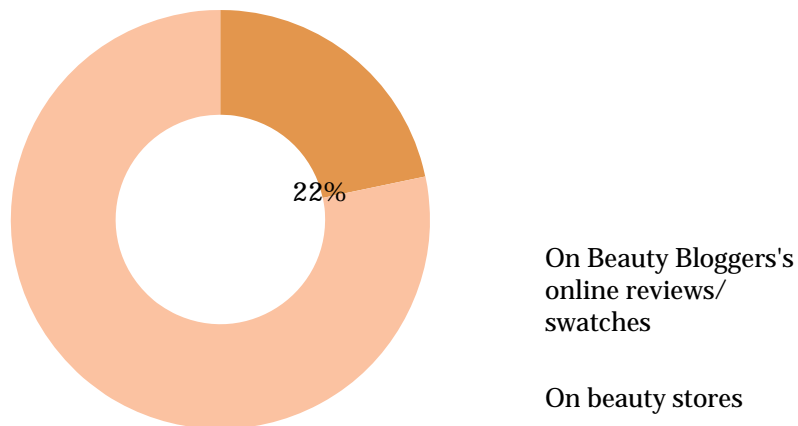




### Need To check lipstick shade before buying?

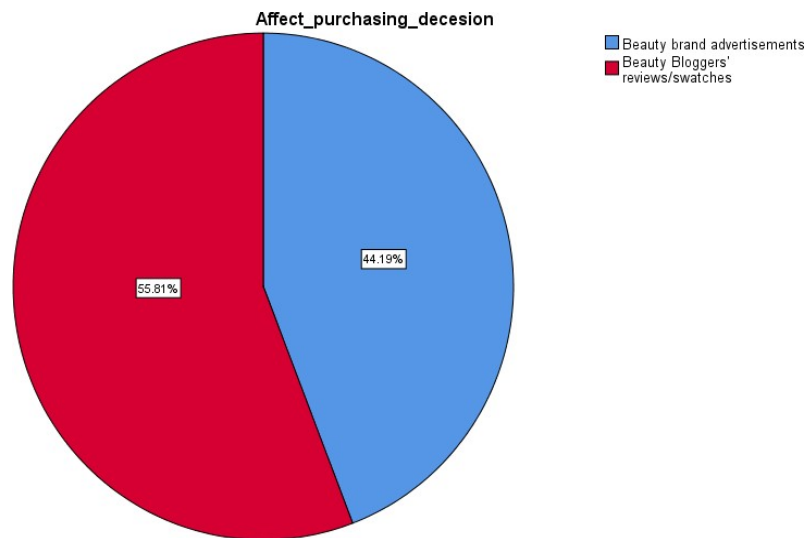


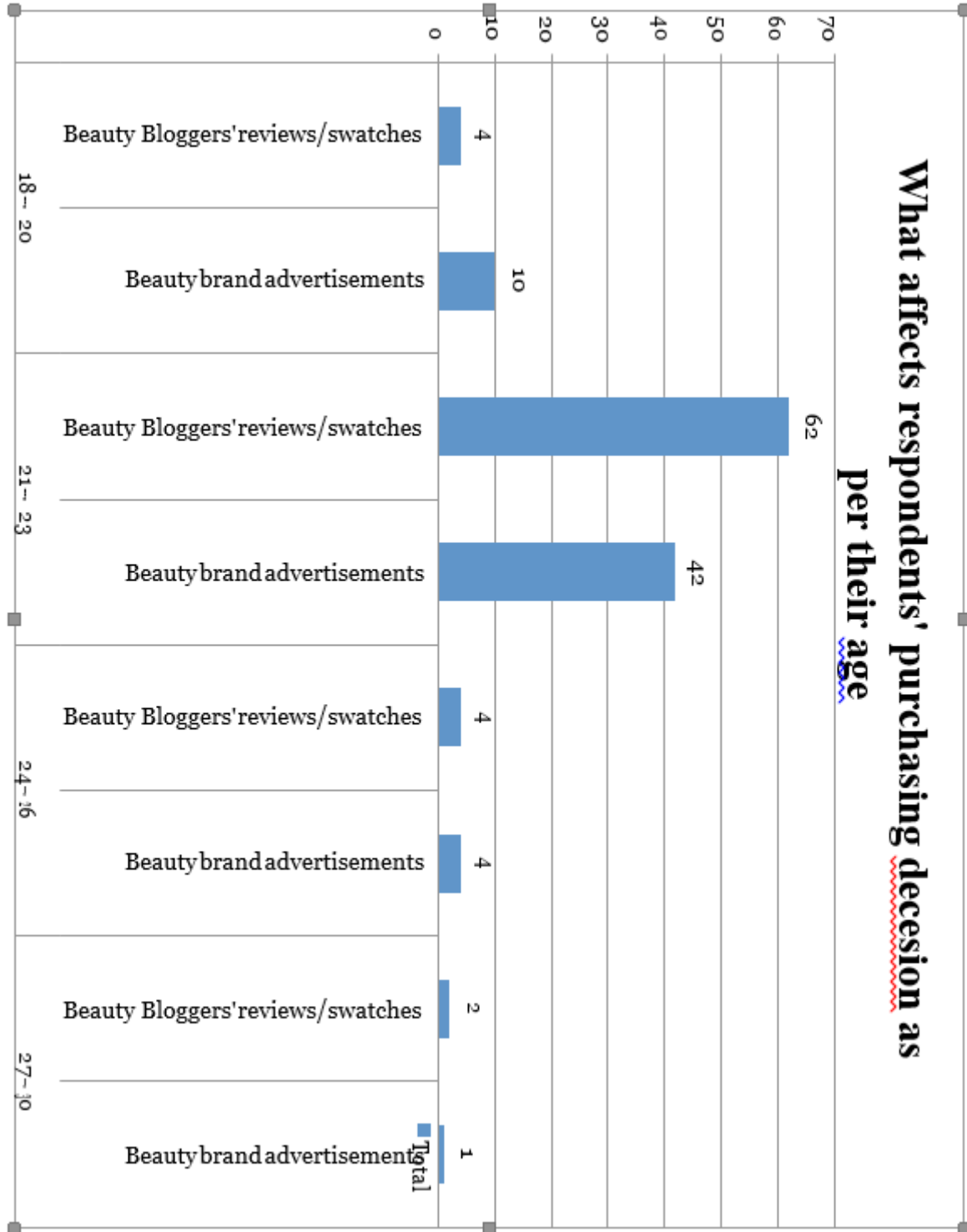
### Where most easier/convinient to check lipstick shade before purchase



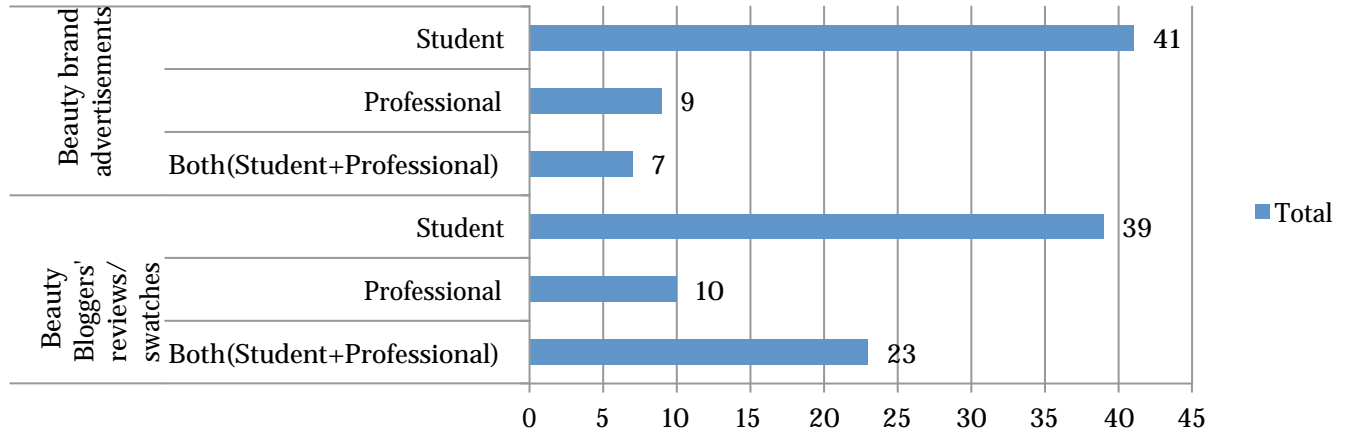
**Beauty Bloggers' reviews and swatches or Beauty brand advertisements, which have a greater impact on the purchasing decision of a consumer?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beauty brand advertisements	57	44.2	44.2
	Beauty Bloggers' reviews/swatches	72	55.8	100.0
	Total	129	100.0	100.0

