

**EVOLUTION AND EFFECTIVENESS OF DIGITAL MEDIA ADVERTISING:  
A STUDY ON BEAUTY PRODUCTS IN INDIA**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
DOCTOR OF PHILOSOPHY**

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A STUDY ON BEAUTY PRODUCTS IN INDIA**

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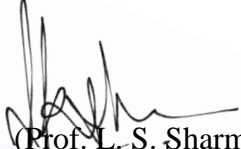
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## **CERTIFICATE**

This is to certify that “*Evolution and Effectiveness of Digital Media Advertising: A Study on Beauty Products in India*” by Lalramchuani K.C. has been written under my supervision.

She has fulfilled all the required norms laid down under Minimum Standards and Procedure for Award of M.Phil/Ph.D. of UGC Regulations 2016. The thesis is the result of her own investigations. Neither the dissertation as a whole nor any part of it was ever submitted to any University for any research degree.

  
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## DECLARATION

I, Lalramchuani KC, hereby declare that the subject matter of this thesis “*Evolution and Effectiveness of Digital Media Advertising: A Study on Beauty Products in India*” is the record of work done by me, that the contents of this thesis did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the thesis has not been submitted by me for any research degree in any other University/Institute.

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## ACRONYMS

A.A.A.I	Association of Advertising Agencies of India
A.B.C	American Broadcasting Company
A.B.C.I	Audit Bureau of Circulations of India
AD	Anno Domini
AIDA	Attention Interest Desire Action
AIR	All India Radio
ASCI	Advertising Standards Council of India
ASSOCHAM	Associated Chambers of Commerce and Industry of India
ATA	Attitude Towards Advertising
ATOA	Attitude Towards Online Advertising
BRIC	Brazil, Russia, India, and China
C2C	Customer to Customer
CAGR	Compound Annual Growth Rate
CFR	Code of Federal Regulations
CGC	Company Generated Content
CPA	Cost per Acquisition
CPC	Cost per Click
CPM	Cost per mille
CTR	Click Through Rate
ELM	Elaboration Likelihood Model

e-WOM	Electronic Word of Mouth
FAQ	Frequently Asked Questions
FDA	Food and Drug Administration
FTC	Federal Trade Commission
H&M	Heinz & Mauritz
HSM	Heuristic-Systematic Model
HTA	Hindustan Thompson Associates
HTML	Hypertext Markup Language
IAB	Interactive Advertising Bureau
IMC	Integrated Marketing Communications
ITC	Imperial Tobacco Company of India
M.A.C.	Makeup Art Cosmetics
MC	Marketing communication
MSN	Microsoft Network
NPD	New Product Development
OECD	Organization for Economic Cooperation and Development
P&G	Procter and Gamble
PMK	Persuasion Knowledge Model
RMIT	Royal Melbourne Institute of Technology
ROI	Return on Investment
SMB	Small Business Trends

SME	Small and Medium Entrepreneurs
SMI	Social Media Influencers
SMM	Social Media Marketing
SNS	Social Networking Sites
TV	Television
UGC	User-Generated Content
USD	US Dollars
UX	User Experience
VP	Vice President
WEAF	Radio broadcasting station in New York
WOM	Word of Mouth
YMC	YouTube Marketing Communication



## TABLE OF CONTENTS

<i>Certificate</i>	<i>i</i>
<i>Declaration</i>	<i>ii</i>
<i>Acknowledgement</i>	<i>iii</i>
<i>Acronyms</i>	<i>iv</i>
<i>Table of Contents</i>	<i>vii</i>
<i>List of Tables</i>	<i>xii</i>
<i>List of Figures</i>	<i>xiii</i>

### CHAPTER 1 : INTRODUCTION AND DESIGN OF THE STUDY

1.1 Introduction .....	1
1.2 Conceptual Definitions .....	3
1.2.1 Digital Media Advertising.....	3
1.2.2 Beauty Industry .....	5
1.2.3 Relationship between Digital Media Advertising and Beauty Industry.....	6
1.3 Research Design.....	11
1.3.1 Significance of the study .....	12
1.3.2 Research Questions .....	14
1.3.3 Objectives.....	15
1.3.4 Hypotheses .....	16
1.3.5 Methodology .....	17
1.3.5.1 Type of Research.....	17
1.3.5.2 Sampling Plan and Selection.....	17
1.3.5.3 Pilot Study.....	19
1.3.5.4 Data Collection.....	20
1.4 Scope of the Study .....	23
1.5 Chapter Plan .....	26

### CHAPTER 2 : LITERATURE REVIEW

2.1 Introduction .....	29
2.2 Advertising.....	29

2.3 Digital Media Advertising.....	32
2.4 Advertising Effectiveness .....	39
2.4.1 Measuring Advertising Effectiveness .....	41
2.4.2 Types of Effectiveness .....	42
2.4.3 Industry Definitions of Effectiveness.....	44
2.4.4 Academic Definitions of Effectiveness.....	45
2.4.5 Media influences on advertising effectiveness .....	49
2.5 AIDA: Advertising Theory .....	53
2.6 Pre-Purchase Information.....	58
2.7 Beauty Customers .....	64
2.8 Research Gap .....	67
2.9 Conclusion.....	68

### **CHAPTER 3: HISTORY AND EVOLUTION OF ADVERTISING**

3.1 Introduction to History of Advertising.....	69
3.2 History of Advertising in India .....	78
3.3 Progression of Beauty and Skin Industry.....	85
3.3.1 Beauty and Skin Care Industry in 21 <sup>st</sup> Century.....	89
3.3.2 Classification of Beauty and Skin Care Products .....	90
3.4 Beauty and Skin Care Industry .....	93
3.4.1 Marketing Trends in Global Industry.....	95
3.5 Beauty and Skin Care Industry in India .....	97
3.5.1 Consumer Profile of Beauty and Skin Products in India .....	102
3.5.2 Urban and Rural Cosmetic Consumers .....	103
3.5.3 Price and Indian Cosmetic Consumers .....	104
3.5.4 Income Households and Indian Cosmetic Consumers.....	104
3.5.5 Distribution Channels and Marketing of Indian Skincare and Beauty Products.....	104
3.5.6 Key Industry Growth Drivers .....	105
3.6 History of Advertising in Beauty Business.....	106
3.6.1 Gaining Respectability .....	107

3.6.2 Arrival of Mass Marketing.....	108
3.6.3 Products for People of Colour.....	109
3.6.4 Marketing the Concept of Beauty. ....	110
3.6.5 Buying an Image .....	113
3.7 Changing Trends from Traditional to Digital in Beauty Industry.....	114
3.8 Conclusion.....	117

## **CHAPTER 4: DIGITAL MEDIA ADVERTISING IN BEAUTY AND SKINCARE INDUSTRY**

4.1 Introduction to Online Advertising Industry.....	119
4.1.1 Previous Studies Related to Social Media Marketing.....	121
4.1.2 Evolution of Online Advertising.....	122
4.2 Digital Marketing – benefits and challenges.....	125
4.3 Social Media.....	134
4.3.1. Social Media Marketing.....	138
4.3.2 Social Media Marketing Features.....	141
4.4 Types of Advertising Methods.....	143
4.4.1 User Generated Content (UGC).....	143
4.4.2. Online Customer Review and Electronic Word-Of-Mouth Marketing.....	144
4.4.3 Social Media Influencers.....	145
4.5 Media Commonly Used in Digital Advertising.....	158
4.5.1 Instagram.....	158
4.5.2 YouTube.....	165
4.5.3 Facebook.....	171
4.5.4 E-Mail.....	182
4.5.5 Online Display Advertising/Web Search.....	186
4.5.6 Search Engines.....	188
4.6 Few Factors Impacting Choice of Digital Media.....	191
4.7 Discussion on Evolution of advertising.....	193
4.8 Discussion on whether Digital Advertising support AIDA Model.....	210
4.8 Conclusion.....	221

## **CHAPTER 5: DATA ANALYSIS AND INTERPRETATION**

5.1 Introduction.....	222
5.2 Data Analysis.....	222
5.2.1 Section 1: Demographic Profile of the Respondents.....	223
5.2.2 Section 2: Skin Care and Beauty Usage Habits and Preferences.....	226
5.2.3 Section 3: Purchase and Pre-purchase Process.....	230
5.2.4 Section 4: Attitude towards Advertisement.....	234
5.2.5 Section 5: Post Treatment Questionnaire.....	238
5.3 Testing of Hypothesis.....	243
5.4 Discussion on Preferred media for gathering pre-purchase information.....	245
5.5 Discussion on Impact of various form of digital advertising in beauty industry.....	249
5.6 Discussion on Preference of form of digital media advertising for beauty products..	251
5.7 Conclusion.....	253

## **CHAPTER 6: DISCUSSIONS, FINDINGS AND CONCLUSIONS**

6.1 Introduction.....	254
6.2 Findings.....	254
6.3 Conclusion.....	258
6.3.1 Extent of Evolution of Advertising.....	258
6.3.2 Media used by Beauty Consumers.....	260
6.3.3 Relevance of AIDA Model.....	261
6.3.4 Impact of various form of Digital Advertising.....	262
6.3.5 Preference of form of digital media advertising.....	263
6.4 Suggestions.....	264
6.4.1 Suggestions for Traditional Advertisers.....	264
6.4.2 Suggestions for Advertisers.....	265
6.4.3 Suggestions for Consumers.....	268
6.4.4 Suggestions for Regulating Authorities.....	269
6.5 Limitations of the Study.....	271
6.5 Scope for Future Research.....	272

Appendices.....	275
Bibliography.....	316

## **LIST OF TABLES**

Table 1.1	YouTube Users over the period 2012 to 2021	7
Table 1.2	YouTube Users among Select Countries as on April 2022	8
Table 1.3	Social Media Platform Users Worldwide during 2022	9
Table 1.4	Beauty-related content views on YouTube (number in billions)	9
Table 1.5	Global beauty brands on Instagram ranked by number of followers	10
Table 1.6	Leading beauty brands with the most followers on Facebook	10
Table 4.1	Classification of samples by years and type	195
Table 4.2	Distribution of sample papers in publications	195
Table 4.3	Search codes and themes developed	214
Table 5.1	Demographic based on Age, Occupation and Location	223
Table 5.2	Usage Habits of the Respondents	227
Table 5.3	Expenditure	227
Table 5.4:	Interest in Skincare & Beauty Products	228
Table 5.5	Reasons for consumption	228
Table 5.6	Type of beauty routine	229
Table 5.7	Priority amongst beauty products	229
Table 5.8	Place of purchase	230
Table 5.9	Factor impacting your choice of products/brands	230
Table 5.10	Source of influence for product or brand	231
Table 5.11	Process of purchase ranking	232
Table 5.12	Most important source of information	232
Table 5.13	Source of information for current favourite brand	233
Table 5.14	Factors impacting choice of current favourite brand	233
Table 5.15	Most accessed media	234
Table 5.16	Opinion on advertising for skin care and beauty products	235
Table 5.17	Attributes sought after in advertising	235
Table 5.18	Preferred mode of traditional advertising	236
Table 5.19	Preferred mode of digital advertising	236
Table 5.20	Reason for preference	237

Table 5.21	Preference of permission based advertisements	237
Table 5.22	Mode of advertisement which impacts purchase the most	238
Table 5.23	Opinions on different types of advertising	238
Table 5.24	Type of Advertisement watched	239
Table 5.25	Opinion on Advertisement watched	240
Table 5.26	Recall Value	240
Table 5.27	Whether Brand represents similar values	240
Table 5.28	Value of brand according to advertisement	241
Table 5.29	Respondents' likeliness of skipping the advertisement	241
Table 5.30	Likeliness of respondents on recommending the product	241
Table 5.31	Advertisement motivates action	242
Table 5.32	Likeliness of respondents to be influenced by a positive feedback	242
Table 5.33	Observed Data	243
Table 5.34	Chi Square Test	243
Table 5.35	Symmetric Measures	243
Table 5.36	Ranks	244
Table 5.37	Test Statistics	244

## **LIST OF FIGURES**

Figure 4.1	Schematic representation of the systematic literature selection process	195
Figure 4.2	Evolution of advertising	197
Figure 4.3	Code matrix of themes derived from study	216

# **CHAPTER 1**

## **INTRODUCTION AND DESIGN OF THE STUDY**

### **1.1 Introduction**

The term advertisement predominantly refers to print and TV advertisements but also includes radio, direct mail or outdoor billboards. Traditional advertising is usually well-established, universal and measurable in terms of viewership and exposure. However, it also has become expensive with high investments spent on the media and placement (Ashe-Edmunds, 2014), especially in larger markets and more often regulated. A traditional advertisement usually meets the norms and standards of the media in which it is placed. Marketers have used traditional media such as print, radio, TV and outdoor advertisements to reach consumer markets ever since.

According to Hausman (2014), traditional media relied heavily on a one-to-many paradigm. Usually, the brand creates a message and transmits that particular message to the masses through print, TV, radio, broadcast or signage. Traditional media is a one-way communication system that does not create engagement or work towards promoting word of mouth — which is the unique proposition of social media.

One of the dramatic changes in advertisement is the attitude of customers towards the message and content of the advertisement. The advertisement messages in traditional advertisements are often generic and not customized and therefore, it does not feel inclusive or direct (Mole, 2015). Another issue is the lack of platform for voices of customers to be heard which can lead to doubts and cynicism. However, modern digital media like social network advertising has filled these gaps because the digital media inherently is a two-way communication system. Consumers now prefer natural content, shared and selected by peers – something that the consumers can relate, that sounds personal and authentic even at a humorous level (Hausman, 2014). Rather than getting direct brand messages, there is a feeling of de-commercialization of brands when messages are shared through friends and fellow consumers. De-commercialization simply means that brand messages no longer carry the gleam of the brand, but reflect the



opinions and feedbacks of friends and others (Mayrhofer et al., 2019). Social media often work through word-of-mouth and amplify the reach by catering to a different set of audience every time it is shared.

All these developments and evolution over the years have led to the birth and growth of digital media advertising which is also known as content advertising. Digital advertising is the promotion of products, services or brands across electronic media and digital technologies that involve the use of the internet as a medium and deliver marketing messages to the right customers through platforms like mobile phones, computers, laptops, tablets, display advertising, and any other digital medium (RMIT, 2017; Techopedia, n.d.; Scott, n.d.). Digital advertising's development since the late 1990s has changed the way brands and businesses use technology for marketing communications.

Digital advertising is more cost effective and measureable, allows convenience and relies on content and information in their market communication through digital platforms (Saini, 2017). These digital media advertising may be in the form of social media marketing (Facebook, Instagram, Twitter, YouTube etc), banner ads, search engines, e-mail marketing, website takeovers, pop ups, blogging, etc. According to Social Media Examiner, based on a survey conducted in 2014 among more than 2800 marketers, social media marketing was the most commonly used digital media for advertising where Facebook was used by 97 percent, YouTube by 60 percent. According to Merisavo (2006), e-mail advertising has its advantage in being cost effective, easily measurable, ease of segmentation and customization and will remain an important and dominant form of digital advertising.

According to the “Digital Advertising in India 2022” report published by Dentsu, one of the reputed annual reports, the Indian digital advertising industry leapfrogged by 35 per cent to reach Rs. 21,353 crore by the end of 2021 from Rs. 15,782 crore in 2020 and it is aided by the rapid shift of businesses and consumers towards digital media. The highest share of expenditure on digital media has been seized by social media (29 per cent, Rs 6,218 crore), closely followed by Online Video ads like YouTube, Instagram

reels, etc., (28 per cent, Rs 5,907 crore), while paid search accounts for 23per cent (Rs 5,039 crore), display banners claim 16 per cent of the expenditure (Rs 3,420 crore). As per this report, social media and online video remain the strongest platforms on digital media, seeing consistent growth over the years. With latest benefits and opportunities in social and video commerce, consumers are spending more time on these platforms, resulting in the high growth of advertising spends on digital media. Digital media has emerged as the redeemer for the overall advertising industry that has grown only at 18.6per cent over 2020. While traditional media has been growing by 12.6per cent, digital media has been expediting the overall growth for the Indian advertising industry, by growing at almost twice the rate of the overall industry.

The main reason why digital media advertising seems to have an edge over the traditional advertising could be the level of brand management, lower level of intrusion to consumers and focus on quality information about products rather than alluring them with unrealistic campaigns. For brands, this is a favourable move in advertisement due to the ease in measuring the real-time results, ease in refining the strategies and accurate demographic targeting and most importantly, the cost efficiency as compared to traditional media.

## **1.2 Conceptual Definitions**

### **1.2.1 Digital Media Advertising**

**Potential of Digital Media:** According to the IAMAI-Kantar ICUBE 2020 study, the number of active internet users in India is predicted to rise by 45per cent over the following five years, reaching 900 million by 2025 from about 622 million in 2020. An active user is someone who has used the internet at least once in the previous month, according to the research. Almost two out of every five active internet users in the country are now found in small towns. It is also noted that 50 percent of shoppers buy products online based on recommendation through social media networks and 74 percent of customers rely on social media for making their purchase decisions. Content marketing is 3 times more effective and costs 62 percent less than traditional marketing.

Additionally, 78 percent of marketing professionals agree that custom content is the future of marketing and branded content are considered 72 percent more effective than magazine advertisements by consumers. Another interesting fact is that adding video while sending email can increase 200-300 percent of click-through rate and videos on a landing page could increase 80 percent of conversion rate. It is also stated that 64 percent of users decide to buy a product after watching video promotion.

In India, there are over 462 million internet users (second largest after China) and 200 million are active social media users. In 2016, 24.33 percent of Indian population accessed internet via mobile phone and the trend is predicted to grow at 37.36 percent by 2021. Over 60 percent of active social network users are college going students.

**Cost Effectiveness:** According to Fou (2012), the cost to reach 1000 users or impressions in direct mail is the highest at 450 USD, while radio costs 140 USD and prime time television costs 30 USD. However, he calculated the average cost to reach 1000 users or impressions through online media at 5 USD on average with virtually no costs incurred on distribution or media. According to a study done by Scarborough, Woods & Poole (2016) examined the cost per 1,000 users for each platform within traditional and digital marketing. In this study, it was claimed that for direct mail advertising the cost per thousand impressions was 487.31 USD, 139.12 USD for radio and 64.91 USD for newspaper while it was 3.65USD for internet advertising. Both these studies highlight vast differences in cost incurred for traditional and digital media. Nowadays, consumers use the internet to research a variety of readily available products and services which are cost effective (Bhagowati and Dutta, 2018).

**Customization:** Traditional advertisements cater to the mass and are often universal with little or no room for personalization as they need to be as inclusive as possible. However, according to Gilmore and Pine (1997), every customer has their own unique set of demands which need to be identifies and catered to. The customization plays an important role in increasing “the efficiency ensures maximum optimization of

resources at hand and cutting down unwarranted wastage.” Therefore, when it comes to customizing according to what the customers wants, needs, interests, attitudes and behaviour, digital media has garnered a lot of significance over the years.

Advances in technology have changed the way society works. With the Internet, changes in user behavior have led to changes in media consumption. As a result of this change, marketers have adapted to evolving marketing channels. Advertising is no longer limited to traditional media and is moving towards digital advertising. Digital advertising, like traditional advertising, comes in all shapes, sizes and formats. Digital advertising works just like traditional advertising in form, concept, and structure, but there are some deviations from the form. A digital media context has been characterized as a set of networked bit-based objects available to consumers through digital interfaces (Koiso-Kanttila, 2004). Digital advertising is the process of publishing promotional materials through online platforms such as social media, search engines, websites and other programs that are digitally accessible. Digital advertising and online advertising is used synonymously through the thesis.

### **1.2.2 Beauty Industry**

Beauty and personal care industry offers a variety of product lines and services in today’s world. The beauty and personal care industry in India is constituted of domestic and imported products. According to the "India Beauty and Personal Care Market (2022-2027) by Products, Outlook, Distribution Channel, Category, Competitive Analysis and the Impact of Covid-19 with Ansoff Analysis" offers that India's beauty and personal care market is estimated to be USD 24.53 bn in 2022 and is expected to reach USD 33.33 bn by 2027, growing at a CAGR of 6.32per cent (Research & Markets, April 15, 2022). ASSOCHAM also highlighted that the consumption pattern of beauty and skin care products amongst young adults (68per cent) was because of the desire to look good and about 62 percent of these young adults buy their products online.

