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MODERN MEDIA ERA ON SOCIAL MEDIA CONSUMER PURCHASE DECISION OF BEAUTY PRODUCTS

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Abstract

The influence of the modern media era on social media Malaysian consumers' purchasing decisions on beauty products includes utilization of social media marketing, e-WoM, brand image and advertisement design. Entrepreneurs must understand consumers' perspectives on how they make purchasing decisions. This is a quantitative cross-sectional study with a convenience sampling method. An online self-administrated questionnaire was conducted, and 210 valid questionnaires were collected. Descriptive analysis was performed to analyze the data. The results found that advertisement design was the most influencing factor with the highest mean score. It is followed by brand image and social media marketing. E-WoM was found to be the least factor influencing consumers' purchasing decisions with the lowest score that less than 4.0. The finding of this study is expected to contribute to the rapid growth of beauty industry research on social media. It will help organizations to craft and utilize social media with the appropriate strategy to their advantage. Entrepreneurs can initiate to perform attractive advertisements by predominating the brand image in social media.

Keywords: Modern media; Consumer purchase decision; Beauty products; Social media marketing; Electronic word of mouth (e-WoM); Brand image; Advertising design.

Abstrak

Pengaruh era media moden ke atas sosial media terhadap keputusan pembelian pengguna Malaysia mengenai produk kecantikan, termasuk pemasaran media sosial, e-WoM, imej jenama dan juga reka bentuk iklan. Adalah penting bagi usahawan untuk memahami prospektif pengguna tentang bagaimana mereka membuat keputusan pembelian. Ini adalah kajian keratan rentas kuantitatif dengan kaedah

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pensampelan yang mudah. Soal selidik diri sendiri dalam talian telah dijalankan, dan 210 soal selidik yang sah dikumpulkan. Analisis deskriptif dilakukan untuk menganalisis data. Hasilnya mendapati bahawa reka bentuk iklan adalah faktor yang paling mempengaruhi dengan skor min tertinggi. Ia diikuti dengan imej jenama dan pemasaran media sosial. e-WoM didapati sebagai faktor paling sedikit mempengaruhi keputusan pembelian pengguna dengan skor terendah yang kurang daripada 4.0. Penemuan kajian ini dijangka menyumbang kepada pertumbuhan pesat penyelidikan industri kecantikan di media sosial. Ia akan membantu organisasi untuk membuat dan menggunakan media sosial dengan strategi yang sesuai untuk kelebihan mereka. Usahawan boleh memulakan untuk melakukan iklan yang menarik dengan mendominasi imej jenama dalam media sosial.

Kata kunci: *Media moden; Keputusan pembelian pengguna; Produk kecantikan; Pemasaran media sosial; Kata-kata elektronik (e-WoM); Imej jenama; Reka bentuk pengiklanan.*

Introduction

In this modern media era, social media is regarded as one of the greatest promotional strategy media. Businesses can benefit from digital marketing since it allows them to reach a large audience at a low cost. The vital of digital marketing is that the targeted audience can be reached cost-effectively and measurably (Develop a Digital Marketing Plan, n.d.). Users obtain information about a company and its products most frequently through social media. Users are not only using social media to receive news and updates; they are also using it to purchase (Wold, 2020).

Globally, there are more than 3.8 billion users of social media. The world of social media is always expanding and changing, with new applications like TikTok and Clubhouse entering the ranks of well-established social networks like Facebook, YouTube, Twitter, and Instagram (Dollarhide & Drury, 2021). According to Lauren, (2021), never undervalue the power of a favourable social media encounter with your brand or business. The financial advantages are undeniable, regardless of whether that experience is fueled by timely, first-rate customer service, pertinent information, or simply exhibiting an understanding of your clients on a personal level.

According to Haileyesus (2021), by using social media businesses now have more options to interact with customers, enabling them to increase their revenue. The way beauty firms sell their goods to consumers has evolved dramatically, as has the way brands create relationships with their customers (Valentine, 2019). Eight out of 10 customers anticipate meaningful interactions from companies with them on social media. Social media helps businesses become more relatable and allows them to highlight their distinctive qualities and brand personas (Sridhar, 2021).

Social media has a tremendous influence on people's shopping decisions, engagement in political activities, and membership in online communities because of their intensive Internet usage. People explore and exchange product information on social media, especially in the e-commerce environment, by writing reviews, and influencing customers' product purchase behavior (Chai, 2020). The key to every marketing strategy's success is identifying the correct target demographic and finding the perfect location and voice to engage with them (Bringe, 2021). Mobile devices are used for a sizable portion of social media activity. To ensure a good user experience, make sure your social media approach is mobile-friendly (Wicks, 2015).