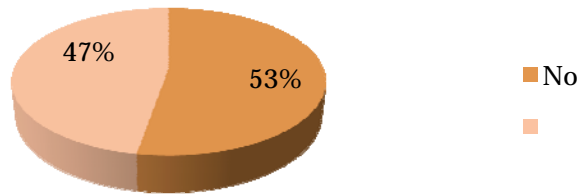




### What affects respondents' purchasing decision as per profession



### Watch multiple reviews?



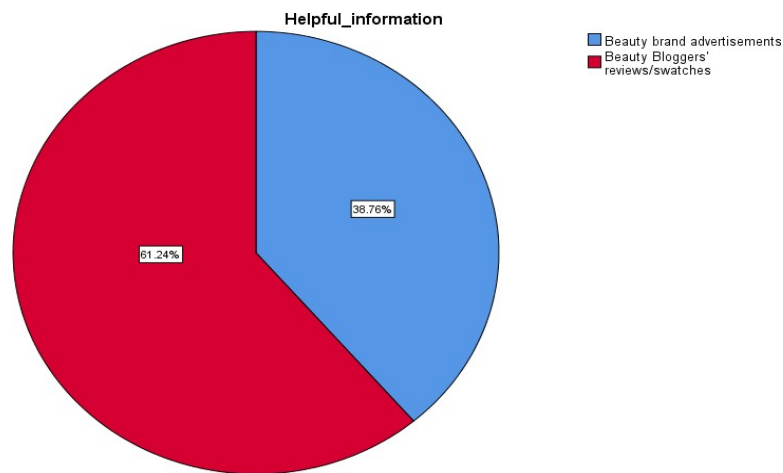
### Information about a new lipstick



**Detailed and helpful source of information for a beauty product.**

**Helpful\_information**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beauty brand advertisements	50	38.8	38.8
	BeautyBloggers' reviews/swatches	79	61.2	100.0
	Total	129	100.0	100.0



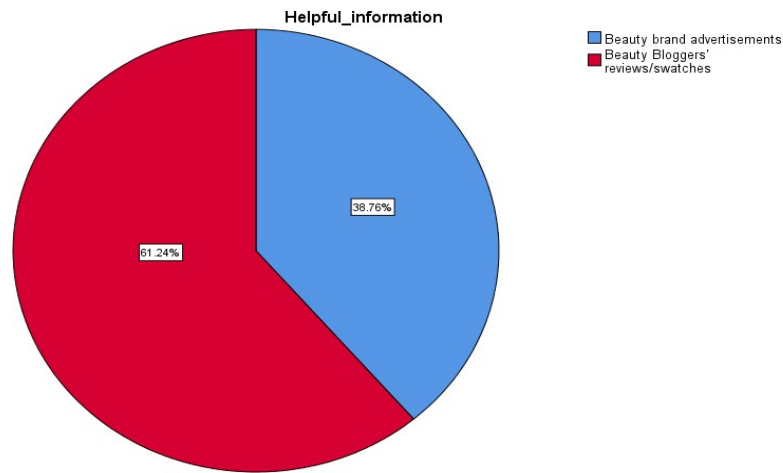
**Reliable\_info**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beauty brand advertisements with renowned brand ambassadors	47	36.4	36.4
	BeautyBloggers' reviews/swatches	82	63.6	100.0
	Total	129	100.0	100.0