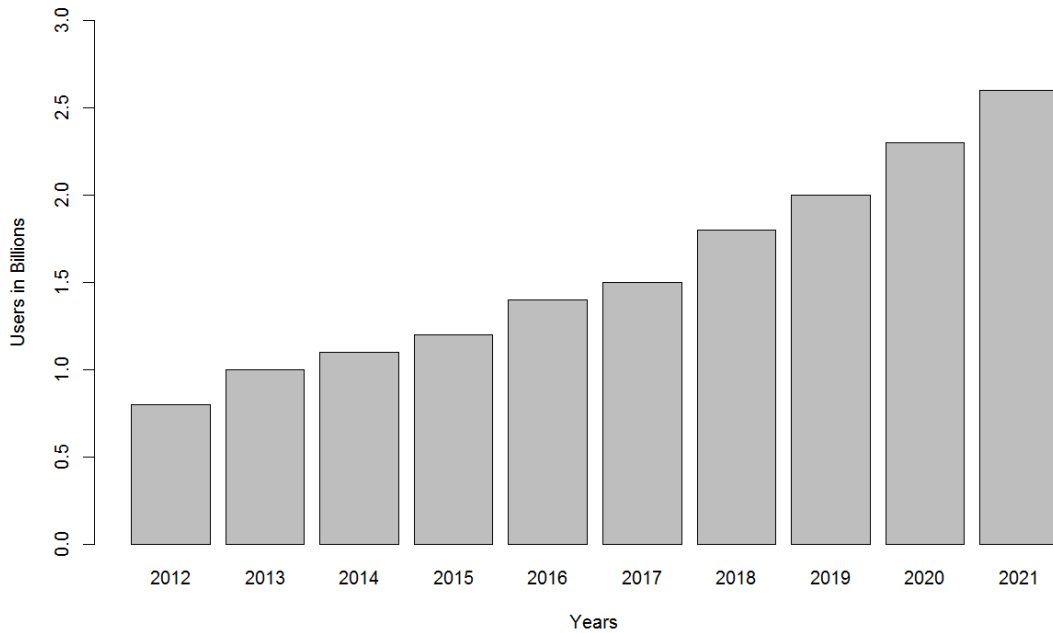
Beauty brands had been relying heavily on print media through magazines and billboards. In addition, broadcast advertising through television was another

predominant mode of advertising. In recent times, beauty brands are slowly transferring print and broadcast advertising expenses to digital efforts (Sherman, 2014). According to Sherman, brands are not only transferring budgets to digital campaigns but are also consolidating agencies. Both niche and legacy brands are now convinced that product review by social media influencers, customer feedbacks and editorial contents in digital platforms are not only financially more efficient but are also engaging customers and driving sales. In 2014, beauty industry was the fourth-leading industry with the largest reach of influencers in the United States (Statista, 2018). These influencers who have gained their celebrity status in social media connect easily to their consumer peers and natural spread brand awareness around products which are more convincing and persuasive than messaging straight from the cosmetic brands directly. This has resulted in marketers leveraging these new influencers in promoting through digital space.

### **1.2.3 Relationship between Digital Media Advertising and Beauty Industry**

As per a survey carried out by Facebook, 45 percent of beauty shoppers (55 percent among millennials) agree that mobile device is becoming their most important shopping tool. Nearly three quarters (72 percent) of beauty and skin care shoppers are influenced by digital at some point during the path to purchase. Many beauty brands have discovered the direct and indirect advertising potential of social networks, and make great use of the consumer engagement and visual medium to increase sales and intensify brand loyalty. Instagram is popular in the beauty industry and it can be said that most of the major global and domestic beauty brands are present in Instagram in as of March, 2022 (Statista, 2022). Facebook is the second most popular social network where beauty brands gather a lot of interaction and engagement with consumers. Online video content is another important social media channel for beauty brands.

Table 1.1: YouTube Users over the period 2012 to 2021

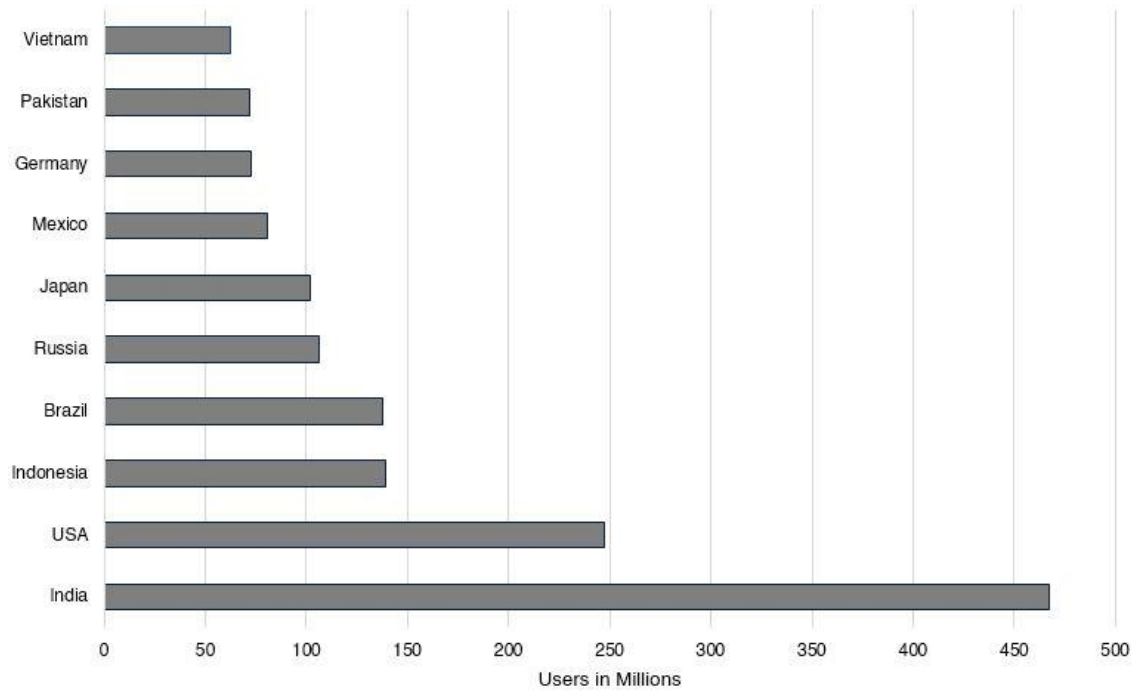


Source: <https://www.globalmediainsight.com/blog/youtube-users-statistics/#year>

Table 1.1 shows the number of YouTube users in the world from 2012 upto 2021 which shows a growth from 0.8 billion users to 2.6 billion users over a decade which shows a growth of 225 percent. The Table 1.2 shows the YouTube users over the select users and among them India leads among the users with 467 million followed by USA with 247 million users.

Several digital platforms are used for gathering information and entertainment and networking by general people. Among them social media platforms has also played a major role. The Table 1.3 shows the users of social media platform all over the world in 2022. It shows that Facebook (2910 million), YouTube (2562 million), WhatsApp (2000 million) and Instagram (1478 million) are the top four contenders of social media use. Among the notable social media platforms are WeChat, TikTok, FB Messenger, Douyin, QQ, Seina Weibo, Kuaishou, Snapchat, Telegram, Pinterest, Twitter, Reddit and Quora.

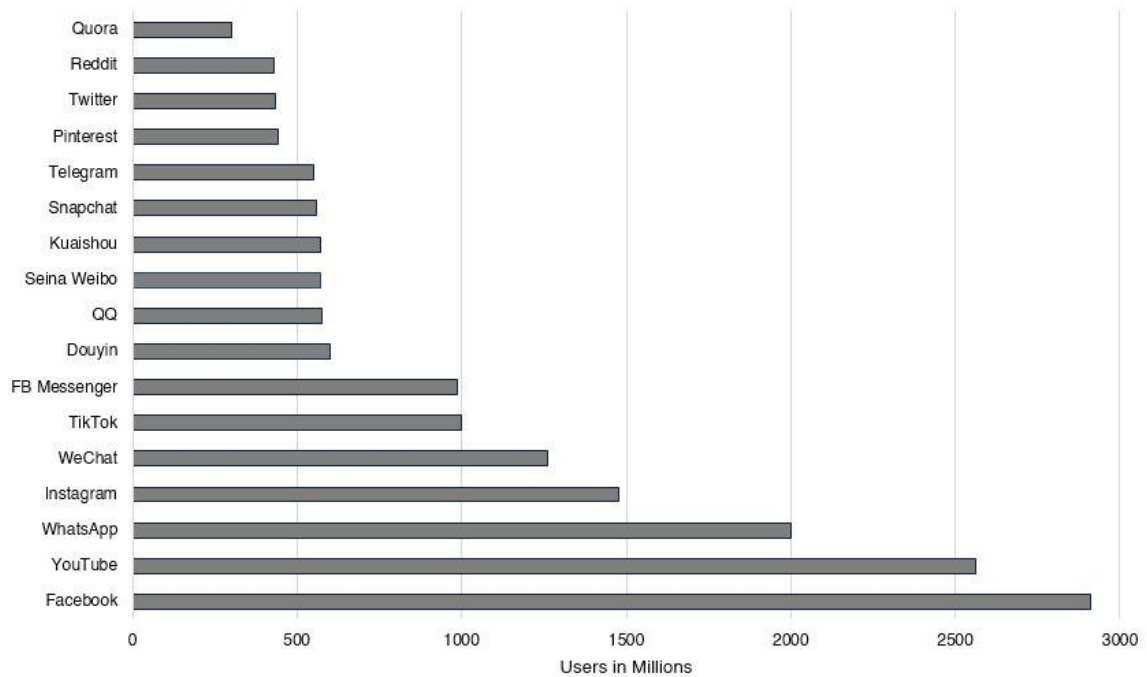
Table 1.2: YouTube Users among Select Countries as on April 2022



Source: <https://www.globalmediainsight.com/blog/youtube-users-statistics/#year>

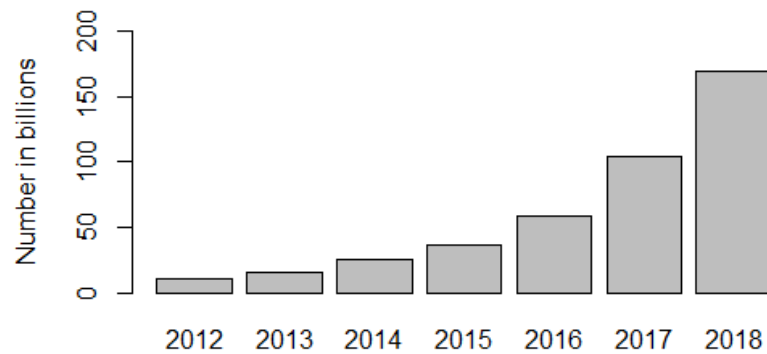
Digital mediums have currently become the source to gather information about beauty and skin care products before making the purchases. In order to enhance the appeal and popularity of products and brands, many beauty brands have started creating advertisement contracts with social media celebrities (Brady and Lerigo-Jones, 2018) and YouTubers (Illera and Benito, 2018) to promote either directly or indirectly on their personal social media handles.

Table 1.3: Social Media Platform Users Worldwide during 2022



Source: <https://www.globalmediainsight.com/blog/youtube-users-statistics/#year>

Table 1.4: Beauty-related content views on YouTube (number in billions)

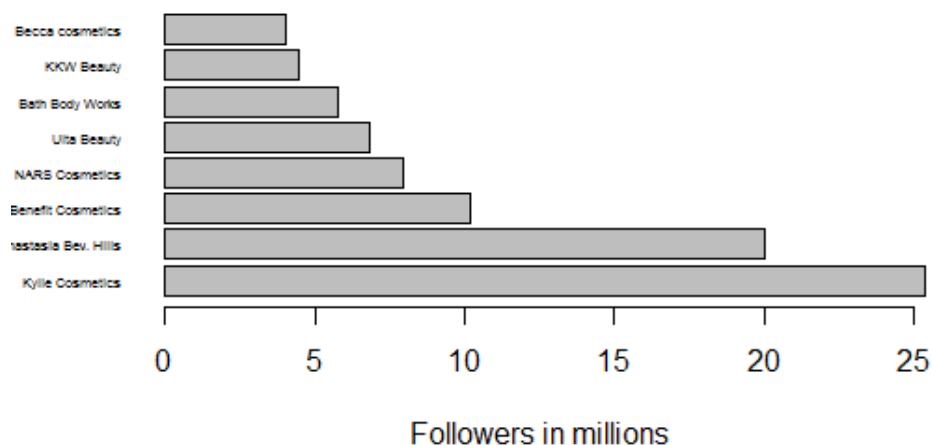


Source: Statista, 2022

Table 1.4 clearly shows a high growth (60 percent) in 2018 from 2017 in viewership of beauty related contents in YouTube (104 billion in 2017 to 169 billion in 2018). It indicates a growing trend of popularity amongst consumers about beauty products and emphasizes the significance of this study



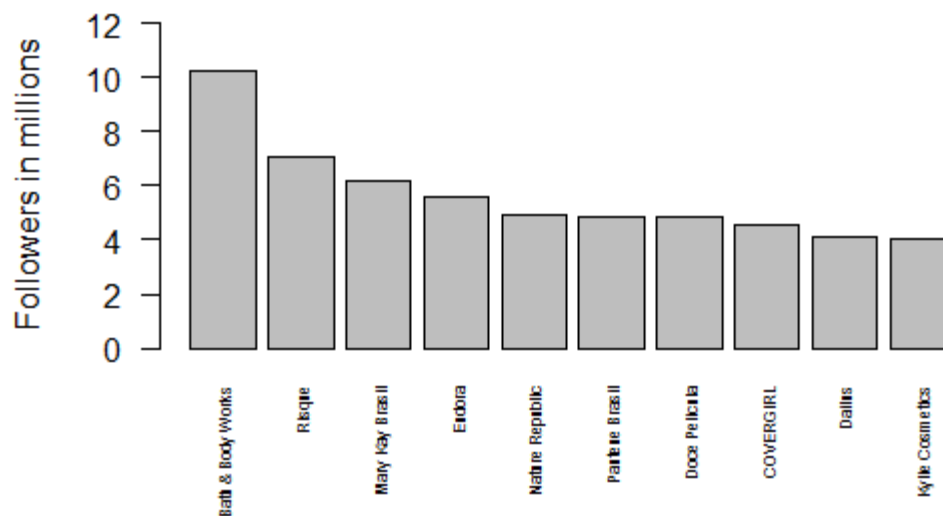
Table 1.5: Global beauty brands on Instagram ranked by number of followers as on March 2022 (number in millions)



Source: Statista, 2022

Table 1.5 shows that Kylie Cosmetics is currently gathering about 25.37 million followers in the Instagram in comparison to brands like Ulta Beauty and Bath Body Works who are getting much lesser followings despite having better retail and offline presence for a much longer period of time. This implies the different impact beauty brands have when it comes to penetration and reach of social media user engagement.

Table 1.6: Leading beauty brands with the most followers on Facebook as of March 2021 (in millions)



Source: Statista, 2022

As can be noted from the Table 1.6, the popular brands that are garnering higher followings vastly differ in different social media platforms. In between Facebook and Instagram, there are only two brands that are featured in the top list which clearly indicates that the target audience and the user preferences largely differ within different platforms. On Facebook, Bath & Body Works is leading the chart with highest followings at 10.27 million followers as on June 2021 according to Statista 2022.

In summary, majority of the beauty and skin care products are consumed by young and tech-savvy consumers who are linked with the digital world. These customers no longer browse through magazine or television channels for recommendations on beauty products; instead rely on online product reviews, customer comments, word of mouth from other customers and vloggers, ratings and reviews and recommendations by influencers (Brady and Lerigo-Jones, 2018). With these current changing scenarios in the beauty and skin care industry, this study aims to explore the significant change in the advertising trends from traditional media advertising to digital media advertising and highlight the differences.

There is a sizeable significance in targeting beauty and skin care brands in this study. The beauty and skin care industry is a highly-competitive market which is not only saturated with domestic products but also witness entrants of new international products. Therefore, it is necessary for marketers to understand the preference of the beauty consumers so as to aim at their target segments more accurately through the preferred media. This study will help in creating brand loyalty, increase in market share and decrease in marketing communication expenditure.

### **1.3 Research Design**

Research can be defined as the use of various qualitative or quantitative methods or mix methods to obtain desired information about some group of people or subject of interest which may or may not be in the form of numerical data (Berger, 2000). The purpose of this research is to study the evolution of advertising from traditional mode to digital mode in India and on the basis of the evaluation study of the impacts and

preferences within the digital advertising construct. This thesis is planned as a mixture of descriptive and empirical research study. Descriptive research studies are carried out “to portray accurately the characteristics of a particular individual, situation or a group. Studies concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research studies” (Kothari, 2004). A descriptive research attempts to describe existing situations and attitudes. “The general view of descriptive research as a lower-level form of inquiry has influenced some researchers conducting qualitative research to claim methods they are really not using and not to claim the method they are using: namely, qualitative description” (Sandelowski, 2000). Since the primary objective of this study was to understand and the evolution of online advertising in Indian market, the researcher proposed to use the qualitative and descriptive method, which is “the method of choice when straight descriptions of phenomena are desired” (Sandelowski, 2000). The researcher has attempted to approach the study from an empirical perspective with some select objectives of the study. Descriptive survey research was used to delineate the online behaviour of the audiences and their attitudes and responses towards online advertising. “Descriptive survey is a survey that attempts to picture or document current conditions or attitudes” according to Wimmer and Dominick, (2011). Extensive online and offline library searches and historical research was employed to construct a basic framework for the study. Research methodology employed for this study is a combination of qualitative and quantitative approaches and the focus is on providing a qualitative description of the phenomenon of online advertising in India with some quantitative data support.

### **1.3.1 Significance of the study**

The increasing size of the online advertising industry in India is the first indicator that advertisers are shifting a portion of their publicity and promotion budget to the online platform and the audiences are responding positively to online advertising messages at least to some extent. Yet, the extent of this transition is not clear. Globally, researchers working in the field of online advertising have carried out some useful

research studies in order to understand the effects of various media used in online advertising on the process of persuasion and attitude formation, but their applicability in Indian context has not been proven. Indian consumers and markets may not be comparable with consumers worldwide owing to widespread socio-economic, socio cultural and socio-religious diversities prevalent in India. Nevertheless, they provide a basic framework for understanding the general characteristic and interactions between various constituents of the online advertising environment. In the absence of practicable data, most of the online advertising activities carried out in India are based on the prior experiences of the advertisers with advertising through conventional media.

There is little information available on the motives, attitudes and behaviour of the online audiences. Internet usage motives of the audiences may be completely different from their conventional media usage motives. That is, an user accessing internet for collecting information for her/his research article may be exasperated by online advertisements, whereas; a user going to the world wide web with an intention to purchase a book may find comparative advertisements regarding prices offered by different online and offline retailers of that product expedient. Most of the research in the field of online advertising carried out in India is either industry sponsored or is done from the perspective of the advertisers. Little academic research concerning online advertising is available in India. This may lead to a lopsided presentation of the facts with little or no representation of the audiences. Also, the research available in the field of online advertising is scattered and not interlinked. This might lead to formation of incorrect or incomplete assumptions towards the framework and the functioning of online advertising in India.

Media planning has evolved in many ways in the recent times. According to Curtis Tingle, firstly, advertisement paradigm has become more complex with the increasing number of media channels, customization of consumer wants and needs and the kind of opportunities provided by data integration and synchronization. At the same time, data collected through monitoring the media engagement, dynamic shopping behaviours and increase in online presence and physical movement of consumers lead to more information on consumers.

Secondly, marketers are aiming to simplify, streamline and adapt to modern media plans in real-time by using the latest media which allows more customization and tracks real-time impact of the programs. Thirdly, with the amount of investments that marketers invest in advertisement, their return on investment is a concern since a proper and profitable campaign requires keen understanding of audience profiles, media engagement, attribution, sales and efficiency which is a challenge (Whitler, 2017). In addition, since traditional media does not provide immediate engagement visibility, it has been challenging for marketers to evaluate exact results of the advertisement immediately.