The worldwide beauty product market is predicted to grow at a 5.0 per cent compound annual growth rate (CAGR) from 2021 to 2028, reaching USD 415.29 billion from USD 287.94 billion in 2021 (Insight, 2021). The usage of cosmetic products is becoming more common among both men and women Krishnan (2017). Even though the COVID-19 epidemic will have a considerably higher economic impact on brands and stores than any recession, there are indicators that the beauty sector may once again have proven resilient Gerstell (2020). The present crisis has accelerated the cosmetics industry's digital transition, and firms must move their attention to e-commerce, digital media, content, and services that enhance the consumer experience (Sedlmayr, n.d.).

Therefore, our research objective in this study is to examine social media's influence towards consumer purchasing decisions on beauty products in this modern era. There are two research objectives to understand the factors of social media that majorly influenced the purchase of beauty products in the industry and to recommend strategies for growing the beauty products business in the market through social media marketing. There are four independent variables: social media marketing, electronic word of mouth, brand image and advertising design. For dependent variable is the consumer purchasing decision.

Literature Review

The study is adapting the Engel-Blackwell-Minniard Model as a basis for the consumer decision process. The five stages involved in the consumer decision process are problem recognition, search, alternative evaluation, purchase, and outcome (Akhunjonov & Stankevich, 2017).

Consumer Purchasing Decision

Consumer behaviour is the process consumers experience when they make a purchase, and it involves factors that influence their decision. There are various models regarding the consumer decision process have been developed since the 1960s, to name a few – Necosia (1966), Engel, Kollat and Blackwell (1968), Howard

and Sheth (1969), (Lee, 2005). The descriptions of the consumer decision process vary across these models, however, there is a commonality in the decision process stages within all the models (Mitchell & Boustani, 1993). The majority of consumer behaviour literature has been developed on two assumptions.

Firstly, consumer behaviours can be influenced and shaped by multiple factors which can be generalized into three: 1) Individual factors (motivation, intention, values, lifestyle, personality, knowledge); 2) Psychological process (information processing, learning, attitude, and behaviour change) and finally 3) Environmental influences (social class, culture, personal influence) (Engel et al, 1993). The second assumption is based on the consumer's rational decision thought process with the capability to weigh a certain decision given the sequential process to reach an optimal choice among alternatives. It is because of the uncertainty about the future and costs involved in the information in the present, an individual's rational decisions are limited to the extent the decision can only be bounded rationality.

Cultural Traits

Individuals have distinct personality qualities; personality traits are relatively changeable. This distinction has an impact on cultural intelligence and intercultural communication skills. Personality traits depend on cultural influence in specific demographic and localities. Therefore, all countries have their own culture, and it is vital to common impact on social media usage. To communicate with people from other cultures, you must be able to manage cultural differences. It necessitates knowledge of foreign culture's norms, customs, and behaviours Yeke (2016).

According to Zaw (2018), the value of social media leads the global trend of creating new social networks and activities, redefining political, cultural, economic, geographical, and other boundaries of human society, expanding and stretching social relations, intensifying and accelerating social exchanges, and involves both the micro-structures of personhood and macro-structures of community due to the thrust of new media.

Social Media Marketing

Definition of social media is an online application built on the concept and technical foundations of Web 2.0 which enables the communication between users (Kaplan & Henlein, 2010). Social media allow individuals to exchange material quickly, effectively, and in real-time are referred to as social media. As the number of people using the Internet has grown, so has the number of different sorts of social media such as social networking, media sharing, microblogging, blogging, bookmarking, news and discussion sites, gaming sites, boards and forums, review sites, gig sites, hobby gathering sites and anonymous sites (Blake, n.d.). According to Paquett

(2013), businesses should include social networking sites in their business model or promotional mix, studies, because social media sites may be utilized for the information, they give on customer behaviour in terms of their purchase intentions.

E-Word of Mouth (e-WoM)

Electronic Word-of-Mouth (e-WoM) is referring to the communications made by potential, actual or former customers about a product, brand or company using social media platforms (Henning-Thurau et al, 2004). It provides to a certain degree to consumer exchange, dissemination and upload of information using social search (Kudeshia & Kumar, 2017). Consume exchange of information about brands also includes uploading content from the brand website and page to their respective social media to share with friends. e-WoM at the same time, with perceived trustworthiness, consumers progressively produce and share brand-related information with other social media users, like friends, peers, and the public (Wu & Wang, 2011). Positive e-WoM builds consumers' positive perceptions towards brands and stimulates purchase intention.