**Detailed and helpful source of information for a beauty product.**

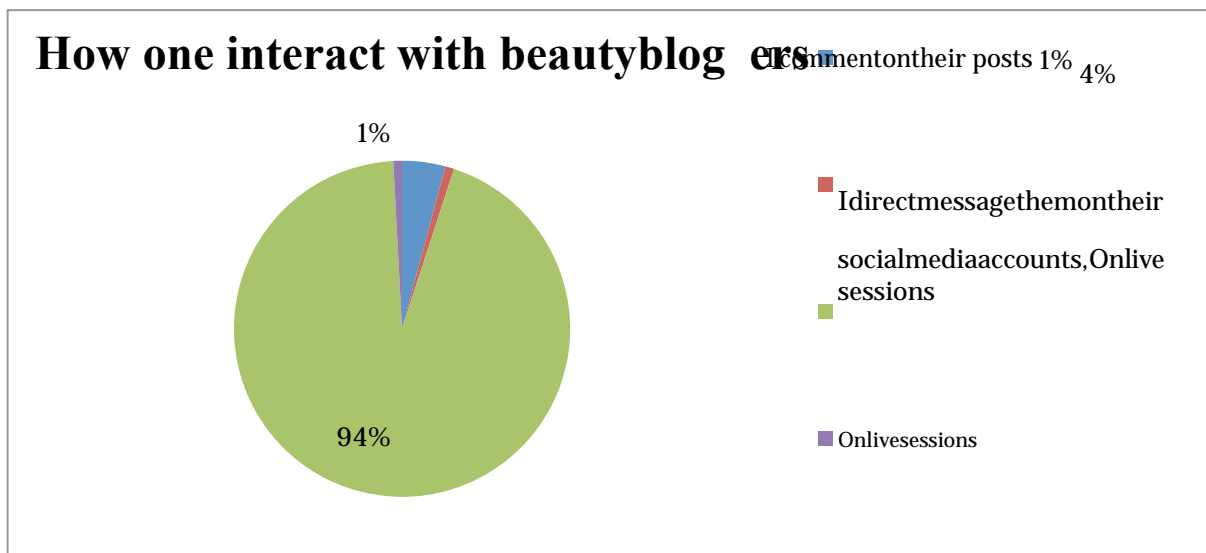
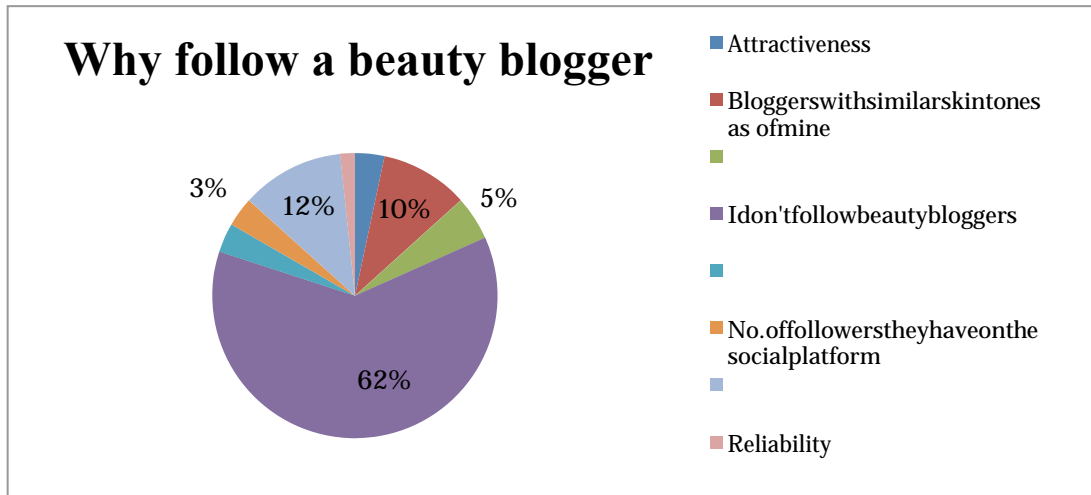
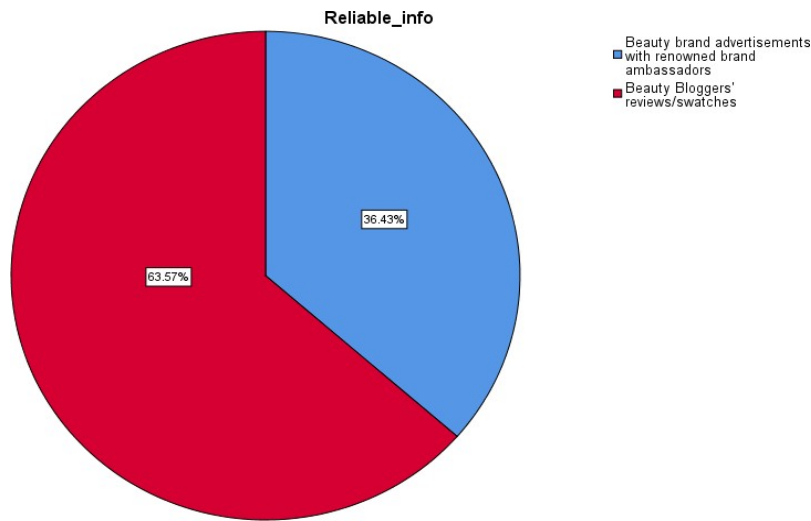