So, marketers are now putting less time and resources into traditional media planning. With the sudden digital media boom, marketers are now slowly shifting their focus, resources and investments on driving innovation and technology integration through digital media advertisement. This study aims to find out the extent in which the development of digital media has affected advertisement media for both marketers and customers and its effectiveness.

All these issues related to research in the field of online advertising in India were considered and deliberated upon before framing the topic for this research study. As there is little research available in the field of online advertising in India, this study would attempt to create a platform for evaluating the value emphasized on digital media as an advertising platform and its effectiveness in information collection as well as purchase action. This study would attempt to present a holistic description of the framework of online advertising in India; attitudes of audiences towards online advertising and the factors responsible for formation of these attitudes and evaluate the preferences within online advertising media in India on the basis of available primary and secondary data. This would help in achieving a better understanding of the functioning of online advertising in India and pave for further research in the area.

### **1.3.2 Research Questions**

This research study was conceptualized in order to gain insights into the evolution of advertising in India over the past few decades. The study focused on the

role played by technology in the modernization of advertisement especially in the beauty and skin care industry. For these reasons, it aim to answer the following research questions:

- How does the development of digital technology affect the advertising media in beauty industry?
- Does advertising of beauty products through digital media support AIDA (Awareness-Interest-Desire-Action) model of advertising?
- Do customers of beauty and skin care products rely on digital media or traditional media advertising for pre-purchase information gathering?
- What are the impacts of various forms of digital advertising in beauty and skin care industry and amongst them, what are the most effective and preferred forms of digital media?

### **1.3.3 Objectives**

In order to answer the questions mentioned above in a comprehensive and scientific manner, this study has drafted several objectives which it aims to reply throughout the study. The study attempted to achieve these objectives through a combination of qualitative and quantitative research methods such as survey research, library research and historical research. The findings of this research study might be used by researchers in future in order to formulate specific hypotheses and gain a superior and more comprehensive understanding of the functioning of online advertising in India. The following are the objectives of this study:

- 1) To explore the extent of evolution of advertising from traditional to digital media in beauty and skin care industry.
- 2) To determine whether advertising of beauty products through digital media support AIDA (Awareness-Interest-Desire-Action) model of advertising.
- 3) To examine the media used by beauty and skin care consumers for pre-purchase gathering.
- 4) To evaluate the impact of various form of digital advertising in beauty and skin care industry.

- 5) To examine the various forms of digital media advertising preferred over the others for beauty products.

### **1.3.4 Hypotheses**

Due to the fact that it is a relatively new advertising platform, scholarly marketing research is lacking on its effectiveness in achieving marketing goals. The study by Zabadi et. al., (2017) investigated the role of social media platforms and how they can influence the consumers' intention to purchase, and impact on user's trust in a social commerce environment. The results revealed that trust is the most dominant construct and has a statistically significant effect on behavioral intention to purchase on the internet, followed by perceived usefulness of website. For instance, a study conducted by Instagram in 2015 revealed that 60per cent of its users said that they learned about products and services from Instagram. This drove 75per cent of them to take subsequent action by visiting a website or telling a friend about the Instagram post they encountered (Instagram, 2015). Also, López and Sicilia (2013) found that e-WOM on social media created better product awareness in terms of recall. Following the AIDA model, it can therefore be expected that the awareness created by e-WOM would better affect product interest than marketers' ads on social media. e-WOM, researchers have found is not only good at drawing attention and creating product awareness, but can affect purchase intention (See-To, et al., 2014; Erkan and Evans, 2016). It can therefore be hypothesized that:

*H<sub>1</sub>: There is no significant difference on the impact of various forms of digital advertising for beauty customers.*

According to a study conducted by Mumtaz (2019), around eighty-eight percent of managers are keen to recognize the best and efficient technique to attach to their consumers and customers. Sixty-nine percent of managers think and wanted to make plans to maximize the use of YouTube even more (Stelzner, 2013). However, the most popular social networking sites selected by the managers were Facebook. Among these 49 percent of managers choose Facebook as the most effective channel to advertise and

but at the same time, they also believe that they are not accurately informed about the effectiveness of for marketing products or services. The study further concluded that marketing managers would like to know more about the most effective digital platform and means to encourage their goods or amenities through online media and that supports the building up of this hypothesis:

*H<sub>2</sub>: There is no significant difference in preference among the different forms of digital advertising for beauty customers.*

### **1.3.5 Methodology**

#### **1.3.5.1 Type of Research**

This study is qualitative and quantitative in nature, with hypotheses testing based on the empirical support backed up by qualitative study. It is also exploratory in nature as its main objective is to gain better understanding of digital media advertising of beauty products. The epistemology of the study is concerned with the assumptions about acceptable knowledge of preference of digital advertising media amongst beauty and skin care consumers. It is inclined towards subjectivism in its approach since it highly emphasizes the opinions and narrations from consumers. It does not believe in compartmentalized generalisations and does not limit its findings to facts and numbers but considers the attitudes and feedbacks of consumers. The approach it aims to follow in development of theory is deduction where data will be collected to evaluate the proposed hypotheses related to existing theory on digital advertising media.

#### **1.3.5.2 Sampling Plan and Selection**

For sampling methodology, the study relied on a non-probability convenience sampling method. Probability sampling assumes that the sample will be chosen statistically at random and is favourable due to its avoidance of selection bias (Saunders et al., 2009), but due to the requirement of beauty customers within a certain age group, a non-probability method was used in the study. According to Lenth (2001), a sample size must be big enough to find effects of scientific relevance to be also statistically significant but not too big such that an effect that is not scientifically relevant becomes



statistically significant. Thus, to ensure sufficient statistical power, a size of 50 to 60 participants per experimental condition is ideal (Geuens & De Pelsmecker, 2017). These participants were selected from all over India on the basis of access to the different digital platform.

This study collected primary data from 400 respondents who are selected through non probability convenience sampling procedure. The researcher first shared to over 700 respondents through various media platforms. The researcher explicitly sought their permission for including them as a participant in the survey with the objective of seeking explicit permission from the respondents was to ensure 100 per cent response rate and elicit comparatively more truthful and accurate responses from them. These respondents are identified through personal contacts and acquaintances and the entire process of primary data collection was completed within a period of three months. Evidently, due to the double phased data collection process, many incomplete or inaccurate responses had to be dropped at the time of final analysis. Initially 700 questionnaires were share out of which 480 (69per cent) responses for both the pre and post treatment data was recovered. Out of these 480 responses, only 400 could be considered finally since there were gaps and misses found in the remaining responses. The biggest hurdle faced was the difficulty in explaining the exact process and data required in the case of online questionnaire. For example, there was one question which required the respondents to list of the steps in chronological order which many respondents misinterpreted and gave single option answers, etc.

Consequently, convenience sampling, which is a non probability sampling technique, was chosen for the purpose of this study. The sample selected was very diverse and spread across the length and breadth of the country. This sample was planned to fulfill the purpose of this study which is to examine the existing relationships between or amongst various variables involved in the process of online advertising instead of proposing generalizations applicable to larger populations. For the respondents, certain cities were targeted to represent certain clusters of the population

and there were restrictions in the geographical spread of the location of respondents. Cities like Bangalore and Chennai largely represent the southern part of India, Delhi to represent the north and central India whereas Kolkata to represent the eastern part of India. Larger part of the respondents were from North Eastern cities like Aizawl, Lunglei, Shillong, Imphal etc., which is mainly related to the convenience of the researcher.

#### **1.3.5.3 Pilot Study**

Pilot research was conducted with 40 respondents to identify the validity and practicality of the questionnaire and to filter out possible gaps if any. This also helped in accurately picking out the demographics, mapping out the direction of the study within the field and weeding out unnecessary subjects within digital advertising. After analyzing the responses from the pilot survey, certain findings were noted which helped in setting the boundaries for the current study:

- The beauty and skin care product is predominantly still female oriented industry and that the mindset and attitude of female still influence not only the marketing strategy but also product development largely. While males also use beauty and skin care products, Sharp et al., (2014) opines that females are more involved with a skin care and beauty product which is why we have filtered out the respondents to only female in order to get a better-informed response.
- Three social media platforms are highly preferred over the others because they are the social media platforms increasingly being used by the current generation (Statistica, 2018). There are Facebook, Instagram and YouTube (Table 1.3) which are preferred among the younger demographics.
- Most beauty and skin care consumers are very skilled in the digital environment and are high social media users. They use social media to receive, create, consume and share various product-related and social contents (Bolton et al., 2013). Because of the numerous beauty images displayed and shared in various social media platforms, it can create interest in the brands and products and create their willingness to not only share the information with other social media users, but to

purchase the products (Sharp et al., 2014). This inspired us to introduce a newer design with the help of interactive videos within the data collection process.

#### **1.3.5.4 Data Collection**

##### ***Primary Data:***

Survey research carried out in realistic settings is cost-effective in terms of amount of data collected with respect to the expenditure incurred; which allows the researcher to collect data regarding multifarious variables and from diverse sample population and is not restricted by the geographical limitations (Wimmer and Dominick, 2011). The primary data for the purpose of this study was collected through a self-administered questionnaire through various digital modes. Online questionnaire was preferred to collect primary data for this study due to its inexpensive nature, freedom from the bias of the interviewer and also the relevance of digital mode of media exposure. A self-administered questionnaire is expected to be self-explanatory; preferably contain only closed-ended questions; should be formatted in a perspicuous manner and should avoid confounding the respondents with too many instructions (Fowler, 2002 as cited in Wimmer & Dominick, 2011). These points were kept in mind while constructing the instrument. Only closed-ended questions were asked through this questionnaire and the number of instructions was kept to a minimum.

The questionnaire prepared for this study was largely influenced by pilot test which helped in making sure that the questions were easily understood by them and that there were no other problems faced by the respondents while answering the question. The questions contained in the questionnaire are expected to fulfil the purpose of this study. The data collected was analyzed through descriptive statistics and analyzed within the interpretive paradigm. The empirical study is conducted within pan India.

Primary data was collected through pre and post questionnaire using an experimental method by introducing an intervention in the form of an advertisement of a beauty and skin care product. Respondents were exposed to questionnaire in any convenient mode – mostly through social media platforms and other digital mode like e-

mail, etc. This is the first filter in picking respondents with digital literacy, even at the most basic level. Once these questionnaires are submitted, a link is given at the end of the form where they have the option of accessing an advertisement video through the digital platform of their choice. These are Instagram, YouTube, Facebook, E-mail and Google search.

Upon clicking on this link, they are all exposed to the same advertisement video which acts as an experimental treatment. When choosing the brand and product for video advertising, the big question was whether to use a real or hypothetical brand. In some cases of experimental advertising, existing brand names have to be used for obvious reasons, for instance, in brand extension studies (e.g., Dens and De Pelsmacker, 2010, 2016); in studies in which one of the independents is the distinction between existing and novel brands (e.g., De Pelsmacker and Janssens, 2005; Campbell and Keller, 2003); in brand typicality studies (e.g., Goedertier et al., 2015); or for purposes of comparing the effects of existing versus novel brands or of strong versus weak brands (e.g., Dahlen and Lange, 2005). In these studies, existing brands are carefully selected on the basis of their suitability for the research objective at hand.

Otherwise, in many cases a brand has to be used to create realistic advertising stimuli, but the brand in itself does not play a role in the study. In those cases, it is advisable to use hypothetical (new) brands to avoid potentially confounding effects of previous exposure or experience with existing brands (Schneider and Cornwell, 2005). For instance, many participants may be aware of existing brands and may have associations with them, or positive or negative beliefs about them, or feelings and attitudes toward them. In measuring responses to advertising stimuli, confounds may easily invalidate the results and conclusions. For instance, memory effects (e.g., brand recall) may be seriously inflated by using existing brands, as a result of which it becomes impossible to distinguish the effect of the manipulations and pre-existing brand awareness. The same goes for beliefs, feelings, and attitudes.

Also, new brands to be used in advertising studies have to be carefully pretested and selected. The variables on which hypothetical brands should be pretested partly

depend on the context. In any case, elements such as (false) recognition and undesirable or biasing connotations should be avoided. Indeed, even new brand names or logos can evoke undesired responses or associations. For instance, a brand name can evoke a certain meaning, or people may think they know the brand. This is all the truer in cross-cultural research (Schneider and Cornwell, 2005). Few people like to think of themselves as prejudiced, and even if they know that they are prejudiced they may not want to admit it. By conducting an experiment, researchers can avoid relying on potentially faulty memory, having people give socially desirable answers, or having people come up with some answer even when they do not know why they did something (Vargas et al., 2017).

Once the video is over, it is then followed by questions built around the advertisement the respondent has witnessed. This phase has questions embedded on the video which can be answered by clicking on the options given within the video itself. These answers also include a question which asked respondents about the platform from where they are responding the questionnaire. These responses are automatically collected via this platform which then sends the accumulated response through e-mail. The purpose of this post survey questionnaire is to understand if there is any change in their attitude and observation of the advertisement.

### ***Secondary Data:***

Secondary data for the purpose of this study was collected through content analysis of previous works done in the field and literary works. Research articles published in reputed journals, research reports published by industry bodies, reference books on online advertising published by reputable national and international publishers and online resources such as e-books, open source publications, online knowledge repositories, etc. were reviewed by the researcher to create foundations for this study. The search and review was not limited to the field of online advertising only. It also included relevant published works in related fields such as consumer psychology,

marketing and corporate communications in order to understand the phenomenon of online advertising in India from different perspectives.

Some of the prominent journals reviewed to collect the secondary data were the Journal of Advertising, the Journal of Interactive Advertising, the Journal of Advertising Research, the Journal of Current Issues and Research in Advertising, Journal of Marketing Communications and International Journal of Advertising. This list is not exhaustive.

The phenomenon of online advertising is just about beginning to take shape in India and as a result there little secondary data available in the field of online advertising in India. The secondary data collected for this study is proposed to be utilized for contextualizing the study as well as to substantiate the findings of the survey research.

Secondary data was primarily used for the findings related to first and second objectives. The techniques used were qualitative based analyses using Systematic Literature Review method and thematic analysis. Data was based on Scopus database and Google Scholar Database. Systematic review method is a comprehensive assessment of the current state by applying meticulous, unbiased, transparent steps and criteria to reach conclusions from a body of scientific literature (Popay et al., 2006). The difference between traditional literature reviews and systematic literature review is that it avoids intentional or unintentional bias in the selection of publications by identifying all possible relevant literature through clear and explicit steps. They enable identification of areas where substantial progress has been made and where future research could be directed (De Vries et al., 2016; Voorberg et al., 2015).

The findings of the questionnaire, supported by secondary data on earlier studies were helpful in deriving conclusions and establishing the stance of the hypothesis. This study used a combination of both theoretical as well as empirical mode of research.

#### **1.4 Scope of the Study**

In recent years, traditional advertisements have slowly paved way for new media platform in the form of digital mode. Since the early 1990s, internet advertising has grown exponentially and has placed itself in a pivotal part of the advertising mix since

internet is believed to be more effective than traditional media in achieving certain objectives (Li and Leckenby, 2004). According to Briggs and Hollis (1997), the internet offers unique advantages over other media in terms of accurately targeting and direct marketing. Internet advertising attracts the right attention because of its capability of addressing targeted or individual customers (Deighton, 1997), its interactivity and ability to process and store huge amounts of information (Peterson, Balasubramanian, and Bronnenberg 1997), providing platform to customers to seek unique remedies to their needs (Sheth, Sisodia, and Sharma, 2000) and the current shift in advertising strategy in favor of deriving maximum response from selected target (Yoon and Kim, 2001). Another favourable factor would be its accountability and its contribution to marketing efficiency and effectiveness which lead to further growth in online-based advertising efforts (Brackett and Carr, 2001; Hollis, 2005; Sharma and Sheth, 2004).

The everyday lives of consumers are bombarded with advertising and most consumers have developed mental shortcuts to deal with this clutter. According to Friestad and Wright (1994 & 1995), consumers mentally activate what is known as advertising schema' which helps the consumers interpret the advertising as a persuasive attempt (Hoch, 2002; Stafford and Stafford, 2002). Hence, the consumers tend to be skeptical toward advertising by default and wary of its influence (Dahlen, 2005; Friestad and Wright, 1995; Goodstein, 1993). Speck and Elliott (1998) suggest that consumers' attitudes toward advertising continue to grow more negative due to increasing advertisements which had negative effects on both the media and their advertising content. To overcome these problems, advertisers and media need to find new ways to reach consumers.

The last few years have seen an explosion of new, non-traditional advertising media (i.e., media which have not previously featured advertising). The development of new advertising formats has opened more unexplored avenues in the existing definitions of advertisement. Dahlen and Rosengren (2016) highlighted that the advertising world is filled with new media and new consumer behaviors and the need to consider the broader or extended effects of advertising. They defined this as outcomes other than persuasion which served to expand the number of measures that may help inform advertising

decisions and knowledge about how advertising works. Therefore, the research observed in this study has highlighted some of those developments as well as direction in which advertisers or brands need to make their next move.

According to Rust and Oliver (1994), two new techniques *relationship marketing*, which takes advantage of computer databases to provide targeted services and product offerings and *mass customization*, which takes advantage of flexible manufacturing to make individualized products changed the landscape of marketing during this decade. Therefore, the common belief is that traditional mass media advertising began to diminish, while the new intelligent and individualized advertising gained prominence. This study explored the ways in which advertising verticals had to adapt to these changes and embraced many non-traditional forms of marketing communications

This study is expected to provide a broader framework for understanding the phenomenon of online advertising in India. It would be expedient for the advertisers as it would enable them to put their advertising budgets in perspective. That is, the findings of this study would help them in gaining insights into the process of online advertising and the variables involved. Also, they would be able to have an enhanced understanding of the manner in which online advertising is processed by the audiences and how they form different perceptions and attitudes towards the advertised products or services as a result of this processing. This would enable the online advertisers to modify their online advertising practices in order to make them compatible with the behaviour of the users resulting in more value for their advertising expenditure.

The study would be beneficial for the audiences also, as it would enable them to understand the process of online advertising and how they are affected by it. It would also apprise them of their role in determining the effectiveness of online advertising. The findings of this study would also help the audiences in finding out ways in which they may use online advertisements to achieve their goals. This study might help the online advertisers in aligning their objectives with the internet usage motives of the users leading to formation of positive attitudes towards online advertising and formation of a symbiotic relationship between the advertisers and the audiences.



However, the study is not expected to shed light on effects of external variables such as regulatory framework at work in different countries; role of social, cultural, economic and religious variables in perception of online advertising by the audiences; economic viability of online advertising vis a vis advertising messages communicated through conventional media, etc. Nevertheless, the study is expected to function as a signpost in the field of online advertising research and pave way for extensive research in the field of online advertising in the future.

Another important factor to consider is that Covid-19 pandemic has truly transformed how businesses carry out operations and resulted in complete digital transformation in business overnight even in India. According to a survey done by IBM, 59per cent of the small businesses accelerated their digital marketing efforts and 66per cent of them completed digital marketing tasks that previously seemed to be a huge challenge (Shah, 2022). They delivered more results as well and saved on various traditional marketing costs. Many say that the Covid-19 pandemic has really brought about permanent changes in operations and the workings of an organization. Therefore, this has increased the significant leap that advertising has taken towards digitalization and this paper identified the extent of that evolution.

## **1.5 Chapter Plan**

### **1. Introduction and Design of the Study**

The first chapter introduced the topic and its relevance. The chapter examined the scope of the study and laid down the conceptual frameworks and methodology of the study. It also specified the guidelines and boundaries within which the researcher will conduct the study in order specify the base and processes followed. Research designs and questions are explained in this chapter. The aim of this chapter is to introduce the topic as well as the research and explain the significance of the study and limit the boundaries within which the research will be conducted.

### **2. Literature Review**

This chapter focused on explaining in depth the various variables and terms within which the context of the research is conducted. These variables are taken from the different terms used in the objectives of the study. Many earlier studies have been highlighted to underline the outline which separates what is relevant for this study against others. It introduced advertising as a whole which is followed by focusing on digital media advertising, a topic on which this thesis is postulated. This is followed by explaining the advertising effectiveness, how it can be measured, how it differs between different schools of thought and how it can have different impacts in different media. The chapter also explained AIDA model and how it can be measured, pre-purchase information and defined what it meant by beauty consumers. These helped in delimitation of these topics and narrow the context which will give more accurate and better results once the research progresses.