Brand Image

Brand image is a set of associations attached to the brand in consumers' memory, reflecting how the brand is perceived in the mind of the consumer (Keller, 1993). Brand image is one of the factors to stand out different from other competitors in the market (Webster & Keller, 2004). Brand image is an essential element to build trust with consumers, especially through social media. In the brand-building process, brand image is important to its influence on consumers' brand preference, which could lead to the brand's ability to charge a premium price. A good brand image will contribute to the future profits of the company (Chen & Chang, 2008).

Advertisement Design

In social media marketing, advertising design plays a vital role to attract people and create a positive perception of a product or service. Advertising design is artwork made expressly for the marketing of products or services (Nguyen, 2021). Advertising has been one of the strategic marketing tools since the television and printing era. However, the revolution of social media has changed the landscape and approach of advertising.

PEST Analysis

PEST Analysis (Political, Economic, Social and Technology) is a management method whereby an organization assess major external factors that influence its operation to become more competitive in the market. PEST Analysis is thought to

have been initially proposed by Harvard professor Francis J. Aguilar under the acronym ETPS. Aguilar emphasized economic, technological, political, and social aspects as key impacts on the business environment in his 1967 paper "Scanning the Business Environment." Following that, the letters were changed to form a useful and amusing acronym that is still used today (Kenton, 2022).

This tool gives a collective perspective on the big picture and fundamental changes in the industry. This tool helps a manufacturer to structure business planning for short-term to long-term projects. According to Buye (2021), what happens beyond the organization's walls has an undeniable impact on organizational behaviour. As a result, organizational learning should always be focused on the environment for an organization to be able to generate effective performance-enhancing methods.

Porter's 5 Forces

Porter's 5 Forces is a competitive advantage model introduced by Michael Porter focuses on assisting organisations to find ways in achieving competitive advantage in a particular industry by leveraging on five imperative forces of the industry. The elements involved are the bargaining power of buyers, the bargaining power of sellers, the threat of substitutes, the threat of potential entrants and the threat of existing competition.

Methodology

The study designed and conducted an online survey and the questionnaire was divided into four sections based on the literature review. A total of 210 useable surveys from 270 collected were collected and processed. The questionnaire was designed for respondents to recall their past experiences of purchasing beauty products after seeing an ad, page or any information about a brand or product on social media. A filtering question was included in the demographic section to exclude irrelevant data.

A questionnaire was designed on Google Forms, which provides the convenience to have a dedicated link that made the questionnaire easily shared among the target respondent through social media and communication platforms like WhatsApp and Telegram. There were two sections of the questionnaire, in which the first section covered the demographic characteristics of the respondents, which provide information on user profiling. The questions included gender, age, highest education level, occupation, income level, locality, preferred social media platform, and if they have bought any beauty products after seeing social media content.

Data were entered in the SPSS 2.0 and descriptive analysis was done. Reliability analysis using Cronbach’s Alpha test was also conducted to validate the internal consistency of the measurement items.

Reliability Analysis

To ensure the reliability of the data, and to measure the reliability analysis, statistical measurements of Cronbach’s Alpha will be used to get the result. Cronbach’s Alpha is a reliability coefficient that indicates how well the item in a set is positively correlated to one another. According to Sekaran (2016), the reliability of a measure indicates the extent to which it is without bias (error-free) and hence ensures consistent measurement across time and various items in the instrument. According (Matkar, 2011) stated that the Cronbach’s Alpha test is the most used test to determine the reliability of the questionnaire in the study.

Table 1: Rules of Thumb of Cronbach’s Alpha Coefficient Range

Alpha coefficient Range	Strength of Association
>0.80	Good
0.61 – 0.80	Acceptable
< 0.60	Poor

Table 2.0: Reliability Analysis
(Sources: Sekaran & Bougie, 2016)

Frequency Analysis

Frequency analysis shows the number of occurrences in a dataset. This analysis was used to measure the first section of the questionnaire, which was on the demographic of the respondents. It gave an overview of the important background of the respondents. The data are interpreted using frequency distribution and percentage distribution.

Descriptive Analysis

Descriptive Analysis was used to review the collected data. During the process, the mean, median, mode, and standard deviation of the data were analyzed accordingly for each variable and overview.

Correlation

Correlation coefficients were generated using the Pearson Correlation Coefficient. The purpose of the analysis is to test the strength of the correlation between the

independent variable; social media marketing, electronic word of mouth, brand image, and advertising design the dependent variable of a consumer purchasing decision.