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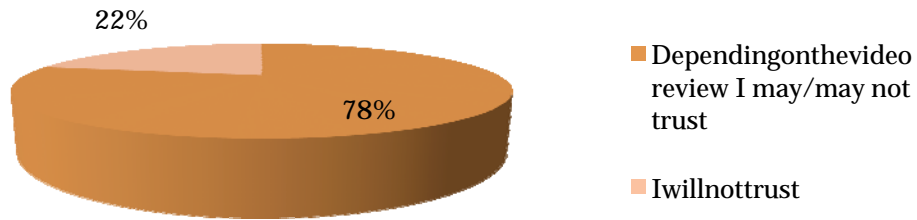
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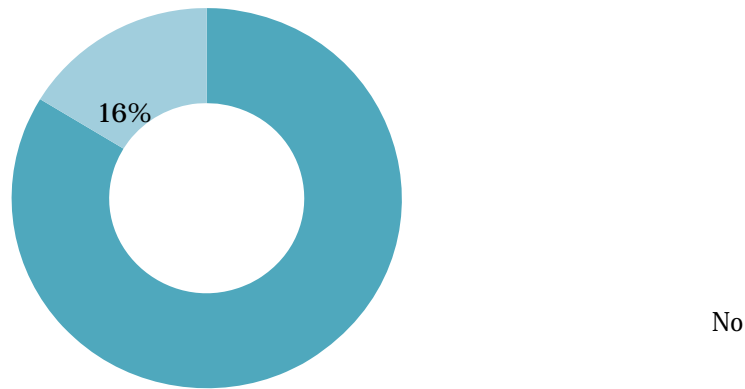