### 3. Evolution of Advertising (Beauty Product Advertising)

This chapter introduced the history and origin of advertising and explains how advertising, along with the development of civilization and industrialization has progresses rapidly over the years. It aimed to understand advertising history better in order to study the comparability of advertising against the available technology of its time and explain about the progress of advertising within Indian industry which narrowed down to advertising within beauty and skin care industry. It evaluated the extent to which beauty industry advertising has veered towards digital in the recent years.

### 4. Digital Media Advertising in Beauty Industry

This chapter aims to understand the different facets within digital media exhaustively and comprehensively and how it has evolved over the years. It supported in identifying the phases of development it has undergone over the years in order to identify the extent of its evolution and focus more on social media marketing and intricately explain the relevance and importance of social media within digital media advertising and how its features are different from traditional advertising. This chapter also highlighted the different tools and methods which are commonly used and touch upon social media

influencers as the research focuses on this topic within digital advertising. The second part of this chapter examined the first two objectives and the discussions following them using qualitative method. It explored the different data based on certain thematic tools and derived findings accordingly.

#### 5. Data Analysis and Interpretation

In this chapter, primary data are analyzed by using descriptive statistics to examine the responses from the data collected to integrate a narrative, numerical and tabular presentation of the outcomes of the study. The first section of the chapter explained the demographic profile of the respondents with the aim to understand the responses and opinions better to help in correlating data using certain demographic attributes as base. The next section represented tabular display of the usage and habits and preferences of the respondents in skin care and beauty products followed by the process and results found after both the hypothesis have been tested. This is concluded by findings and discussion based off of the analytical study along with secondary data to support our primary findings.

#### 6. Findings, Conclusions and Suggestions

In this final chapter, the main objective is to evaluate the different objectives with the support of our current findings as well as secondary data collected. These are followed by discussions against each objective where we try to assess the data and findings followed by our evaluation of the findings. The findings of this study have significant implications for the online advertisers as well as the audiences. Suggestions for the advertisers, customers and regulatory authority, limitations of the study, future scope of research along with post Covid implications on advertising industry are also concluded in this chapter.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter, the aim is to examine the previous studies on variables which will define the foundation of the study and to draw boundaries and precincts within which the study will be conducted. Advertising has become a form of communication and is known to be great source for promoting services and products for any business in the whole market because of its broader impact. The main idea of an advertisement is to get the attention of the consumers, build up the product's strong image in their mind and provide information to help the consumer to make a purchase decision. Companies exert a lot of effort to find out the best ingredients that should be in an effective advertising and identifying its influence on the consumer's mind, so effective advertising may be considered as one of the most important tools that strongly affect and can change the consumer's buying behavior. The research attempts to investigate the impact of effective advertising on the consumer's buying behavior, therefore, the need to identify the universe of this thesis is pertinent.

#### **2.2Advertising**

Advertising may be defined in several ways with its flourishing increase in meaning and capacity. It might be defined as a marketing process, a communication process, a social process, economic, information and influential process or a public relations process (Arens, 1996).

Dunn et al., (1978) defined advertising as any paid, non-personal communication by means of various media by business organizations or individuals that are identified or promoted in the message conveyed with the hope of persuading a particular segment of an audience, while keeping in mind the functional perspectives of advertising, Morden (1991) opines that advertising establishes a fundamental awareness of the product or

service in the thoughts of the prospective clients and works on increasing their knowledge about it.

According to Kotler (1988) who states advertising as one of the four main tools organizations use to guide persuasive communications to pursue customers and public, remarks that “it consists of non-personal forms of communication conducted through paid media under clear sponsorship”. He further noted that the aim of advertising is to improve the responses of prospective buyers to the companies and its offering, laying emphasis on the fact that advertising seeks to provide information by creating desire, and by providing reasons on why particular offers are preferred.

Etzelet al., (1997) while explaining the nature and scope of advertising succinctly capture advertising to have the below four features viz., a message which is either visual or verbal; an identified sponsor; media through which message is delivered, and a form of payment by the sponsor to the media. To sum up, they concluded that advertising comprises all of the activities that are involved in offering a paid, non-personal, sponsor-identified message to an audience about a product or organization.

The views of Etzel et al., (1997) correspond with the simple definitions of Davies (1998) and Arens (1996). Davies states that “advertising is any paid form of non-personal media presentation promoting ideas/concepts, goods or services by an identified sponsor”. Arens also expressed almost a similar view describing advertising as “the personal communication of information usually paid for and usually persuasive in nature about products (services and goods) or ideas by identified sponsors through various media”.

There exists a very extensive literature on the topic that advertising is flourishing in building brand equity based on consumers since it has an accumulative and sustainable effect on the brand value (Wang et al., 2009). However, the effectiveness of advertising is dependent on both the amount of investment along with the kind of message conveyed (Martinez et al., 2009).

Advertising can be a powerful tool to communicate a company's functional and emotional values (de Chernatony, 2010). Most commonly, the effectiveness of an

advertising campaign is dependent on the message it conveys, how it's executed and the frequency at which it's subjected to the intended customers (Batra et al., 1996; Kotler, 2000). Advertising creates brand awareness, helps in making favourable and strong brand associations in the minds of the consumer and brings forth positive brand assessment and sentiments (Keller, 2007). However, for advertising to attain these results, it must be designed and executed suitably especially with regards to the creative strategy (Kapferer, 2004; Keller, 2007).

Through an innovative and original advertising strategy, organisations may be more likely to capture consumers' attention. In turn, consumers' attention can lead to higher brand awareness, better perceived quality and contribute to forming strong, unique and favourable associations (Lavidge and Steiner, 1961; Aaker, 1991; Kirmani and Ziethaml, 1993; Villarejo, 2002).

### ***Purpose of advertising:***

The main objective of advertising may be explained as creating awareness about the advertised brand or product or providing information which will support the consumer in making purchase decisions (Adeolu et al., 2005). According to their study, advertising is one of the main factors responsible for the success of the brand and the chief source for creating brand awareness. This may be attained by companies through effective and customised marketing campaigns aimed at specific and well-selected target markets. Therefore, in order for advertising to be an influential promotional tool, it needs to develop an ability to influence the consumer not just for a one time purchase but to continue purchasing and build a relationship with these customers (Kamla-Raj, 2005).

According to Arens (1996), the primary role of advertising is reaching potential clients and gaining awareness about the product, influencing their attitudes and purchase behaviour. The advertisers have an objective to get sufficient relevant market data to cultivate accurate profiles of prospective clients and the common denominators for communications which consists of the detailed study of behaviour of consumers. Aren's study includes the study of emotional and mental processes involved and the physical

activities of existing customers that have purchased and used services and goods or are currently using the products to satisfy specific needs and wants.

### **2.3 Digital Media Advertising**

Digital advertising is thought to be highly cost-effective relative to other media, especially when taking into account its ability for more accurate targeting and two-way dialogue with clients (Briggs and Hollis, 1997). Academic research in Internet advertising has grown exponentially in the past ten years in search of the role of the web as an advertising tool. Researchers talk about the Internet 's capability of addressing specific clients (Deighton, 1997), its interactivity and ability to store vast amounts of information (Peterson, Balasubramanian and Bronnenberg, 1997), and the fact that customers are allowed by it to seek their own solutions to their needs (Sheth, Sisodia and Sharma, 2000). Additionally, internet advertising attracts attention due to the present change in advertising strategies in favour of deriving maximum response from selected target groups rather than maximum exposure to several unknown audience groups (Yoon and Kim, 2001). The accountability of online advertising and marketing along with its contribution to advertising efficiency as well as effectiveness are likely to lead to further development in Web-based advertising efforts (Brackett and Carr, 2001; Hollis, 2005; Sharma and Sheth, 2004).

Early research in assessing advertising and marketing performance centred on advertising ROI (return on investment) (Dhalla, 1978), efficiency of advertising spending assessed by the advertising and marketing cost/sales ratio (Smith and Park, 1992), as well as the impact of advertising and marketing on sales assessed by econometric models (Assmus, Farley and Lehmann, 1984). However, scholars have been pointing out that environment and competition have to be taken into consideration when evaluating the productivity of marketing actions (Sheth and Sisodia, 2002; Vakratsas and Ambler, 1999). Rust et al., (2004) argue that firm performance is fundamentally affected by competition and it changes over time; thus, it's important to capture both dimensions (time and competition) in advertising productivity measurement. Advertising efficiency in their study was defined as the efficiency of the

expenditures in advertising created by a company in generating sales relative to its competitors, and was estimate the efficiency over a period of 7 years. They adopted the definition of technical efficiency, that is, the ability to reduce input use in the creation of a specified output vector, or the ability to obtain optimum output from a specified input vector (Kumbhakar and Lovell, 2000).

Since the early 1990s, internet advertising has grown exponentially and has occupied a place as a required component of the advertising mix. This is so because the internet is thought to be more effective when compared to traditional media in terms of accomplishing certain advertising objectives (Li and Leckenby, 2004). As stated by Briggs and Hollis (1997), the web provides unique benefits over various other media in terms of targeting and direct marketing. Deighton (1997) highlights two critical features of the Internet: addressability (the communication is directly addressable to individuals) as well as responsiveness (the communication is alert to the receiver's response). Therefore, the internet provides a targeted means for reaching customers (Burke, 1997).

The most often highlighted feature of internet advertising is its interactivity (Rodgers and Thorson, 2000). Interactivity is considered one of the primary reasons that the Internet is a substantial advertising and marketing vehicle (Roberts and Ko, 2001). Although various definitions of interactivity have been offered in the literature (Steuer, 1992), there's a common view that in an interactive environment, the marketing communication is changed from a one-way to a two-way process (Stewart and Pavlou, 2002) in which, on the one hand, advertisers have the benefit of identifying buyers, differentiating them, and modifying purchasing as well as post purchase service (Roberts and Ko, 2001), and, on the other, buyers have more influence on the process by selecting advertising and choosing whether, when, and how to interact (Pavlou and Stewart, 2000). The described characteristics of the internet have led a few authors (Brackett and Carr, 2001; Hollis, 2005; Sharma and Sheth, 2004) to the hope of additional development in web-based marketing initiatives, stressing the contribution of the Internet to advertising effectiveness and efficiency, in view of the change in advertising strategy in favour of deriving optimum response from selected target groups



rather than maximum exposure to several unknown audience groups (Yoon and Kim, 2001).

Due to its ability to transmit information inexpensively and quickly, the Internet is expected to have a much better impact on marketing communications than on other marketing elements. Peterson, Balasubramanian and Bronnenberg (1997) suggest that communication channel intermediaries will most likely be the most affected by the Internet since it has been designed to deliver information efficiently and is superior and flexible more in targeting customers, enabling direct interaction. In a similar vein, Zeng and Reinartz (2003) argue that the Internet has a significantly differentiated effect along the three (3) different stages of the consumer decision-making process - search, evaluate, and transact. The Internet has been quite successful, the authors state, in raising the efficiency and effectiveness of the first stage - the information search.

With the growing use of digital media by customers, more businesses are utilizing digital marketing to reach their target markets. By the conclusion of 2010, the amount of Internet users around the planet exceeded 2 billion (InternetWorld Stats, 2010) and this great information traffic will go on to double every 1-1.5 years (Kaynar and Amichai-Hamburger, 2008).

Digital marketing is the practice of advertising products as well as services using digital distribution channels. Digital marketing is also called e-marketing and includes online or digital marketing, which provides marketing messages to clients. Companies are expected to spend more than \$60 billion on digital advertising and marketing by 2011 (Lane, 2008). Reaching consumers through digital media is regarded to be the most promising area of improvement for advertising in the upcoming ten years (Okazaki, Katsukura and Nishiyama, 2007).

There is general agreement that digital media has significantly impacted the way a marketer gets to reach today's consumer. Digital media refers to electronic media that disseminate information in digital formats. This includes any media available via computers, mobile and smart phones, and any other digital devices like digital outside signs. The Internet is a prominent venue of digital marketing. Digital advertising and

marketing is a type of promotion that uses the web for the express purpose of supplying advertising messages. Online or digital marketing has undergone phenomenal development since its inception in 1994 (Robinson, Wysocka and Hand, 2007). The Internet has become the fastest growing advertising medium of this decade (Ha, 2008). Advertisers spend hundreds of millions of dollars to put their ads on high traffic websites. According to research, when people read an online advertisement, they're far more likely to purchase online. An advertising banner on the Internet is able to level the playing field between small and large companies (Smith, 2009).

The increase in online advertising and marketing is in reaction to the increase in people that use the internet to purchase and sell services and goods. This exchange of goods is referred to as electronic commerce or e-commerce. In a report on e-commerce prepared by the Organization for Economic Cooperation and Development (OECD), the financial crisis that began in 2008 boosted e-commerce sales globally, as ways were sought by consumers to lessen expenditures (iAfrica, 2009). E-commerce was predicted to develop in the USA, and even faster in Europe and developing countries (Schulman, 2008). Annual growth of e-commerce has been predicted to raise to 28per cent, while some individual countries have even greater growth rates. In India, for instance, the e-commerce growth rate continues to be estimated as high as 51per cent per year (Marvist Consulting, 2008).

The internet can be described as a pull medium because the content that is viewed is chosen by consumers. In effect, the customer is pulling from a plethora and free flow of information (Pitta and Fowler, 2005). The average American spends around 6 hours per week surfing the internet (The Economist, 2010). Consumers these days can easily access product information and have an exchange of opinions before they make any purchase decision.

Channels such as social networking sites and blogs have enabled customers to access a large audience with whom to share their opinions and product reviews with. Through these channels, consumers are able to have a strong impact on the sale and positioning of products. There is a growing tendency for customers to put more trust in the opinions of other customers rather than company-generated information.

The concern that's escalating is over buyers developing negative perceptions of digital advertising, primarily thanks to intrusive messages being delivered to their devices, mobile phones, and/or computers (Chatterjee, 2008). Consumers don't like messages that are distracting, forced, disturbing, or interfere with their work. Pop-up ads could be especially intrusive to consumers due to the fact that they interrupt online tasks (Li et al., 2002).

According to researchers in cognitive psychology, when individuals are interrupted from an online task, they react badly to the need to expend mental effort to process additional information. The interruption also interferes with the person's attention, limiting the quantity of information that's received as well as processed (McCoy et al., 2007). Consequently, an intrusive message is contrary to the marketer's goal, since the customer might not decode the message properly. While a bit of research suggests that pop-up ads are able to create higher levels of ad perception, recall, and intention to purchase (Chatterjee, 2008), additional research has shown consumers become irritated by pop-up ads and therefore stay away from online advertising all together (Edwards, Li and Lee, 2002). This negative perception of online advertising and marketing can carry over to the brand being advertised and have a negative influence upon brand equity. In a study by Truong and Simmons (2010), the majority of respondents had a bad perception of internet advertising. Some of the respondents suggested that advertisers must provide incentives or value propositions in exchange for the privilege of pushing digital advertising upon them.

Previous studies have shown some forms of online advertising to be good at influencing consumer behaviour. Exposure to banner advertising was discovered to boost the probability of a customer purchase (Goh and Chintagunta, 2006). However, recent online advertising has been described as ineffective, intrusive, and uninformative. One study showed that 69per cent of customers think pop-up ads are irritating, along with 23per cent who said they wouldn't return to the site simply due to the ads. Consumers tend to be more likely to adopt bad views of sites that have online advertising (McCoy et al., 2007). This is consistent with a study by Cho and Cheon (2004) in which respondents felt that online advertising impeded them from attaining

their goals. This in addition to a perceived excess of advertising clutter caused respondents to stay away from online advertising. The old push advertising approach is not highly effective with digital media.

Marketers are in the process of finding ways to pull customers to their websites and into a relationship. One successful strategy is the development of a brand community. Online brand communities are a favourite venue for connecting with people who favour a specific brand and develop an image based upon it (Cova, Pace and Park, 2007). Marketers are joining customers online, in their social networks, search engines, and other favourite stomping grounds (Simmons, 2008).

For a company, one of the best advantages of utilizing digital media is the capacity to provide customers a personalized relationship (Wind and Rangaswamy, 2001). Millennials respond to personalized messages. Advertisements should concentrate on a significant factor influencing this age group, the fact that 'they are special' (Marketing Breakthroughs Inc., 2008). Personalization has also been found to increase the amount of loyalty a consumer holds toward a retailer (Srinivasan, Anderson and Ponnaolu, 2002).

Online recommendations are one of the ways to personalize a relationship. Online suggestions range from personal reviews from other clients to personalized suggestions offered by recommender engines or systems. Recommender systems are information sources that provide personalized information to customers (Ansari, Essegai and Kohli, 2000). These systems use an information filtering method in order to formulate product recommendations which are most probable to be of interest to the user.

Marketers will benefit from providing recommendations to online customers, particularly if the source is providing personalized recommendations. Consumers concentrate more on the recommendation source itself than on the type of website on which the recommendation appears (Senecal and Nantel, 2004).

Online reviews are rising in popularity, with 25per cent of the US online population reading these kinds of consumer generated feedback (Li and Bernoff, 2008).

According to Senecal and Nantel (2004), people that consult internet product reviews purchased the suggested items twice as often as people that don't consult reviews. In a study by Chevalier and Mayzlin (2006), a good book review led to a growth in sales on the site containing the review. Online peer reviews are particularly beneficial since subjects in the study were a lot more prone to check out a real review instead of simply reading summary statistics. Very negative reviews had a greater impact than extremely positive reviews. This finding also came out in a study about the effect of consumer product evaluations on attitude toward the brand. Very negative reviews had a much stronger influence on attitude toward the brand name than incredibly good product reviews. The study also found that even a moderate amount of negativity negated the effect of very good reviews (Lee, Rodgers and Kim, 2009). Word of mouth (WOM) is seen as more reliable than advertising as it's perceived as having passed through the evaluation of 'people like me' (Allsop, Bassett and Hoskins, 2007). According to Keller (2007), WOM has come to be the most influential communication channel. The number of online reviews is commonly used to figure out the product's popularity since it's regarded as representative of the market performance of the product (Chevalier and Mayzlin, 2006).

Online customer reviews provide a reliable source of product information for consumers and thus are a potentially valuable sales asset. Since online peer reviews can be very useful to a company, marketers must determine what motivates customers to write these reviews. Today's digital generation, the Millennials, are more than willing to write reviews and provide consumer generated product information. 28 per cent of millennials own a blog and 44per cent read blogs (Marketing Breakthroughs Inc., 2008).

Blogs, podcasts, and consumer-generated commercials are on the rise with the aid of sites such as YouTube, V-Cam, and Google Video. Some Millennials prefer creating advertising instead of watching them. Companies are starting to be interested in leveraging consumer generated content as a useful digital marketing tool. Firms are proactively attempting to induce customers to spread the word about their products (Godes et al., 2005). It's become a business in itself to provide customers a venue to voice their opinions. In return for consumer generated content, cash is paid by some

organizations, others give points, or provide some alternative type of recognition (Chatterjee, 2001).

Marketers are rethinking their strategies aimed at millennials. The brands that were popular with their parents are now being rejected by this generation. Having grown up in an even more media-saturated, brand-conscious world than their parents, they react to advertisements differently. The change in brand preference could be due to a change in values on the part of millennials (Neuborne and Kerwin, 1999). Millennials want lives that happen to be less structured and allow more time for themselves. They have the view that there's far more to life than work (Alsch, 2000). This generation is really connected to its friends and acquaintances; it is able to communicate anytime, from anywhere, and also in various ways.

The birth year range for millennials varies, but a commonly used span is between 1981 and 1994. There are approximately 50 million millennials in the United States (Jayson, 2010). The millennials are the biggest generational group after the baby boomers. Their hefty size and purchasing power are making them attractive targets for a lot of consumer industries. Millennials are different from other generations and are more racially diverse, more of them come from single-parent households with higher percentage of working mothers (Neuborne and Kerwin, 1999).

Tapscott (1998) claims that the web has impacted the millennial generation in a variety of ways because of attributes like the fact that they are more research oriented, more expressive and the need to authenticate and verify things. Alsch (2000) attributes millennials with the need to control their environment. Again, the Internet had a part in fostering this sense of control. They are allowed by the Internet to exert control over the free market by expressing their opinions through a wide range of websites which could possibly influence customers and marketers.