Table 2: Strength of Correlation

Correlation Coefficient	Strength of Relationship
>0.90	Very High Correlation
0.70 – 0.89	High Correlation
0.40 – 0.69	Moderate Correlation
0.20 – 0.39	Low Correlation
0.0 – 0.19	Very Low Correlation

Table 3.0 Correlation
(Sources: Cohen & Holliday, 1982)

Application of Strategic Tools

Two strategic tools that were applied in the study were PEST Analysis and Porter’s 5 Forces. PEST Analysis assessed the political, economic, social, and technology of the industry. The analysis was done to study how the PEST impacts social media adoption in the beauty industry. Aside from the primary source, the data were gathered from secondary sources which mainly were from newspapers or articles written on business, journals on previous studies and various websites.

Secondly, Porter’s 5 Forces data were gathered the same way, by observing the existing markets and industry from previous journals, articles on the industry, as well as the potential of the industry, were analyzed using the 5 elements of Porter’s 5 Forces; threats of new entrants, supplier power, buyer power, the threat of substitutes, competitive rivalry. Both data were collected within the time frame of May to July 2022.

Results and Discussion

From the total of 210 questionnaires that were collected, 88 respondents were male (41.9%) and 122 were female (58.1%). Most respondents were in the range of 26 – 35 (60.5%), equivalent to 127 respondents. A huge portion of the respondents are working in the private sector (43.3%) and a limited number of respondents are working with the government (6.2%). Among all social media, Instagram is the most popular option by the respondents (52.9%), in contrast to TikTok, Facebook and others respectively only represented by 18.6%, 23.8% and 4.8%. All of the respondents were filtered to have purchased beauty products at least once after consuming the advertisement of beauty products on social media, which makes it a 100%.

The first variable is social media marketing. The highest mean value is indicated by B4, with 4.71 and a standard deviation of 1.223. The question about the content on social media is up to date. However, the lowest mean value is indicated by B2, on the question of killing time to collect information on beauty products through social media. The mean score is 4.20 and the standard deviation of 1.463.

On the variable of electronic word of mouth (e-WoM). The highest mean value is C4, in which the respondents positively agreed with the question that they have a positive perception towards beauty products based on the feedback on social media. The mean value is 4.08, with a standard deviation of 1.360. The lowest mean value is C2, with the question about uploading content about beauty product information on personal social media platforms. The mean value is moderate, 3.30 with a standard deviation of 1.628.

The third independent variable is the brand image. The highest mean value is indicated by D4, in which the respondents positively agreed with the question of whether social media can portray beauty products have a good representation in the industry. The standard deviation value is 1.231. Meanwhile, the lowest mean value is D6 where the question about social media can emphasise if the beauty product used safe ingredients product. The mean score is 4.55 with a standard deviation of 1.305.

The final independent variable on advertisement design shows the highest mean value is indicated by E2, in which the respondents positively agreed with the question that the beauty brand colour helps them to remember products and advertising better. The mean score is 4.77 with a standard deviation of 1.143. However, the lowest mean value is indicated by E4 with a mean value of 4.23. The question was about the emotional and dramatic elements effective to help with purchasing decisions. The standard deviation value is 1.446.

The respondents were highly responsive to all four variables which all statements' mean scores of 4 except the variables on the e-WoM. The respondents were moderately responsive to three out of 5 statements written. From the four tested independent variables, two factors came out as having a strong significant relationship with the consumer purchasing decision. Both were social media marketing and advertisement design. It scored less than 0.01 p-value.

Our data collection shows that almost 80 per cent of total respondents bought a beauty product after seeing social media content about the products. This shows that social media platforms may attract consumers to buy products with the right video content and infographic for a better understanding of the products. According to (Forbes, 2020), through social media, your business may interact and engage personally with both present and future clients. Since 74 per cent of consumers use social media to inform their shopping decisions, this channel is a major driver of

commerce. Social media helps in engaging consumers deeper into what they want, and this is vital for business planning.

For sustained client happiness, developing a social media interaction plan is crucial. Many customers anticipate meaningful engagement from brands and businesses on social media. The methods that consumers interact with companies will develop along with social media's continued evolution (Gomez, 2021). The beauty market is one of the most cutthroat industries, with consumers who have little brand loyalty and are constantly looking for new goods. As it improves customer engagement through more individualized offerings—a trend that has been driving the beauty sector for some years—beauty tech appears to solve this issue as well (EOS, 2021).