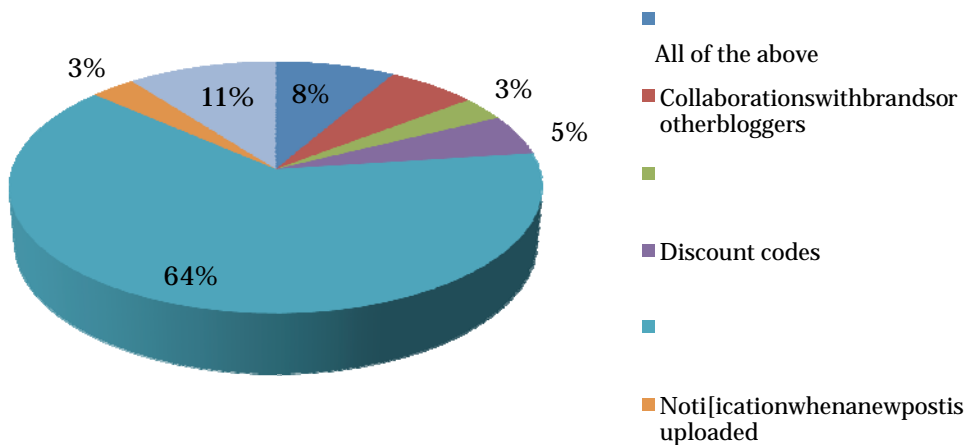
### Trust reviews of a sponsored posts?



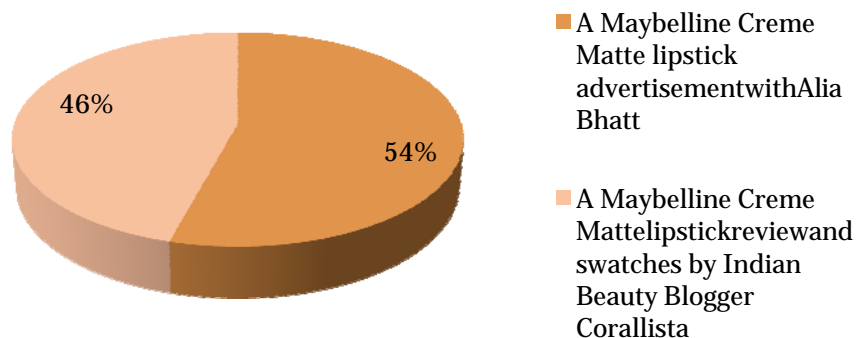
### Made a purchase because a blogger recommended it?



### Most liked features of beauty blogging



### Most likely click on?



#### ANALYSIS AND DISCUSSION

As per the above data analysis we can test the hypothesis by attaining the objectives of the research methodology. Thus it can be analyzed that the survey data has proven hypothesis 0 to be true – ie beauty bloggers do have a bigger impact on the purchasing decision of the consumer than the beauty product advertisements with a clear majority margin. Specially in the age group of 21 to 23, who are primarily students and tend to wear lipsticks as a primary beauty product in their daily lives. The most preferred drugstore brand was noticed to be Maybelline among the above mentioned age and profession. Incidentally Alia Bhatt was also chosen by the majority as their

favourite actress in Bollywood who also happens to be the brand ambassador of Maybelline, which was chosen to be the most popular and widely used brand for lipstick.