## **2.4 Advertising Effectiveness**

Several studies have explored the effects of the comparative effects of various advertising media have to a significant degree focused on the persuasive effectiveness of various media like print, television and radio (Wright, 1974; Liu and Stout, 1987;

Stafford and Day, 1995; Taylor and Thompson, 1982). Advertising effectiveness is usually assessed as attitude towards the marketed product/service, attitude towards the advertisement, and intention to purchase the advertised product/service. The development of the internet has led to a heightened interest in the effects of media in marketing (Ducoffe, 1996; Briggs and Hollis, 1997; Singh and Dalal, 1999; Dahlen and Bergendahl, 2001; Dou et al., 2001; Chen et al., 2002; Cho, 2003; Pashupati and Lee, 2003). However, few studies feature a comparison of the effectiveness of traditional media with interactive media and internet (Brackett and Carr, 2001; Gallagher, Foster and Parsons, 2001; Parsons and Foster, 2001; Yoon and Kim, 2001; Kaid, 2002). Predominantly these studies show marginal disparities in advertising effectiveness across media. Previous studies comparing the effectiveness of advertisements presented in traditional media (i.e. print, radio) have also identified few and generally weak effects of the media on product attitudes (Wright, 1974; Taylor and Thompson, 1982; Liu and Stout, 1987; Stafford and Day, 1995). Limited evidence reveals no significant studies with respect to media effects in comparison given to the importance most practitioners attach to the media.

There are several potential explanations for the lack of findings with regard to media effects. For example, there are a variety of different effect variables in addition to the ones outlined above that may have the potential to differ across media. Variables such as attitude and intention to purchase products presuppose attention from the respondents and based on these outcome variables; it is tough to identify effects with regard to the relative ability of various media to attract interest. Additionally, research procedures used to separate media effects from other sources may have an effect on the findings with regard to media effectiveness. For instance, in experimental designs, the emphasis on content control of advertisements has made researchers present the same text in various media. Wright's (1974) radio advertisement was based on reading aloud a print brochure. Thus, the radio advertisement wasn't specifically designed as such, and hence the quality may be inferior to that of a typical radio advertisement. There are few literature on the subject of internet advertisements as proposed by Gallagher, Foster and Parsons (2001). Procedures used to achieve control of advertisement content to avoid confounding of media and advertising content, may introduce an alternative explanation

for the findings (or lack thereof) that advertisements in various media differs in terms of quality.

The purpose of this study is to compare the advertising effectiveness of various media. In this comparison of advertising effectiveness, we concentrate on the following variables: attitude towards the product; attitude towards the advertisement; perceived decision support. Furthermore, the study includes a control in that the relative quality of the advertisement which is introduced as a covariate. In the subsequent sections, the study examines the dimensions of advertising effectiveness, followed by a discussion of potential media effects on advertising effectiveness. Based on this discussion, a conceptual model is presented which can serve as the basis for proposing a number of hypotheses, before addressing the methodological considerations.

#### **2.4.1 Measuring Advertising Effectiveness**

Academic research tends to focus on specific elements within advertisements and how these elements influence viewer responses. Which dependent measure is examined is typically determined by the theory used to frame the research. This type of research might best be termed the study of advertising effects. Several studies have examined on manipulating variables to isolate their respective impact. Although several effects may be tested in studies, each test are usually considered separately, and no summary statement across measures are expected. Although several studies have examined the interrelationships among effects (Okechuku and Wang, 1988; Stewart and Furse, 1984-1985; Stewart and Koslow, 1989), there is little evidence of work being applied in advertising effects.

While advertising effects and effectiveness are unmistakably connected, there are important distinctions to be made. Advertising effectiveness is concerned with making a tangible contribution to a company or brand. This benefit should exceed its cost if it's to be considered worthwhile. Effectiveness is cumulative over time and impacts behaviours, attitudes, and feelings.

Assessments of effectiveness are generally made over longer time spans than measures of effects. They involve multiple exposures to advertisements and multiple



executions within campaigns. In contrast, most effects research involves limited numbers of exposures and executions. Effects are as likely to be assessed in an experimental setting as in a natural field setting. Effectiveness needs to be determined within a complex environment in which other marketing activities and competitive actions greatly add to the difficulty of assessing advertising's value.

For a full understanding of effectiveness, we need to know which effects contribute to effectiveness, and we need to know whether effective campaigns show similar patterns. Korgonkar, Moschis and Bellinger (1984) asked a large sample of advertising agency executives to describe the most and least successful campaigns in their experience. They concluded that successful campaigns "are based on market research findings; they are backed with adequate financial and managerial resources, they are based on careful media planning; and, they are likely to use messages that are perceived to be creative and unique" (p. 49). A year later, Kargaonkar and Bellinger (1985) followed up with an identically designed study with similar results. Both sets of findings focused on situational and organizational correlates of successful campaigns, with success defined as a composite score that includes awareness, attitude, and sales. Although Kargaonkar and Bellinger (1985) didn't directly address the issue of how success is demonstrated, respondents in both agency and client samples agreed that a good client-agency relationship is among the correlates. A "good" relationship was defined as consistent key personnel on both sides during the campaign's development and a lack of client-agency personality conflicts.

#### **2.4.2 Types of Effectiveness**

Short-term effectiveness is best assessed by demonstrating a chain of effects that includes sales, brand perceptions, and advertising awareness or attitudes. Failure to show any of these effects would raise questions about either causality or effectiveness. The more clearly and convincingly the ties between every one of those effects can be made and the greater the degree to which alternative causes can be ruled out, the more compelling the case that an impact was created by advertising.

A long-term perspective of advertising effectiveness would focus more on cumulative perceptions. Here too, it would be vital to show that outcomes match the prime focus of a brand's campaigns over the years. Because other elements of the marketing mix will usually be consistent with the long-term advertising image or benefit when a campaign is successful, it will be more difficult here to identify advertising's unique contribution.

### ***Time Period***

In the short term, effectiveness can be assessed in time periods ranging from a couple of minutes to a year. To directly establish that an impact was made by advertising, copy test results which examine attitude change immediately after exposure may be an appropriate measure. To show that sales were affected by the campaign, the ideal time period may range from monthly or quarterly changes to 1 year.

The time required to measure changes in brand perceptions is usually shorter. In measuring long-term alterations in brand beliefs, 10 years or longer would not be unusual. Although research of this kind does not fit the time frames brand managers generally have to demonstrate their ability, they provide vital evidence about the importance of advertising and they increase marketers' ability to make use of advertising effectively.

### ***Appropriate Outcome Measure***

In assessments of short-term advertising effectiveness, the most typical measurement is the change in sales, attitudes, brand knowledge, or awareness. Because it's also essential to show that changes are because of advertising and not some other cause, the test brand's change scores should be compared with those of its main competitors. This comparison can help allay worries that the change was because of a shift in economic or market conditions or some other confounding factor.

Although change is the main means of assessing short-term advertising effectiveness, change isn't often acceptable when examining long-term effectiveness. Here, the objective is associating a brand with a recognizable and clear attribute or

image. Therefore, the objective must be consistency over time rather than change. The most appropriate way to assess long-term effectiveness is to examine the strength of association between the desired attribute or image and the brand. As with short-term effectiveness, it may be worthwhile to compare the performance of the target brand with its main competitors. When a campaign has been effective, the brand will have a stronger linkage to its advertised image or attribute than any rival.

### ***Target Audience***

The final difference between the short-term and long-term views of advertising effectiveness is the target audience. Some authors have recently written about the importance of focusing just on current prospects in assessing short-term measures of advertising effectiveness (Swenson, 1994; Wells and Swenson, 1994). They argue that including non-prospects in a sample creates error in estimating effectiveness because non-prospects are not likely to react to advertising and marketing in the same way as prospects do. However, when we talk about long-term effectiveness, people who are not currently prospects but who might one day become buyers may be the most crucial group to consider. These people don't wake up one day and become prospects for a product without prior information or ideas. Rather, they have conceptions and images about brands and brand users prior to reaching a consideration phase in buying. If a brand can project a consistent and clear image or a strong association with an attribute, it's more likely that future prospects will remember the brand and know something about it when they reach the product consideration stage.

### **2.4.3 Industry Definitions of Effectiveness**

The role of the advertising agency researcher has changed radically in the past 10 years (Zaltman and Moorman, 1988-1989). Removed from a central position in the marketing process (O'Donoghue, 1994), the advertising researcher has three (3) central preoccupations. The first preoccupation is making sure that the agency's marketing appears great to the client. Two major means are open to accomplish this: qualitative research (Achenbaum, 1993) and the usage of a syndicated service to pre-test finished advertising. Other advertising research functions, like market definition, tracking, or

even selection of the syndicated service, are now mostly reserved by clients. Second, increasing competition among agencies for scarcer business (O'Donoghue, 1994) saddles agency researchers with frequent new business pitches. The meaning of "effectiveness" here frequently becomes showmanship: subtly integrating (usually qualitative) research with presentations of speculative creative work. Finally, advertising researchers have another role, providing consumer depictions to the creatives. These (qualitative) depictions are usually the researchers' most crucial contribution to advertising and ultimately to advertising effectiveness.

Many syndicated advertising research providers stress in-market measurement and models which translate the traditional copy research measures to sales effects. At the same time, syndicated research providers attempt to link scheduling, media weight, and copy quality to sales effectiveness. These sales-anchored validations are in response to clients' expressed needs to justify advertising expenditures (as contrasted to, say, promotion expenditures) in the most direct way possible.

Marketing managers have to spend less time addressing copy-related problems and when they do, they are treating them in the context of other components of the marketing mix. Just as advertising is viewed by marketers today as a part of a larger, more complex array of consumer communications tools, marketing itself has broadened in scope. Issues of finance, distribution, and trade relations are taking up larger amounts of the marketers' long days. Common denominators in those dialogues are profits and sales. Consequently, when advertising issues are addressed by marketing management, it's increasingly in those terms. Because advertising effectiveness is viewed in this context, it too is seen by marketing managers in terms of cents and dollars. Thus, marketing managers and providers of syndicated services are adopting similar definitions of advertising effectiveness. This is not surprising because syndicated services must market their products; they need to tailor the offerings to their clients' expressed needs (Adams and Blair, 1992).

#### **2.4.4 Academic Definitions of Effectiveness**

What do academicians define as effectiveness? Perhaps the best way to characterize academic research practice is contrasting it with that of practitioners. The subjects of the 1993 Advertising Research Foundation Workshops agendas provided the key practitioner issues. This agenda is contrasted with academicians' articles in the 1993 issues of the *Journal of Advertising*, *Journal of Consumer Research*, *Journal of Consumer Marketing*, *Journal of Marketing*, and *Journal of Advertising Research*.

Generally, the topics explored by practitioners centred on strategies and measurement; academicians, by contrast, were more concerned with theory. There have been attempts to reach one higher level of abstraction, contrasting the more general research orientations of academicians and practitioners. Not surprisingly, these general orientations suggest that academicians are most concerned with understanding as an end instead of as a means to action. Even though many of the academic articles had sections labelled "Implications for Marketing Managers," the implications seemed to be self-evident or difficult to execute. Thus, by extension, for the academic audience, effectiveness was defined in the language of theory, not practice.

#### ***Reason for difference in definitions***

The term *effectiveness* involves demonstrating that some effect has occurred. It shifts emphasis from descriptive approaches to causal ones (whatever "causal" means). Despite these common threads, it should be obvious from the brief descriptions of ours that advertising effectiveness means different things to those four audiences. Why is this? Does our answer to the "why" offer some clues as to a rapprochement among the different groups of researchers?

We believe that the crux of the issue was laid out by Wittgenstein in his idiosyncratic version of language theory. Wittgenstein (1953) stated that language comes from what people do; their behaviours and actions. Thus, the different nature of the academic and practitioner occupations means that words (even the same words, like *research*) have various meanings.

Wittgenstein wrote about "language games" to describe the languages associated with different activities. The marketing managers' highly pragmatic, financial-results oriented activities and the academics' highly conceptual activities have quite different "rules" of how to win and who's winning and even of what winning is (Kover, 1976). Consequently, even when academicians and practitioners use the same words, effective performance means vastly different things.

In the starkly different contexts of the faster changing business world and the slower changing academic world, the meanings of familiar words are diverging even more than in the past. Although practitioners and academicians may use the same words, they are not necessarily talking about the same things.

Because practitioners are behaving differently today, the terms they use have different shadings from what they have had in the recent past. *Effectiveness* has come to mean either sales results or some kind of accepted surrogate for sales results. Previously accepted measures, such as attitude change, are slowly being left behind (or relegated to qualitative research, particularly focus groups) since pressure increases for advertising to justify itself against alternative forms of promotional spending.

Regardless of how bad or good business has been recently, managers of publicly owned companies must convey to present and would-be stockholders that things are going to get better next quarter or sooner. The resulting short-term focus has changed the behaviour of these firms and of those who work there in a number of important ways. The meaning of such terms as *sample*, *brands* and *brand equity*, *loyalty*, *advertising impact*, and, of course, *effectiveness* has radically changed although the terms are the same. As the activities change, the words remain however the meanings gradually transform.

For practitioners, profitability isn't the only financial construct gaining marketing management attention. Accountability is additionally a focus. Emphasis on "absolutes" is being replaced by emphasis on "relatives." The often heard question from marketers nowadays, "How much should we be investing on advertising?" is a surface manifestation of the accountability issue sometimes expressed as "What is my

advertising spending accomplishing for my bottom line?" This is a shorthand version of the real question for which management is looking for an answer: "What is my advertising spending doing for my bottom line relative to other elements of the marketing mix?" This latter question forces comparison among advertising, consumer promotion, trade promotion, customer service, and other ways in which marketers can seek to boost profitability. When measuring advertising effectiveness, academicians seldom consider such issues.

Sticking to the lead of marketing practitioners, the major syndicated services have started to focus heavily on relating results studies to sales. An example is the joint advertising effectiveness modelling by NPD and McCollum/ Spielman Worldwide. In a recent presentation of the model, Poling (1994) indicated that although attitudes are a crucial part of this model, attitudes are inside the black box (Mehta and Purvis, 1994). It is sales that are visible and, for now, sales are the core trend in evaluation.

### ***The Academic Perspective***

The need system for academicians is centred on creating theory (Kover, 1976). Advertising effectiveness can be (and often is) defined by criteria other from sales: greater insight into the framework of consumers' choices, more understanding of attitude and attitude change, ever more abstract models. It's not needed within that language to come up with sales changes (or their surrogates).

For the outsider, the academic enterprise seems to be a disjointed series of individual efforts, a set of loosely connected clusters of people and orientations. Each cluster has a specific orientation-cognitive, cultural, semiotic, and so on - and each orientation selects a definition of effectiveness which best suits its own measurements.

These differences, these language differences between academicians and practitioners and within the academic world, mean that communication, in the sense of shared understanding, is really hard (Brinberg and Hirschman, 1986). Practitioners deride academicians as distant, fragmented, not applied, not worried about the real world, and not caring. Like creatures of the Galapagos Islands, they are cut off from the academic foundations that gave them origin. Academicians deride practitioners as theoretical,

utilizing sloppy research, not building, and not caring. Like poor cousins, they press their noses against the window to see what appears to be huge research funds used to repeat the same dull projects. Both are right and wrong. How can applied researchers serve as translators between these different activity structures? An appeal to empathy will not do. The reward structures, themselves a part of the activity structure (Ayer, 1985), are very different between the two spheres and offer little promise of motivating incremental changes in the differing activity streams.

#### **2.4.5 Media influences on advertising effectiveness**

Media effectiveness must be evaluated according to the objective of the advertisement presented in the media (Berthon et al., 1996; Harvey 1997). Whereas some media might be effective for generating attention towards a product, others might be a little more effective for persuasion (Fill, 1995). To the degree that various media are suited to specific tasks, one should expect media effects to change with regards to the goal of the advertisement campaign. As outlined above we feature the following effectiveness measures: attitude towards the advertisement; attitude towards the product; decision support. Attitude towards the advertisement is found to be an important measure of advertising effectiveness through its effect on product liking (Mitchell and Olson, 1981; Brown and Stayman, 1992).

Attitude to the advertisement refers to “the affective evaluation of the advertisements themselves, not the product or brand being advertised” (Peter and Olson, 1996, p. 706). Conversely, attitude to advertised product is defined as the overall evaluation of the advertised brand or product (Peter and Olson, 1996). The relevance of overall product evaluation is based on Fishbein and Ajzen (1975), who predicted that attitude towards the product, had a positive effect on intention to purchase the product, and through this effect, a positive impact on sales. Finally, we've included an evaluation of the advertisement with regard to decision support. A decision reflects a choice between two (2) or more options (Peter and Olson, 1996). The usefulness of an advertisement can also be judged on the basis of how useful consumers find the information provided by the advertisement in, for instance, decreasing the potential risk



involved in choosing between alternatives. Decision support ability refers to consumers' perception of the usefulness of the advertisement for making a product choice decision.

### ***Media and processing opportunity***

A crucial reason behind proposed media effects in advertising is the opportunity offered by the medium for the receiver to process the information provided in the advertisement (Wright, 1974). In particular, various media offer different degrees of control to the receivers in their processing of the information offered by the advertisements. Control refers to the receivers' ability to choose specific parts of the advertisement content, in addition to the determination of the amount of time to spend processing the information, the frequency and length of advertisement exposure, and the presentation order. For instance, advertisements presented in broadcast media don't offer much control to the receivers apart from whether or not they pay attention (Petty and Priester, 1994). Krugman (1965) argued that print media stimulated relatively greater involvement than broadcast media, such as television and radio. For print advertisements, it's possible for customers to control the length of the presentation (customers are able to read the advertisements as quickly as they wish to), how many times they wish to read or study the advertisement, and in what order they choose to acquire the information provided in the advertisement. Print advertisements thus offer the receiver with a reasonable opportunity to elaborate attribute specific information about the advertised product. Internet advertising offers the user similar information-processing opportunities to print advertising. However, compared to print advertising, internet advertising offers more freedom to the receiver in terms of choosing presentation form, such as increased opportunities to focus on particularly interesting parts and the possibility of combining elements from various other media, like audio and video.

### ***Media and message appeal***

Different media may display various potential in mediating various types of message appeals which could have various persuasive effects. Message appeals are usually divided into emotional appeal and rational/informative appeal (Davies, 1993).

Rational/informative appeals are generally based on information that is factual about product attributes presented in a straightforward manner. Emotional appeals usually intend to create positive emotions and warm feelings (Davies, 1993; Stafford and Day, 1995).

Emotional appeal has been found to be most effective when brand response involvement and advertising message involvement is minimal, whereas rational/informative appeal is found to be relatively more effective when clients are highly engaged in the brand and advertisement (Baker and Lutz, 2000). Often, rational and emotional strategies are used together, meaning that an advertisement contains information about the attributes of the advertised product/service along with emotional content creating positive emotions (Davies, 1993). Some studies of media effects have incorporated message appeal as a moderating variable, proposing that some media are more effective for distribution of one kind of appeal than another (Liu and Stout, 1987; Stafford and Day, 1995). Media which allows customers to elaborate on the content of the advertisement are assumed to have relative benefits for the distribution of rational/informative advertisements, whereas media with a broad spectrum of modalities, allowing a lot of creative strategies, are assumed to have a relative advantage for advertisements with an emotional appeal.

### ***Online Media***

A central characteristic distinguishing the internet from other media is interactivity. For instance, Haugtvedt (1999, p. 29) state that, "One of the most important differences is that the Web is highly interactive. That is, individuals can control what information they see, for how long, how often and in what order." Interaction is frequently believed to activate users' relationship with the advertisement. An internet home page isn't something customers are reading; it's something they are 'doing' (Sterne, 1999). Whereas Krugman (1965) argued that the print media are active compared to broadcast media, Sterne (1999) argues that print is a linear and passive medium when compared with the internet. In comparison to both broadcast media and print, Sterne (1999) argues that the internet is more suited to holding customers' attention on the advertisement. The explanation for this attention over time is the flow

construct (Hoffman and Novak, 1996), which implies that the receiver of the advertisement “act[s] with total involvement” (Sterne, 1999, p. 128). The main point is that the internet has qualities that absorb the consumer and, therefore, supply the receiver of the advertisement with adequate chance to process information about the product attributes described in the advertisement. Consequently, the internet offers rich opportunities to alter existing beliefs to new and more positive beliefs about a product.