The fast advancement of technology has not spared the beauty sector. Numerous recent advancements have altered how businesses market their goods, carry out manufacturing and interact with customers. The competition will be beaten by beauty enterprises that incorporate technological solutions into their business structures. For example, consumers increasingly want better internet and mobile services as smartphone usage increases. This need affects how tech is used by the beauty industry (The Derm, n.d.). Based on the results, three main key factors companies should pay attention to when considering social media marketing are:

Up-to-date social media content

The major social media platforms announce most of their updates and changes on their newsroom or company blogs. This is the best method to get official news from the social media companies themselves up to date (Lua, n.d.). The advantage of up-to-date social media content is helping businesses to grow and build up their interactions between seller and buyer. According to (WebFX, n.d.) you can better understand your audience by having a direct relationship with them. You can observe who responds to your postings and how they are responded to. It assists you in modifying your plan so that it is more beneficial to your audience.

Consistent brand colour presence on social media

Brand colour is vital and acts as the first attraction towards customers' attention to beauty products. We found that brand colour has been a key to first impressions and encourages customers to know deeper about the products. The consistency in the brand colour presence on social media made the consumer remember the brand better.

Consider using more video content

According to Wyzowl, studies show that 63 per cent of companies are now embracing video content marketing and 82 per cent of organizations believe that video marketing is crucial to their overall strategy. Video is developing quickly and will surpass current standards sooner than the market anticipated. 83 per cent of organizations believe that video marketing delivers them a strong ROI, which is what drives the trend (Karl, 2022).

Conclusion

This paper demonstrates the importance of considering social media as one of the marketing tools. Business players need to adapt to the new era of digitalization to ensure they can leverage market demand and maximize profit. When properly utilized, social media can boost companies' organic reach, drive income and enhance sales (Crooms, 2019). Social media users have been seen significantly increasing in the total number of users day by day. According to (Meaghan, 2022,) there will be more than 3.6 billion monthly active social network users, or more than 8 out of 10 internet users. Hence, social media platforms are more effective to engage with customers directly.

A tip to business players is that as this issue is intricately connected to marketing, they should please conduct extensive study on the subject if they plan to major in marketing. Since today's marketing methods are so distinctive and original. Companies are putting greater emphasis on revenue, which benefits freshmen by allowing them to understand things in depth. For future studies, we would recommend emphasizing fundamental instruments that help the beauty industry to grow. Based on study shows it is significant about social media towards customer purchase decisions in beauty products.

However, the conventional behaviour of customers to buy a product directly from retailers and physical shops is still viable and they prefer to explore more about the products and feel it by themselves. For future studies, the research could explore able understand the main factors declination in social media to buy beauty products. Therefore, some conventional ways and lack of technology exposure could be the main factor why customers are not interested in buying beauty products from social media.

Consumer perception and attitude toward cosmetic goods are crucial because they assist in identifying areas where information about the safe production and use of cosmetics must be spread. It is possible to improve both production and distribution processes by determining the attitude and perspective that consumers now have.

This will reveal the causes and justifications for consumer behaviour Haider et al. (2021).

However, while members of various social groups may share the same values, they may link those values with various actions. In other words, individuals across nations both embrace and embody the same ideals to a similar degree. Even if other behaviours that serve as exemplars of the values are the same, people may perceive distinctions across social groups because of variations between groups in the actions that are considered exemplars of different values. As a result, when considering groups in terms of specific examples, differences may outweigh similarities (Seddig & Davidov, 2018).

Technological, cultural and economic abilities were the most important elements in influencing consumer purchase decisions through social media. Consumers tend to use social media to find information, evaluate comparisons and decide. However, income, recommendations from family members, friends and viability of the products in specific countries will determine the result of how the process of social media influences consumer purchase decisions. Therefore, businesses in the beauty industry need to consider these elements and study what are the best products to offer to consumers to ensure they can penetrate the market, build up their community and create a good relationship with consumers. business players need to adapt in the new era of digitalization to ensure they penetrate the market demands and optimum their profit margins.

The beauty market is one of the most cutthroat industries, with consumers who have little brand loyalty and are constantly looking for new goods. As it improves customer engagement through more individualized offerings—a trend that has been driving the beauty sector for some years—beauty technology appears to solve this issue as well (EOS, 2021). The fast advancement of technology has not spared the beauty sector. Numerous recent advancements have altered how businesses market their goods, carry out manufacturing and interact with customers. The competition will be beaten by beauty enterprises that incorporate technological solutions into their business structures. For example, consumers increasingly want better internet and mobile services as smartphone usage increases. This need affects how technology is used by the beauty industry (The Derm, n.d.). It is vital to opt for technology, cultural differences and economic scale to identify the right targeted customer for the business players in the beauty products industry.

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