However in spite of Bollywood lead actresses like Alia Bhatt and others like Kareena Kapoor Khan and Aishwarya Rai Bachchan who are considered to be some of the most influential and desirable women in our countries for being the mainstream leads on the 70 mm screens. They somehow fail to create an impact on the purchase decision of the consumer which was analyzed to be dominated primarily by beauty bloggers reviews/swatches. In spite of Alia Bhatt who was chosen as majority's favourite Bollywood actress, and being chosen as nation's most influential young people by several portals, like GQ to name a few, it was still the new age celebrities in town the 'bloggers', who were seen to be more influential when it came to business by impacting the purchase decision of the consumers directly. It was noted that beauty bloggers have a great influence on the purchase decision, primarily for being able to hold the trust of the masses who considers their information to be more reliable and helpful than that of the beauty brands' advertisements. Thus the respondents do follow beauty bloggers on social sites by hitting the follow and subscribe button, which provides them with the required information. The respondents follow the beauty bloggers primarily on Instagram and YouTube, it is where they watch maximum beauty product reviews and swatches, however they follow an average of less than 5 bloggers on social site. Respondents tend to follow beauty bloggers, with similar skin tone as of themselves, to have a better visual understanding of how a lipstick shade might look on their skin tone. Thus beauty bloggers have the relatability factor with the consumers which seem to be working on their favor. Interestingly in spite of the constant evolution in technology which keeps adding latest updates and allow varied options to interact with the social media bloggers directly, the respondents still choose not to interact with bloggers directly on social media.

Though a mere percentage have said to interact via the latest additional features of Live sessions. Thus the bloggers should try and evaluate to encourage more interactions with their followers on social sites. The latest marketing strategies by brands allow bloggers, to giveaway products, provide discount code, along with tagged links of purchasing sites for the products have seen a huge hike. The feature of tagged items that links straight to the site of purchase is liked by quite a few. Beauty brand marketers have made a significant change in their medium of advertisement from the traditional TVC, hoarding, newspapers to internet ads in the form of video roll ads, pop up ads, advertisements through beauty bloggers social media accounts, specially to reach out to the target audience group which is most exposed to internet. Some helpful information for marketing and sales strategies of beauty brands is that in spite of digitization and growing involvement, impact of beauty bloggers, it is still the traditional beauty stores which is preferred by the consumers to purchase the beauty products like lipstick where they can physically visit, apply, swatch and check the quality of pigmentation, lasting power, shades etc in person for a better idea. The respondents revealed to know about a new lipstick range through brand advertisements, thus the marketers should consider involving more beauty bloggers when a new range is launched, as their power of words are growing with time and as people are gradually shifting towards viewing multiple reviews, to hear more about first hand experience, thus positive reviews from the mouth of beauty experts like beauty bloggers will have a better convincing effect on the customers owing to their trust that they have on the beauty bloggers due to their expertise in the field as compared to the positive words about the brand made by celebrities through brand advertisements, who seems more like the face and spokesperson of the brand. Brands should allow the bloggers to use their product and review them honestly rather than approaching the bloggers to shoot for a swatch or unboxing video which seems to be a sponsored / PR post and thus less convincing.

## CONCLUSION

The data analysis interprets that the findings hypothesis 0 can be proved to be true, that the beauty bloggers' reviews has a greater impact on the purchase decision of a lipstick for girls aged between 18 to 30 than beauty product advertisements. The impact of beauty bloggers on the purchase decision of consumers was mainly because of their relatability factor, as the respondents mainly follow beauty bloggers with similar skin tone. The credibility factors of the bloggers make them more trustworthy and reliable for the consumers as oppose to the claims made by actors in brand advertisements, who are brand ambassadors of renowned brands. Interestingly it was noted that Alia Bhatt even after being chosen as the respondent's favourite actor and being listed as one of the most influential personalities in several survey like GQ, she still couldn't affect the purchase decision of target consumers as the brand ambassador of Maybelline, like the beauty bloggers does. The results also proved that the consumers find beauty bloggers reviews to be more helpful source of information as compared to beauty advertisements, owing to the informed knowledge and expertise of the beauty bloggers in their field, and also because they provide with firsthand experience after using the beauty products on themselves unlike information provided through beauty advertisements. Thus the beauty brand marketers should include beauty bloggers as an essential marketing tool to impact the purchase decision of their target consumers, as a directly proportionate relationship was noted among the two. The beauty bloggers can be used more effectively for introducing new beauty products in the market to increase the reach of the product, which is still predominantly launched through advertisements by brand ambassadors.

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