### ***Relationship between media choice and product characteristics***

A number of prior studies have attempted to understand the dynamics regarding the operation of advertising effectiveness in association with product characteristics; however, very little research has been done to understand the factors attributing to the choice of media by addressing both media choice behaviour and consumers' perception of product characteristics. However, the increasing media choices and more specialized target markets have led to the increased importance of linking media and target market characteristics (Cannon, 1993). The sound knowledge of the relative concentration of target markets in each media audience and the audience's preference or motives for specific product characteristics will undeniably drive media planners to effective media strategy.

The problem of how product characteristics could possibly affect advertising effectiveness has been thoroughly addressed in extant studies within the context of consumer behaviour. Probably the most comprehensively studied concept with regards to this problem would be the concept of product involvement as it influences the way information is processed by consumers. Krugman (1965) incorporated the theory of low-involvement into advertising. He reported that the process of receiving advertising information by consumers is quite different in high consumer involvement situations instead of low involvement ones. Petty and Caccioppo's (1986) Elaboration Likelihood Model, that conceptualized attitudinal change, posited that attitudinal change and information processing depend on the amount and length of information processed. According to Finn (1988), when attention is once given to advertising, consumers either attempt to interpret its meaning based on their goals or they get interested in elements that are secondary (for instance, logos, headlines, and illustrations). Some other previous

studies have attempted to incorporate the attitudinal element of consumers' decision-making process into their media behaviour based on Katz's (1960) functional attitude theory, which postulated that attitude serves the following four (4) functions: (1) utilitarian, (2) ego defensive, (3) knowledge and (4) value expressive. Johar and Sirgy (1991) argued that once the product is perceived as value expressive, audience persuasion is affected through self-congruity, whereas once the product is perceived as utilitarian, audience persuasion is influenced through functional congruity.

## **2.5 AIDA: Advertising Theory**

AIDA model is a theory of communication model proposed in 1898 by E. St. Elmo Lewis which is short for Attention, Interest, Desire and Action. It's popularly and widely used in the marketing world where it's known as the four (4) steps that advertisers follow to be able to promote a successful marketing strategy. The initial and first stage will be to get the attention of segmented customer or the mass that is essential in order for products or brands to be recognized by customers. Once attention is actually garnered, the next step will be to maintain their interest in the product or services offered. As soon as interest is established, the next step will be creating desire to be able to encourage the potential buyers to take required action which will be the last step. There might be several methods by which marketers are able to acquire the attention as well as interests of customers like promotion of products through advertising, or distributing free samples and providing services for free, etc.

### ***Literature review on AIDA***

According to Michaelson and Stacks (2011), AIDA model of communication is developed based on a study of life insurance industry which explains the four (4) cognitive stages experienced by a buyer when receiving a brand new concept or product purchased. Barry and Howard, also cited in Heath and Feldwick (2007), that AIDA model includes a four step formula to gain attention, draw interest, generate desire, which end up in taking action that would be making a purchase. This model controls all the steps of the psychological transformation right from the moment the individual

provides his attention till the purchase is actually made, thus it's invaluable in evaluating the effect of marketing and advertising (Kojima et al., 2010).

As outlined by this model, the most crucial component is developing awareness to the masses to be able to market the product but within accepted social and cultural norms. Even though this model was introduced centuries before and in spite of going through a diverse range of modifications, the essential idea of this model is very much intact and still relevant. Even though we are living in a world made up of interactive online communication and increasing social networks, customers more than ever need to be aware about the existence of a product, show interest in the particular product from myriads of choices from information received with regards to the benefits, and exhibit the drive to buy the products which fulfil the needs of their needs, desires, and interests, and take necessary action to buy or make other relevant decisions (Michaelson and Stacks, 2011).

Over the previous century, although several models have been introduced to study the usefulness of advertising, most of these models continue to rely on AIDA model as the foundation of their proposed hierarchical models. Even after a century or so, this model still comes with a large amount of followers (Barry and Howard, 1990). According to Starch (1920), marketing must appeal to customers by being seen, read, understood and it should involve doing. It must result in customers being lead from "ignorance to knowledge, perception, persuasion, creating enthusiasm purchase (action)".

Ashcroft and Hoey (2001) have applied the AIDA model to Internet services in the same way it's used on other services and other products. However, in reference to the values summarized by the respondents to the stages in the purchasing process centred on the AIDA model, the study by Lagrosen (2005) reported that the aspect of capturing user attention appears to be slightly weaker in online marketing. He explained that the likelihood of potential customers landing up unintentionally in a company's website while exploring the Internet is actually lower as compared to conventional marketing. Nevertheless, a powerful element of online marketing is developing interest in

customers since a large amount of information may be exhibited to a customer in an interactive manner when potential customers are actually involved with the business online.

In the last stage which involves taking, there are simpler and more convenient provisions that are very supportive for customers like online integrated payment, shipped to the doorsteps of the customer and so on. Hoek and Gendall (2003) claimed that by generating attention or awareness in consumers, advertising is also able to generate desire and interest even before triggering stance to take action. Because of the attention given to AIDA model and its subsequent variants on advertising content, this model may also be used in sponsorship activities.

With much advertising expenditure wasted in campaigns that are ineffective (Abraham and Lodish, 1990; Lodish et al., 1995), advertisers should be concerned with how advertising affects consumers, how it works, in order to formulate more effective advertising strategies. The first formal advertising model was most likely AIDA (Attention -> Interest -> Desire -> Action), attributed to E. St. Elmo Lewis in 1898 (Strong 1925). These types of "hierarchy of effects" models (Lavidge and Steiner, 1961) have dominated the literature ever since. Prior integrative studies pertaining to advertising focused on specific models or effects of advertising e.g., frequency of exposure and scheduling, Naples (1979); market response, Clarke (1976) and Assmus, Farley and Lehmann (1984); wear-in and wear-out, Pechmann and Stewart (1989); hierarchy of effects, Barry and Howard (1990); affective responses, Brown and Stayman (1992) instead of evaluated the full range of different theories and models. 100 years later, it is time to establish what is, and what is not but should be, known about how advertising works.

Advertising, of own and competitive brands, is shown as an input for the consumer. Scheduling of the media, message content, and repetition (Singh and Cole, 1993) are components of this input and comprise the advertising strategy which triggers a consumer's response. The intermediate type of response implies that, unconsciously or consciously, advertising must have some psychological effect (e.g., memory, awareness, attitude toward the brand) before it can affect behaviour. Cognition, the "thinking"

dimension of a person's response, and affect, the "feeling" dimension, are portrayed as two (2) major intermediate advertising effects. Individual purchasing and product usage behaviour, or modifications thereto, represent the consequential, behavioural effects of advertising in our model. For the majority of products, and especially the often purchased packaged goods in which much research is interested, the consumer's mind isn't a blank sheet awaiting advertising but rather already contains unconscious and conscious memories of product purchasing and usage. Thus, behaviour feeds back again to experience, which is our third principal intermediate effect.

Individual responses to advertising are mediated by factors like motivation and ability to process information (Ca-cioppo and Petty, 1985; MacInnis and Jaworski, 1989) and attitudes toward the ad (MacKenzie, Lutz and Belch, 1986). These mediating factors can alter or radically change response to advertising. They therefore can be considered filters of the initial advertising input. Our notation to describe the various theories and models of how advertising works follows Holbrook's (1986): C for cognition, A for affect. Additionally, we utilize E for (memories of) past experience of brand purchase, usage and advertising.

### ***How Advertising Works?***

Market response models typically relate advertising, price, or promotional measures directly to purchasing behaviour measures such as sales, market share, and brand choice in a regression or logit model framework. For instance, measurement of loyalty would be based on repeat purchasing behaviour instead of an attitude of mind. Market response models may be classified further into aggregate level (Bass and Clarke, 1972; Blattberg and Jeuland, 1981; Hanssens, Parsons and Schultz, 1990; Little, 1979; Rao, 1970; Rao and Miller, 1975; Rao, 1986; Zufryden, 1987) and individual level (Deighton, Henderson and Neslin, 1994; Pedrick and Zufryden, 1991; Tellis, 1988; Winer, 1991). Aggregate-level studies use market-level data, like brand advertising expenditures or gross rating points, and brand sales or market share. Individual-level studies use measures such as individual brand choice and the number of exposures for an individual (or household) derived from single source data. Many aggregate-level econometric studies interested in the long-term, or carryover, effects of advertising

(Bass and Leone, 1983; Broadbent, 1984; Clarke, 1976; Dhalla, 1978; Srinivasan and Weir, 1988) conclude that the duration of advertising effects depends on the data interval (weekly, bi-weekly, monthly, and so forth). Intermediate interval data (bimonthly, quarterly) appear to provide more realistic results, though the issue of the appropriateness at an interval is still open.

Clarke (1976) and Assmus, Farley and Lehmann (1984), in meta-analytic studies, recommend that 90 per cent of the advertising effects dissipate after 3 to 15 months. Leone (1995) in an empirical generalizations study suggests that the range be narrowed to 6 to 9 months. Dekimpe and Hanssens (1995, p. 18) apply persistence modelling, a time series methodology, to monthly data from a home improvement retail chain and conclude that the effects of advertising “did not dissipate within a year.” This apparent contradiction with Clarke (1976) and Leone (1995) was attributed to the evolving nature (in terms of sales and advertising) of the industry under study. Winer (1980) using split cable panel data from an undisclosed, frequently purchased category, finds no permanent advertising effect on consumption, apart from a transitory effect. This transitory effect was found to last for approximately 16 weeks for one brand and at least 32 weeks for another, both within the bounds suggested by Assmus, Farley and Lehmann (1984).

In contrast with the previously cited studies, which used aggregate-level data, Mela, Gupta and Lehmann (1997) use individual level data on purchases of an unnamed product category and conclude that advertising helps a brand by making consumers less price sensitive and decreasing the size of the non-loyal segment. Promotions, conversely, make consumers, especially non-loyals, more price sensitive. A large-scale, single-source study by Lodish et al., (1995) concludes that increased advertising weights increased the sales of established brands in just 33 per cent of cases and in 55 per cent of cases for new brands. The implication, consistent with empirical results reported by Parsons (1975), Arora (1979), and Parker and Gatignon (1996), is that advertising elasticities are dynamic and decrease during the product life cycle. Winer (1979), using data published for sales of the Lydia Pinkham patent medicine, finds that though carryover effects drop over time, current advertising effects increase during the same



period. While the first result is in line with the product life cycle theory, the next result is attributed to the ability of that particular product to draw in more new purchasers rather than retain loyal customers.

In a study of similar design to their first, Lodish et al., (1995) suggest that short term effects are a prerequisite for the achievement of long term effects, a conclusion also reached by Jones (1995) in another study using single source data across several product categories. Lodish et al., (1995) used an extensive database compiled by Information Resources for the "How Advertising Works" projects (see for example, Advertising Research Foundation [ARF] 1991, p. 13). Advertising elasticities consistently were found to be low, usually in the range 0 to 0.2 (Assmus, Farley and Lehmann, 1984; Lodish et al. 1995), and short term promotional effects were shown to be larger than the advertising effects (Deighton, Henderson and Neslin, 1994; Jones, 1995; Tellis, 1988).

The studies by Tellis (1988), Deighton, Henderson and Neslin (1994) and Jones (1995), together with the original single source study conducted by McDonald (1971), suggest that short term advertising effects diminish fast. More specifically, after the third exposure, response to advertising levels off. When three (3) exposures per household are achieved, advertisers therefore ought to concentrate on reach (see also Pedrick and Zufryden, 1991, 1993). These results are in general agreement with the conclusions of Naples's (1979) review of different empirical advertising studies: "An exposure frequency of two (2) within a purchase cycle is an effective level" and "by and large, optimal exposure frequency appears to be at least three exposures within a purchase cycle". The relative effect of media reach and frequency on purchasing behaviour also has been the focus of other market response researchers (Danaher, 1988, 1989, 1991; Leckenby and Kishi, 1984; Mether-ingham, 1964; Pedrick and Zufryden, 1991, 1993; Rust, 1986; Rust and Leone, 1984).

## **2.6 Pre-Purchase Information**

If a gap or a need develops that has to be fulfilled by a service or a product, the next phase is normally information search to make a productive and accurate decision.

The consumer will make an effort to collect accurate and proper information of the various products, brands, their qualities, price options available in the marketplace and where to buy them. Customers frequently start with the product or services they require, within which there may be a myriad of product variations and alternatives, which then maybe limited by the cost range within which customers would limit themselves as well as the product or service brands. This information search may depend on various physiological, geographical, economic, gender or other such factors. During this process of pre-purchase information gathering, there are a number of alternatives from which the customer has to make the choice.

It is a common understanding that consumers are exposed to great amount of information whether they have an intention to buy or not. Therefore, providing valuable information can reduce consumer search expenses, time and result in consumers making the most beneficial purchasing decision. For instance, Häubl and Trifts (2000) claimed that interactive aids for decisions (e.g., recommendation) which are calculated to support consumers in the initial inspection of available products and further facilitate in-depth evaluation among preferred alternatives may have exceedingly desirable properties when it comes to consumer decision making. According to Krishnmurthy (2001), one can find a number of sources of information like word-of-mouth, brand name and customized information which function as guides in reducing risk and help the process of customer choice. Especially, for first time buyers, the information gathering in new purchase scenarios is more crucial and more rigorous than for existing customers.

Tan (1999) and Henthorne, Latour and Williams (1993) explained that another way consumers attempt to minimize risk is by looking for reference group reviews of existing customers, especially in cases where they have no prior experience. Therefore, pre-purchase information becomes an essential instrument as it reduces consumer risk, raises brand recognition and helps customers in making an accurate and effective choice. According to Gemunden (1985), customers are endorsed with the ability to obtain and manage substantial amount of information and process these information to undertake detailed pre-purchase queries and evaluations and make decisions accordingly.

### ***Definition of Pre-purchase information gathering:***

According to Hoffman (1998), pre-purchase information can be defined as a series of information processed according to the specific purpose required by the customer. All consumers exhibit certain traits and characteristics which help them to recognize information that is relevant from different sources and then act accordingly based in their own scenario. Another idea is that companies put forward other information sources to consumers in order to develop the process of consumer pre-purchase information. (Dholakia et al., 2000; Häubl and Trifts, 2000). Alba et al., (1997) indicated that the seller should provide information that's customized according to the requirements of the consumer so that the consumer is able to assess the options given to him within the consideration sets.

Information search is considered as the most initial stage of customer purchase process. Consumers collect information from different external and internal sources such as marketing, word-of-mouth, customer feedback, branding and customized information or even through their internal knowledge and experience. Additionally, pre-purchase information inside the consumer consideration sets has important impact on the purchase decisions of the consumer (Hoyer and Brown, 1990; Nedungadi, 1990).

There are two other factors that need to be considered while gathering pre-purchase information. Buyers have a tendency to use a phased decision process, initially filtering available alternatives that are available and then subsequently undertaking comprehensive comparison within the reduced consideration sets. According to Keller and Staelin (1987), aside from the quality of information, the level of quality of information can be a critical instrument in managing the aptness of decision making. Thus, this common decision plan needs both quality and quantity of information. While quantity of information helps customers develop their consideration sets, quality of information refers to accurate and current information which helps customers in making their final decisions. Nevertheless, Malhotra (1984) and Jacoby (1984) criticized that there's a risk of overloading consumers with information and that customers are actually selective in the nature of collecting information.

Mitchell and Boustani (1994) claimed that customer pre-purchase information gathering and processing particularly play a vital role in reducing the customer perceived uncertainty or risk. Moreover, pre-purchase information gathering could assist the customer in determining the risks as well as drawbacks within the chosen product which he'd not been conscious of earlier. When purchasing any product, a consumer is mindful of potential risks at different levels of performance, time, psychology or finance. According to Ha (2002), providing the most efficient information, evoking brand information, and making the most of healthy word-of-mouth communication does assist in reducing perceived risk which further results in positive impact on purchase intentions.

Understanding behaviour of consumers is essential to the success of business organizations. Marketing personnel are always analyzing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and exactly why people buy. Consumer behaviour can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, along with disposing of goods and services" (Loudon and Della Bitta, 1980). Nowadays, this phenomenon may also be illustrated in the following way: "activities people undertake when obtaining, consuming, along with disposing of goods and services" (Blakwell, Minard and Engel, 2001).

A study by Voss and Parasuraman (2003) suggests that the purchase preference is mainly determined by cost rather than quality during pre-purchase evaluation. The study finds that given explicit quality information, price had no impact on pre-purchase or post-consumption quality perceptions. On the contrary, post-consumption quality evaluations had a favourable impact on cost evaluations. Another study by Chernev (1997) analysed the effect of common features on brand choice and the moderating role of attribute importance. It is argued that when brand attributes differ in importance, with the best value on the most crucial attribute, thus further polarizing brands' choice shares. In comparison, when attributes are similar in their importance, common features will most likely have an opposite effect, equalizing brands share.

Russo and France (1994) studied the nature of the choice process for commonly purchased non-durables by keeping track of eye fixations in a laboratory simulation of supermarket shelves. The results are totally compatible with the common perspective that the choice process is constructed to adjust to the immediate purchase environment.

While describing about shopping orientation, Sinha (2003) accounts that Indian Shoppers seek emotional value more than the functional value of shopping. Their orientation is based more on the entertainment value than on the functional value. The orientation is found to be influenced primarily by the store type, the frequency of buying and to some extent by the socio-economic classification. The retailers have to try things out with a format which attracts both kinds of shoppers.

The information search activity may fall into any of the below category:

***Specific:*** This is the kind of search that is specific to a particular gap or problem which needs immediate assistance and can't be deviated too much from. A particular issue arises and information is gathered to treat that certain issue.

***Ongoing:*** This is the kind of information search which doesn't need immediate assistance and might go on for a specific period. The gap, as well as the product or services required, is known to the consumer but he or she hasn't decided on the product and could suggest work in progress.

***Incidental:*** Lastly, this particular kind of information search is actually observed incidentally or accidentally and usually leads to impulse buys. Customers aren't looking into such products or services but come onto this information accidentally which could or could not be of interest to them.

These sources of information might be further categorised into two (2) broadtypes:

***Internal Sources:*** Internal sources include the consumer also. Here the consumer recalls the information that is kept in one's memory and uses past experiences.

***Outside Sources:*** External energy sources of information include all kinds of interpersonal communication with the outside environment like friends, family, marketing people, through advertisements, etc.

According to Ha (2002), most consumers gather pre-purchase information about product as well as brand quality through their "brand reputation, word-of-mouth communication and customized information."

#### ***a. Brand***

Brand information processing can be defined as the degree to which consumers allot their resources and attention to be able to understand and explain information about a brand in an advertisement. "Brand information" may be defined as any operational indication modelled to convey the advertised message (MacInnis et al., 1991). With regards to collection of product information, at times brand names are helpful since they're closely tied to the products in the mindset of the consumers (Keller, 1998). With the idea that creating a familiar brand might affect the volume of risk in a purchase, the abundance of information to customers reduces the consequences of his choice and consequently reduces the perceived risk (Jarvenpaa and Todd, 1997; Mitchell, 1999).

#### ***b. Word-of-Mouth***

Word-of-mouth is usually defined as informal communication about the quality of a product, service or a business between consumers (Westbrook, 1987). Basically, word-of-mouth lets consumers exert both informational and directive influences on the product or service assessments as well as impacts the purchase intentions of other consumers (Bone, 1995; Ward and Reingen, 1990). Consumers are inclined to trust word-of-mouth communication particularly from a reference group a lot more than they would believe in commercial information resources in evaluating brand alternatives (Herr, Kardes and Kim, 1991; Hartline and Jones, 1996; Parasuraman, Zeithaml and Berry, 1988; Iglesias, Belen and Vazquez, 2001), often with regard to word-of-mouth as a crucial ways to lessen risk in formulating purchase choices. Lazarsfeld (1955) claimed that word-of-mouth information is a lot more trusted and considered more dependable

since first-hand experience is passed on openly to various other customers. Accordingly, word-of-mouth communication is also recovered more effortlessly from memory and hence that results in more natural feedback with higher influence on customers (Herr, Kardes and Kim, 1991; Givon, Mahajan and Muller, 1995).

Another term is Customer to Customer (C2C) communication and that is a lot more effective because the recipient trusts that the source of information is much more knowledgeable compared to another customer that hasn't experienced the product before (Adjei et al., 2009). Weiss et al., (2008) showed that customers valued the feedbacks provided by knowledgeable respondents particularly when those respondents appear to be more experienced within that particular domain. Although negative information can be shared among consumers, it's safe to conclude that the beneficial information outweighs the bad information.

### *c. Customisation*

Customised information can be defined as providing the most pertinent information for each segmented customer that could be derived depending on the experiences of existing consumers. Most customers are likely to pay far more attention to messages which resonate profoundly to their specific interests. More explicitly, Meyvis and Janiszewski (2002) revealed that information that is irrelevant not just loses the interest of customers but additionally weakens the brand and product perception of customers in supplying the benefit. Krishnamurthy (2001) additionally noted that customers are significantly interested about communications relevant especially to them which is the reason why customization of information to each segmented customer is needed to be able to retain the curiosity of the customers.

To personalize the information, there must be a solid relationship between the company and the segmented customers (Berry, 1995; Sheth and Parvatiyar, 1994). To create such relationships, series of exchanges between both parties would be required that would then evolve into interactions as well as much better understanding in the contextual environment.

## 2.7 Beauty Customers

Kenton (2018) defines a customer as an individual or business that buys or purchases the goods or services produced by a business. Most businesses that are public-facing aim to attract customers as their primary goal that in turn creates demand for goods and services. The expressions "customer" and "consumer" are usually interchangeable in their usage and are almost synonymous. Customers are who make the actual purchase of goods or services whereas consumer is the end user, who may or may not be the said customer. Legal Information Institute (16 CFR 240.4) defines customer as any person who purchases directly from the seller or through a wholesaler or retailer. According to most of the authors, customers into five types on the basis of their level of interest in purchasing the product or service:

**1. Potential customer:** The first category is a customer type that can be placed into the initial process of the sales tunnel. Technically, this particular buyer isn't a consumer yet but with proper treatment and nurturing, this could be transformed and he can be persuaded into becoming a client. He might show signs of interest by filling out a form, registering for information, etc. These are sparks of interest that can be acted upon to change him into a paying customer. He has to be educated about the products and offered advice, service and guidance if required.

**2. New customer:** The next category is a fresh customer that has recently bought the product or services and it is still not used to it and requires help to smoothen the adaptation period. To be able to retain him as a faithful customer, he really needs to understand he is valued and that his after-sales problems will be resolved in time. A proper onboarding process could take time but will yield long-lasting customers. Even if the on-boarding process is an automated one, customers have to understand the service options available in the case it becomes required.

**3. Impulsive Customer:** This buyer understands what he desires and when met with conditions that are right and fit requirements, immediate purchase will happen. This buyer doesn't require much persuasion to make a purchase but prefers a simple and convenient purchase process. The process has to be smooth and less time-consuming,



therefore the assistance provided has to be accurate yet brief enough to capitalize on before the purchasing impulse fades.

**4. Discount customer:** This is the kind of customer that refuses to buy your services or products at full price even though he recognizes the value in your products. He tries his best to understand what the deal entitles and he generally doesn't remain as a buyer once the deal is done. The most effective way to cope with this particular kind of customer is to make sure he understands the necessary details of the deals as well as to provide stellar customer support that would separate you from the competition.

**5. Loyal customer:** The last and most significant customer type is the loyal customer who is a regular customer who also acts as an ambassador to your brand name through word of mouth. This customer's recommendations can go quite a long way in getting in new customers. The most effective way to retain him and boost similar customers is by understanding the reasons of his satisfaction and replicating that with various other customers. He may be offered a platform in order to advertise the company or to contain his loyalty to the product and to the business.

Another classification of customers by Jon MacDonald categorizes customers into 7 main boxes.

**1. Lookers:** Some customers that are simply visiting and are not particularly after anything specific. They might not actually be looking into the products or services offered or even the brand.

**2. Bargain Hunters:** Another customer type are people who are searching for good bargain and can be converted to buying customers through good deals and discounts.

**3. Buyers:** This customer type knows what services or products they want and are on a mission to buy that.

**4. Researchers:** These customers have developed the need for a product or services and might have a broad idea of what they need but are still researching on the cost, quality or other options available.

**5. New Customers:** These are buyers that have recently bought a product or service and also enjoyed it and are willing to make additional purchases.

**6. Dissatisfied Customers:** These are customers whose initial purchase didn't go according to plan and also have returned to resolve the issue. This negative circumstance could however be turned into a conversion experience if you provide them with stellar customer support.

**7. Steady Customers:** These are loyal, dedicated, regular and revenue earning customers. They're not just buying customers but also enable you to bring in even more customers through positive word of mouth.

## **2.8 Research Gap**

It is observed that while traditional media was the predominant media since the beginning of advertising, its inability to be flexible and adjust to new innovations have paved way for a new, faster and tailored approach of media in the form of digital advertising. However, it would be unfair and inaccurate to dismiss the traditional media from the media mix.

Traditional media advertising usually follows AIDA (Attention, Interest, Desire and Action) model where companies gain the attention of customers through advertisement, entices their interest and desire in the product or brand which results in sales. However, this may not be the same case for digital media advertising. There was a study carried out on 100 iconic beauty brands by Galloway where it was noted that beauty industries were not emphasizing promotion or sales but more about engagement and community (Shen and Bissell, 2013). This puts a question mark on whether digital media advertising serves the basic foundation and purpose of advertising which is to increase sales and promote products and services.

## **2.9 Conclusion**

As can be seen, this chapter mainly focused on the explaining in depth the different variables and terms within which the context of the research will be conducted. These variables are taken from the different terms used in our objectives. Many earlier studies have been highlighted to underline the outline which will separate what is relevant for this study against which is not. It started by introducing advertising as a whole which is followed by focusing on digital media advertising, a topic on which this thesis rest. This is followed by explaining the advertising effectiveness, how it can be measured, how it differs between different schools of thought and how it can have different impacts in different media. The chapter also explain AIDA model and how it can be measured, pre-purchase information and defined what it meant by beauty consumers. These will help is delimitation of these topics and narrows the context which will give more accurate and better results once the research progresses.

## **CHAPTER 3**

### **HISTORY AND EVOLUTION OF ADVERTISING**

#### **3.1 Introduction to History of Advertising**

The origins of advertising go back to thousands of years in the past, one of whose first known and recognized methods was thought to have been in the form of outdoor display, typically like an eye catching sign painted on the wall of a building. This is according to the findings of archaeologists who have uncovered many of these signs, notably among the ruins of Rome and ancient Pompeii.

Several scholars like Chauhan (1998) have also noted that the first signs of advertising were in Ancient Empires, like, in Egypt where they utilized papyrus promoting sale of rewards and slaves. Another finding suggests that in Babylon, dirt splits were used with inscriptions about salesman, clerks and shoe producers. Greeks were also known to utilize street callers who'd announce arrival of ships hauling cargo of metals, species and wine. Rome did something different where they painted the very first touristic advertisement of a tavern; in Pompeii on a stone wall —"Traveler, if you go from here to the Twelfth tower, there Sarinus keeps a tavern. This is to request you to enter. Farewell". An important media in Rome was known as album, which composed laws and edicts alongside where promotions of gladiators' fights and theatre representations were published in a board of blanchd wall. Another often mentioned media was the libellous, which was made with papyrus, a type of poster that announced sales of possessions and properties, showed programs, and notified lost and found information. Painted announcements were initiated which were important too. It was universally understood like paintings of goat meant milk stores, and bakery was identified with a mule with a mill on its back.

According to Berg (1980), papyrus sheets were used some three thousand years ago in Thebes in Egypt for announcing the incentive for return of runaway slaves. He noted that the first advertisement took the form of stenciled inscriptions on earthen bricks made by the Babylonians approximately three thousand years before Christ. The bricks typically carried the

name of the temple where they had been used together with the name of the king who built it, like a modern public building where the names of officials are inscribed in a corner stone. The kings that are in power did this to promote themselves to their subjects which were legible in hieroglyphics.

Sandage and Fryburger (1987) wrote that printed advertising and marketing did not play a huge role until the invention of the printing press by Johannes Gutenberg in 1445. Henceforth, the printers and then later on the merchants utilized small flyers to promote their products which usually contained characteristic symbols of the tradesmen and the guild members and were pasted as posters on walls. This kind of advertisement lasted for a very long time.

In the past, advertisements had been very limited in scope and far more passive. The first advertisements had been in the form of sign boards and writings on the walls of prominent buildings. Sampson (1874) in his book *History of Advertising* pointed out that "signs over stores and stalls seem naturally to have been the very first efforts in the direction of advertisements and they go back to the most remote portions in the history of the world". Most of these early signs were made of terra cotta or stone and were set to the pilasters at the sides of the open shop fronts" (Presbrey, 1929). Afterwards, it was taken over by signs hanging over the walks and above the entrances of stores, some of which even extended across the streets.

A new era of advertising started in the 1880s where new methods of manufacturing led to considerably increased outputs and also decreased costs for the producers of consumer goods. The products at that time could be packaged at the plant itself. Furthermore, the telegraph network came into existence along with a network of railroads had also crisscrossed the continent. All these factors allowed a nation-wide distribution and nation-wide advertising. This phase required the growth of advertising and marketing agencies and dictated their activities.

Broadly, the history of advertising and marketing may be divided into six periods or stages as follows:

- a. Pre-printing period, prior to the Fifteenth century.
- b. Early printing period from the Fifteenth century to approximately 1840.

- c. Period of expansion, from 1840 to 1900.
- d. Period of consolidation from 1900 to 1925.
- e. Period of scientific development, from 1925 to 1945; and
- f. Period of business and social integration from 1945 to the present.

### **3.1.1 Pre-Printing Period**

The 'Town crier' was the first means of supplementing sign advertising during the Pre-printing period. The 'criers' had charters from the Government and were often organized in a sort of union. Their numbers were generally restricted. In the province of Berry, in France, in the year 1141, twelve 'criers' organized a company and obtained a charter from Louis VII giving them the exclusive privileges of town crying in the province. The power of commercial criers increased until they were able in a number of situations to get an edict from the ruler of the farm land forcing shopkeepers to employ a 'crier'.

### **3.1.2 Early Printing Period**

The invention of the printing press and the revival of learning meant a lot to business. It had led to the production of advertisements in large numbers for wide distribution. The very first printed English advertisement was a 'handbill' or 'poster' announcement written by William Caxton in 1472.

The translated edition of the very same that had been made by Dr. Edward Pousland of Worcester Junior College would read as follows: "If anyone, layman or cleric, wants to purchase some copies of two or maybe three service books arranged according to the usage of Salisbury Cathedral and printed in the same appealing sort in which this advertisement is set, let him come to the place in the precincts of Westminster Abbey where alms are distributed, which can be recognized by a shield with a red central stripe (from top to bottom), and he shall have these books cheaper". By the middle of the Seventeenth Century, weekly newspapers, called 'Mercuries', began to show up in England. The printing press was then being used in a fashion, which led to the gradual growth and development of advertising and marketing by offering a practical, readily available medium to deliver marketing messages to the literate portion of the

general public. A lot of the first newspaper advertisements had been in the form of announcements of a pure informative nature (Elliot, 1962). Beverages, cosmetics and patent medicines had a prominent spot among the advertisements which came out in media. Famous among early advertisers were the importers of products, which were new to England. For example, the first offering of coffee was made in a newspaper advertisement in 1652, followed by an offering of milk chocolate in 1657 and of tea in 1658 (Young, 1961).

England was the Centre of advertising growth during the first half of the early printing period. Additionally, it started developing in America in a significant manner in the 1700's. Early American advertising, however, was mostly devoid of the exaggeration found in English advertisements. By comparing patent medicine advertising in these two countries until the year 1750, Young (1961) says: "While the English proprietor sharpened up his adjectives and reached his vitriol, in America, with rare exceptions advertisers were content just to list by name their supplies of Imported English remedies" (Sandage and Fryburger, 1987).

In general, the growth of advertising and marketing during this period paralleled the increased population and in the number of newspapers and periodicals in circulation in both Europe and the United States. However, in 1712, England levied a tax on advertising and newspapers, which slowed down the growth of newspapers and also the advertisements in newspapers. It caused the bereavement of reputable publications such as 'Addison's spectator' (Chauhan, 1998). During that time, the tax on each advertisement, irrespective of size, amounted to 84 cents at its peak. In England, the taxes on both newspapers and advertisements were abolished in 1853. The circulation of newspapers in the United States, where no tax was imposed, was significantly higher than in England during this period. Consequently more advertisement agencies had emerged in the United States when compared to England. Printed advertising was commonly in use until the end of the eighteenth century.

### **3.1.3 Period of Expansion**

This period includes, roughly, the 60 years between 1840 and 1900. It was during these six decades that the great changes, which had a crucial influence on the business of advertising, were witnessed in the United States.

By 1840, railroads in the United States had been recognized as an efficient means of transportation. This had led to the broadening of markets and also had resulted in a growth in the amount of advertisements in magazines, which served huge territories. The progress in the circulation and the numbers of magazines were primarily due to the development of rapid and long distance transportation.

This parallel motion is rather striking, while it doesn't confirm a casual relationship between the growths of long distance transportation and advertising media; it's logical to believe that the increase of transportation facilities did have a definite influence on the rapid increase in the number of publications. In fact, the increased profits from the selling of advertising space encouraged a growth in the amount of publications and their wider circulations.

Advertisements during that period were mostly trade advertisements in nature, announcing the arrival of shipments of coffee, silk cloth, tea, etc. Advertisements at that time were also designed especially for dealers in consumer goods in addition to dry goods or grocery (Sandage and Fryburger, 1987). Advertisements were usually handled by publishers and printers of the newspapers, who used to sell advertisement space to procure essential finances for their growth and survival.

A lot of the advertisements during this particular period were of the classified variety, which had carried classified business information. In 1893 more than half of over a hundred firms investing more than 50,000 dollars yearly on advertising were patent medicine manufacturers. But just twenty years later, a lot of these companies weren't patent medicine manufacturers any longer but producers of food, soap, automobiles and cosmetics. These firms began to promote their packaged goods under several brand names. Some of the first brands were of the firms like Coca Cola, Wrigley, Colgate, and Ivory, etc. Previously household products of everyday use as milk, candles, rice, soap, and sugar had been sold in the neighborhood stores in bulk packages. Emergence of consumer markets during mid-nineteenth century gave rise to the modern marketing system that had led to the emergence of consumer advertisements on the scene in late nineteenth century.



The late nineteenth century witnessed the half tone printing process, which aided the ability to publish a realistic pictorial display. Further development of Chromolithography, particularly in Germany, enabled the usage of color picture, which rendered advertisements more eye-catching. The late nineteenth and early twentieth century also witnessed the appearance of consumer product advertisements such as tooth pastes, readymade dresses, shampoos, etc., in magazines.

#### **3.1.4 Period of Consolidation**

This period stretches over a period of 25 years from 1900 to 1925. In 1911, a crusade against the ranker types of untruthfulness in advertising was launched in the United States. Printers Ink Inc., the Curtis Publishing Company along with other organizations led the fight to reduce or get rid of the use of gross exaggeration, false testimonials and other forms of misleading and untruthful advertising and marketing (Narayan, 1998). It was additionally during this period that trust-busting, expose and reform applications programs became popular. It's not surprising that advertising was caught up in this clean up movement. The Associated Advertising clubs of America helped in launching a campaign to promote ethical and truthful marketing. Consequently, several codes for truth in advertising were devised (Report of American Association of Advertising Agencies, 1918).

Probably the most prominent was the Printers Ink Statute which was published in 1911. It was a model which indicated the kinds of activities which were considered ethical, unethical, and questionable. The establishment of the Audit Bureau of Circulations in 1914 was another move for fewer untruths in the industry. This Bureau served to validate the circulation statements made by publishers. This was a measure for self-preservation however it served to consolidate the profits made in the heyday of publication and advertising growth.

Later several advertising and marketing organizations and groups like the Advertising Federation of America, American Association of Advertising Agencies, Association of National Advertisers, Audit Bureau of Circulations, and Direct Mail Advertising Association, Outdoor Advertising Association and various publisher's associations were created or became active as a result of these changes. These organizations tended to give a semi-professional character to the

advertising business. They've had some influence in solidifying the business and in raising the ethics somewhat above the levels of prior periods.

It is interesting to note that, according to the Report of American Association of Advertising Agencies, the American Association of Advertising Agencies in 1918 placed little or no emphasis on the importance of studying the consumer, his buying habits, desires and needs. This factor emerged as a vital element in advertising later by advertisers.

By the end of this period, numerous advertisers had established their own market and customer research departments and specialized research firms had been organized to make unbiased and independent investigations for media and advertisers. This enhanced the quality of advertising strategy and the performance in addition to benefits rendered to consumers. World War I witnessed advertising and marketing as a profession and regarded it as a tool of social engineering with advertisements being used to mobilize public opinion in favor of the war. The support of social scientists and psychologists to the U.S. advertising industry in the 1920s contributed towards making this industry more dynamic, powerful, imaginative and innovative. Product appeals have been emphasized less and greater prominence had been laid on appeals like fear, desires, attachments, insecurity, emotions, hope, etc.

The advent of radio in 1920 marked a remarkable development in the advertising world. The initial stages excluded the usage of radio for advertising; just to be incorporated two years later on with the W.E.A.F. broadcasting station in New York selling radio time to producers. Hence during 1920s advertisers and their agents had come to recognize the possibilities of radios as a means for bringing in potential customers for different services and products. With its immediacy and drama, radio could convey their messages straight to the consumers who wouldn't have to buy a publication or even need to be literates. the mid-1920s, advertisers' sponsored programs on radio were a common feature in the U.S. only to be joined by television.

### **3.1.5 Period of Scientific Development**

This particular period saw the application of the scientific methods to resolve the problems of advertising. Knowledge was systematized to a significantly higher degree than

before; and facts were observed, recorded and classified through the application of different scientific devices.

There were a number of radical advertising men that were so bold as to suggest that advertising and marketing be subjected to tests to prove or perhaps disprove its ability to work the wonders claimed for it. Not until the depression, beginning in 1929, did these men get much of a hearing. But with marketing appropriations receiving liberal cuts, both professional advertising men and advertisers set out to test the effectiveness of advertising and marketing as a selling tool (Sandage and Fryburger, 1987). Consequently, emphasis started to be put on consumer research with a view to making advertisements more meaningful and ethical. Efforts in this direction include the Audience Research Institute formed by A.C. Nelson and George Gallup to be able to assess the advertisements on a psychological basis, which had enabled the businessmen in enhancing significantly the quality of advertisements.

During this particular period of scientific development, serious attention was given by numerous agencies and businesses to different ways for testing the sales effectiveness of advertising strategy, media, and copy. It was a new philosophy in the sense that it had meant subjecting the work of the creative person, the artist, the individual that depended upon his own insights and intuition to some sort of performance yardsticks.

### **3.1.6 Period of Business and Social Integration**

The post war years were characterised by prosperity in advertising. In the 1950s came television which developed fast to the advertising media. The increasing popularity of television as an important media of recreation and mass communication had contributed significantly in bringing about this situation and had also provided the much-needed momentum to the advertising industry. This, in turn, had led host companies to begin sponsoring television programs. These advertisers could demonstrate the usage of their services and products and present well-known figures to praise their services and products. Additionally, they could arrange emotions through television.

With the passage of time, advertising and marketing assumed a crucial position as a means of mass communication in Industrial societies. It not only generated greater sales but

also had played an active role in boosting the images of companies. The increased recognition which the marketing organizations attained as a part of the total fabric of the society had enabled such organizations around the globe to establish them as an integral element in the dissemination of vital information pertaining to different products and services helpful to the society. Advertisements also have become a common medium through which churches, political parties, labour groups, trade associations and the ordinary folks communicate their concepts, ideas, and ideologies to several of the public making up society. Advertising has additionally turned into an institution of persuasion to enhance such social and economic values as tolerance, free enterprise, democracy, liberty, education benevolence, health, and safety.

Nowadays, marketing is prevalent all over the earth in various countries. But advertising trends differ from country to country. The turbulent environment of the twentieth century, with rapid changes in technology, products, processes, methods, cut throat competition and emergence of new advertising challenges only indicates the significant role of advertising which is expected to play in the survival and growth of business models.

### **3.2 History of Advertising in India**

Advertising in India, according to Chauhan (1998), dated back again to the early Indian civilizations. Relics of Harappa, Mohenjo-Daro indicate names engraved on exquisite earthen, stone, or metal works, which is much like the existing trade mark system. Writings or paintings on wall indicating slogans or stone engravings suggest a form of advertising.

The first forms of advertising were mostly used for religious purposes. That is, advertisements were generally a kind of propaganda. In order to spread the teachings of Buddha, the emperor Ashoka of Kallinga set up rock and pillar edicts all over the Indian Territory between 563 and 232 B.C. (Kumar, 1999). These rock and pillar edicts could be called the forerunners of poster advertising and marketing of today. Hence it was the outdoor advertising which came to light with the point of sale display in market places. The indoor visual communications were the wall paintings in the cave temples of Ajanta, Sanchi and Amraoti. Literally the Indian Advertising begins with the hawkers calling out their merchandise directly from the period when markets and cities first began.

Till the arrival of British rule in India, marketing wasn't taken for business purposes. The causes were that India was the unique example of household industrial activities. At the time of British entry, India was in Village Economy stage where the relations between the producers and consumers were immediate and direct. The local markets were weekly and the producers displayed their wares by shouting and providing samples for advertising their trade. The skills of Indian artisans in the areas of textiles - cotton and silk and metal works were all accepted and there was no requirement of any special efforts of marketing.

British settlement and ruling from 1600 onwards brought about some changes in India. British people needed advertising efforts to popularize their goods, especially the luxury goods. They made it possible through the print medium. The very first printing press was brought by Portuguese in 1556, which were used solely for printing Christian literature. It was only in 1780 that the very first Indian newspaper was started, namely the 'Bengal Gazette' in Calcutta. By 1786, there were 4 weekly newspapers and a number of monthlies printed from Calcutta.

It was in the 'Bengal Journal' that all of the government advertisements were printed during that time. In 1790, 'The Courier', published from Bombay during that time even contained advertisements in different Indian languages, namely Marathi, Gujarati, Konkani, Kannada and Urdu. In 1791, the Government Gazette was started where all of the Government advertisements in different provincial languages were printed. Though the very first newspaper in an Indian language was started in 1833, it took a pretty longer time to place advertisements in Indian languages. There were no advertising agencies but the newspapers had provided the services of space selling (Sontakki, 2001).

The origin of commercial advertising and marketing in India is fairly recent. B. Dattaram and Co. was the first advertising and marketing agency promoted in the nation in 1905 (Chauhan, 1998). The growth of Indian advertising has been slow with the pre-independence era. Just a couple of companies were engaged in the business of advertising and marketing on an unprofessional basis and had remained almost restricted to the media buying services with hardly any creative work. Until the outbreak of World War 1 (1914-1918), majority of the advertising was planned and positioned by the foreign manufacturers. During the First World War, the newspaper circulation was increased as the people were interested in

hot news of war affairs. During the post-war period Indian market was flooded with foreign goods which gave a lot of spurts to newspaper advertising and marketing so that increasingly more space was reserved for advertising.

After the First World War, the Indian agencies failed due to the acute competition, mainly from the British and the American agencies. The Indian agencies had a rough time but could learn the importance of agency business as a rich source of earnings and employment. It made them try out the outdoor advertising media as a lot of the newspaper media was under the control of foreign agencies.

According to Chauhan (1998) in 1918, the first professionally managed modern advertising agency, Tats Publicity was started by Lastromach a British army officer in Bombay, followed by D. Jekey More's operation in 1929 and the Thompson Advertising Agency which began its operations in India in early 1930s. In fact, the 1930s can be viewed as the period of consolidation in the history of Indian advertising. The Swadeshi movement made a turning point in the history of advertising and marketing in India as this movement had led to the increased appearance of advertisements in the nation with a view to popularize Indian commodities against the imported products. Indian advertising has had numerous changing faces. The pre-independence advertisements were generally about ladies' goods, clothes for men, travelling, restaurants and entertainments and hotels for the British folk in India. Motor cars, lifts and electricity in houses were regarded to be the items of luxuries in those times. A lot of the early advertisements were about hotels, 4 wheelers, tea, gramophones, cotton goods, tailoring shops, etc., and their target audiences were the British folk in India, the princely families and also the people from the upper strata of the society. It's only after independence and also the abolition of the princely order that a new-born middle class received attention of advertisers.

As against 14 Advertising agencies in 1914, there were 45 agencies in 1944, indicating over a threefold increase in the number of agencies (Chauhan, 1998). However, the gross annual media billing was just Rs. 5 crores. This shows that the initial stages had been marked by a slow growth in advertising agencies in the country. Among the causes cited for such a

sluggish development were the bad attitudes of companies towards marketing, limited market, slower pace of industrialization and lack of competition.

The first full-fledged Indian advertising agency was set up in 1931. The increased competition demanded a thorough improvement in the quality of advertising and marketing work and services. In order to enhance the art-work and copy illustration, Indian agencies used to send their employees abroad for special training. The All India Radio began telecasting various programs in 1936. In 1939, The Indian and Eastern Newspaper Society was founded to protect and promote the legitimate interests of the newspapers and to deal collectively with the advertisers, agencies, and the Government (Sontakki, 2001). In 1941, Indian Languages Newspapers Association was formed to cope with the issues of Indian language newspapers.

By the conclusion of World War II, the economic and political scene underwent a sweeping change. Consequently, the scarcity conditions prevailing in the Indian economy gave much impetus to the growth and development of small and light industries. In 1945, the Association of Advertising Agencies of India (AAAI) was created to increase the standard of regulation and advertising of advertising practices by way of a code of conduct. In 1948, Audit Bureau of Circulations of India (ABCI) was started on the lines of A.B.C. of America. In 1952, The Indian Society of Advertisers was created to promote the interests of advertisers so as to raise the standard of Indian advertising. Until independence, the numbers of large-scale industries in India had been limited. Though there were some foreign cosmetic industries in major cities, their products weren't of any natural popularity. After independence, the Five-Year Plans were implemented and a number of factories and large scale projects have emerged. Consequently, production and transportation facilities have increased tremendously. These spurts in various activities enabled the distribution of products anywhere in the country and this marked the beginning of the 'Golden Age' of advertising in India (Thorson, 1992).

Advertisements in the Indian print media achieved considerable importance only from the beginning of the Twentieth Century. Educational development and the popularization of media had also contributed a lot to the expansion in the field of advertising and marketing in India. Advertisers' Club of Bombay was begun in 1955 and such clubs had emerged later in all of the metropolitan cities in India. The telecasting of programs through Television had

commenced in India on 15th September 1959 at Delhi. Besides these, you could find several other types of publicity utilized by the advertisers, which include the usage of short films, slide shows, and messages on the radio and in television. Television marketing has become well known in India just as it is abroad. Film advertising has also attained popularity among the consumers and the advertisers alike in India to a significant degree as these could be shown through cinema theatres even in the remotest hamlets in the country by many advertisers.

Radio advertising has been introduced by the All India Radio at Bombay from 1st November 1967 (Year Book of Competition Success Review, 1992). This pilot project was begun with commercials being put over low power Vividh Bharati transmitters at Bombay, Nagpur and Poona and has wide popularity among the traders and industrialists. Radio advertising has additionally been introduced in Calcutta since September 1968 and later extended to Delhi, Madras, Tiruchirappalli (in 1969); Chandigarh, Jullundur, Bangalore, Dharwar, Ahmedabad, Rajkot, Kanpur, Lucknow, Allahabad (in 1970), Hyderabad - Vijayawada (in 1971), Bhopal, Indore, Cuttack, Jaipur, Jodhpur, Patna, Ranchi, Trivandrum, Calicut and Srinagar (in 1975). Advertisements have been accepted in numerous languages as tape recorded spots of different durations. Sponsored programmes have been introduced in radios since May 1970. Currently more than 85 per cent of the entire population in the country is covered by the All India Radio (AIR).

The television age has now dawned on India. It began in an extremely modest way by means of experimental transmissions at Delhi on 15th September, 1959 the first television advertisements were merely stills with voiceovers or short versions of cinema advertisements. Regular television was introduced in 1965 and there has been a large scale expansion. The television set up in India was delinked from the All India Radio on 1st April 1976 under its new name, Doordarshan, a separate department meant for the full development of the medium and specialized skills specific to television. The year 1976 and 1977 were turning points in the history of Indian advertising. It was in this year that Doordarshan (DD) began accepting advertisements. Commercial advertising on television was introduced in a small way on 1st January 1976 and the profits from commercial advertising has shot up at an astronomical rate,



resulting in a flooding of sponsored programs and the opening of a second channel in Bombay and Delhi.

The first burst of public sector advertising and marketing was in the 1980s but what catapulted the market on to a greater plane was the landmark launch of colour television on 15th August, 1982. Colour printing in magazines and newspapers also brought about a brand new hue to their readability. To proclaim the serious role of advertising and marketing in competitive scenarios, the Advertising Standards Council of India (ASCI) was created (Madhu, 1996). The 1980s also witnessed the first round of sponsored television programming. From a Rs.100 million industry in 1955, to Rs.1600 million in 1978 and to a Rs. 50,000 million industry in 1999, the advertising industry has traversed a long way (Chunnawalla, 2002).

Satellite Television has ushered in epochal changes in entertainment in awareness of lifestyles and trends abroad. It's also significantly expanded media options and also influenced the styles and substances of advertising and marketing, which is stronger and richer now in emotional appeal and imagery (Madhu, 1996). The economic liberalization of the past twelve years had created challenges along with opportunities for advertising. Indian services and products face fierce competition, both internationally and nationally. International brand wars were now being played out on Indian turf. Market researches by a variety of businesses have been creating spectacular progress in India. Hindustan Lever, the biggest marketing conglomerate of consumer goods in India, for instance, has pioneered the market research, especially in rural India. Hindustan Thompson Associates (HTA) and Lintas possibly lead the nation in market research competence. Specialist market agencies like MODE and MARG have also come up providing their specialized services to the producers and marketers of both the industrial and consumer goods.

According to Sundaram (2001), in 1994-95, the total revenue of Advertising in India came to the tune of Rs. 775 crores, where the share of Doordarshan was Rs. 400 crores. Out of these, Rs. 200 crores was advertisements on the network and the satellite channels accounted for the remaining Rs.175 crores. Consequently, upon globalization, the Indian advertising and marketing firms have also been entering into the sphere of global tie-ups. The ways and the styles of presentation of advertisements had also been changing quickly in India. Advertising on

the Internet is also growing rapidly in India. India's online advertising and marketing revenues are expected to increase from \$2.5 million in 1999 to \$150 million in 2003.

Technological advances have also changed the way of functioning of the advertising and marketing agencies in India. Many of the advertising and marketing agencies in India are splurging on the newest gizmos (note books, digital studios and media planning software). Computers and computer graphics have brought brand new power, versatility, value and speed to advertisement production in our country. Video editing is smarter, facile, and swifter than ever before as a result of the usage of computerized gadgets from the U.S by the Indian commercial advertisers.

Advancements in printing technology and colour processing have enabled the Indian advertisers to bring out hi-fidelity advertisements of international standards in different magazines and periodicals. Special effects and video software have additionally empowered the Indian advertisers to enhance the production quality of advertisements.

The number of advertisers on television has grown quickly from just over 2000 in 1994 to close to 5000 in 2002. At the same time, the number of companies generating 80 per cent of the television revenues had dropped from 223 companies in 1994 to 173 in 2002. Put simply, the number of advertisers on television has practically doubled during the previous eight years, while the percentage of companies accounting for 80 per cent of the total of Rs. 3900 crores of Television revenues have dropped from 11 per cent to 35 per cent during the same period (Chandran, 2003). On analyzing the history of the growth in the media advertisement expenditure in India from 1985 to 2003, it can be seen that the media advertising and marketing in the nation has shown a steadily increasing trend from Rs.580 crores in 1985 to Rs. 15000 crores currently.

The media-wise advertisement expenditure in India from 1997 to 2001 reveals that the advertising expenditure in print media is the highest when compared to that of the other media followed by television. The advertising expenditure in print media along with other media has depicted a declining trend, while that in TV has been showing an increasing trend.

The Advertising Expenditure in print media in India during the year 1997 was Rs. 3,258 crores which comes to 57.25 per cent of the total. But during the year 2001, it was Rs. 6,216 crores which comprised only 51.8 per cent of the complete expenditure. The Advertising Expenditure in Television in India has shot up to 40.46 per cent during the year 2001, which was just 34.60 per cent of the total during 1997. Over the past few years, hundreds of advertisers have emerged in India. But India's advertising scenario is dominated by the 6 companies which are the Hindustan Lever Ltd, Colgate-Palmolive India, Dabur India, ITC, LG Electronics India, Nestle India and McDowell & Co.

Among the advertising and marketing giants, Hindustan Lever Ltd. assumed the first position during the year 2000-2001. Colgate - Palmolive India, ITC and Dabur India assumed second, third and fourth positions respectively. In India, advertisements of an array of products have been appearing in the mini screen. Among these items, toilet soaps, tooth pastes and detergents are the predominating products marketed in the television.

### **3.3 Progression of Beauty and Skin Industry**

The concept of beauty and skin care are largely covered by the term "Cosmetics" which originated from the ancient Greek history where Roman slaves followed the practice of bathing men and women in perfume (Chaudhri and Jain, 2014). Around 4000 BC, this form of adornment was followed by Egyptians primarily due to the extreme heat of the local weather and this was followed by generously applying oils. This was done to give the skin more elasticity and to provide pleasing effect to the aesthetic people. Egyptian ladies enhanced their personal beauty by applying crude paints. Egyptian women applied a bright green paste of copper minerals to their face to provide colour. They used perfumed oils and painted eyebrows on themselves with cream made out of sheep's fat.

Egyptians used paints and dyes to colour their hair, body, and skin. They painted the upper side of the eye in green and the lid, eyebrows and lashes with kohl, a product made from galena and applied them with an ivory or wooden stick. The eye make-up they used offered them medicinal values in protecting their eyes against sand and dust during hot weather. Henna was (and still is) applied on the finger nails and palms of the hands. Egyptian women also

utilized combs and mirrors. Make-up products were stored in special jars and were kept in special make-up boxes. In those times, women would carry their make-up boxes to parties and keep them under their chairs. Although men also wore make-up, they didn't carry make-up kits with them (Chaudhri and Jain, 2014). The Assyrian men and women whitened their faces with lead paint and darkened their eye brows with antimony. The Babylonians, Syrians and Persians all wore paint and darkened their eyes.

Cosmetic usage was in vogue in Japan and China in 1500 BC. They utilized rice powder to paint their faces and white colour metals as lipstick. The Japanese also used crushed safflower petals as lipstick. They plucked and shaved their eyebrows. They painted their teeth in gold and black colour. Henna dye was utilized to colour their faces and hair. China imported jasmine-scented sesame oil from India and rose water from Persia. The Chinese stained their fingernails with gum, gelatine beeswax and egg. The colour was the representative of social class. The lower classes were forbidden from wearing bright colour on their nails. In 1000 BC, both genders in upper class Greeks seldom took baths. In order to conceal this fact, they used wigs. In order to appear "real white" they used chalk or white lead face powder. Women used ochre clays laced with red iron for lipstick. They too applied henna on their palms to appear younger.

One of the first cosmetologists was the physician Abu'al-Qassim al-Zahrawil or Abul Cassus (936-1013 AD) whose monumental work - a medical encyclopaedia Al-Tasreef which came out in 30 volumes (Chaudhri and Jain, 2014). He devoted chapter 19 to cosmetics. He considered cosmetics as a branch of medicine. He called it medicine of beauty. During his time, the perfumed stocks were rolled and pressed in special moulds. He utilized *adhan*, an oily substance for beautification and medicine. In 100 AD, Romans, the super-civilized ancestors, applied butter and flour on their pimples and sheep's blood and fat on their fingernails as polish. They took mud baths laced with crocodile excrement. Men and women used hair dye.

The upper-class Roman women used to bathe in ass's milk and then covered their faces in white lead. In the Middle Ages, the church leaders considered make-up as a sin and they prohibited their women from using make-up. Many women ignored it and wore white paint on their skin.

During the fourteenth century, the English dyed their hair red. Rich women wore egg whites over their faces to create a whiter countenance and used slices of raw beef all over their faces to eliminate wrinkles. France and Italy were the important cosmetics manufacturing centres during the fifteenth and the sixteenth centuries. The French created new cosmetics and fragrances by blending a number of ingredients. This paved the way for modern cosmetics. In the seventeenth century red rouge and lipsticks were used by the elite to display their opulence and wellness. Powders and paints were also used by them.

In the eighteenth century, make-up was regarded as an essential item for the lady of fashion. It was during this period of time that rouge started to be widely used. Indian herbs and natural beauty aids are of very ancient origin. Indian women utilized natural aids to beautify themselves. They used oil of roses, musk as perfume and *shikakai* for bubble baths. Indian women used oil of musk, turmeric and geranium as a face and body mask and then used whole milk to wipe them off.

Traditionally Indian *kajal* was made from *trifala*, almond, camphor, cabbage along with other special herbs, all burnt in the oil of roses. Indian Moghul queens used emerald, turquoise and ruby as eye shadow, the powder of pearls to highlight their eyebrows along with a concentrate of beetroot and sandalwood paste combined with the oil of roses as rouge to redden their lips. Henna was used either as a hair dye or as *mehandi* (an art of painting in women's feet and hand). *Kajal* was used by Indian women and children.

India is a famous nation around the globe because of its abundant bounty of herbs and for effective application as cosmetics. Extracts of lemon, yoghurt, turmeric, honey and egg white were and are used as cleansers. They cleanse effectively and provide nourishment. Cabbage extract, carrot and wheat germ were mixed to form natural skin-food creams. Extracts of rose, jasmine and lavender were used to improve skin texture and colour. The blend of turmeric and lemon gives colour tone and removes tans and pigmented patches. Indians used sandal wood, eucalyptus, cloves, arnica and honey as antiseptic as they have germicidal actions and protect against skin allergies and rashes. They've been utilized as cleansers to shield the skin from environmental pollution.

During the 19th century, France introduced chemical substances in fragrances. Zinc oxide was put to use in facial powder and it replaced the deadly mixtures of copper and lead. In 1907 modern synthetic hair dye was invented by Eugene Schueller, founder of L'oreal. He introduced sunscreen lotions in 1936. Lipstick was introduced in cylindrical metallic tubes in 1915. In 1932 Charles and Joseph Revson and Charles Lackman founded Revlon which sells nail polish in a broad range of colours. In 1935 pancake make-up was introduced for the adjustments needed for photographing faces in the film industry. From 1930 to 1950s cosmetics started to be fashionable due to the influence of various film stars.

In 1944, sunscreen lotion was developed. Mascara was launched in 1958. Revlon offered the very first powder blush in 1963. In 1965 Aerosol deodorant was launched. The United States of America began launching its cosmetic products in various parts of the world in 1970. "Natural" products based on botanical ingredients were used in cosmetics in the year 1980. By 1993 the concept of anti-ageing was steadily changed from medical field to body care. In 2005 cosmetic products found a location in men's world and from 2007 various nations began to give importance on basic safety in cosmetics. Consumers were supported in understanding of the products and their safety.

At present, cosmetics are wide spread and worn by women in all sectors all over the world. The popularity of cosmetics usage increased quickly. Cosmetics are utilized by girls abundantly at young age. Because of this, several cosmetic companies have begun introducing more advanced and specialized cosmetic items, brand extensions, family packs, internationally proven scientific formulae, new product development with herbal ingredients and glittery package. As a result, at present, cosmetics usage has been transformed from luxurious to indispensable items and has become a habitual routine for everyone all around the world.

### **3.2.1 Beauty and Skin Care Industry in 21<sup>st</sup> Century**

In the Twenty first century the winds of changes in the society are blowing forcefully in all parts of the world for application of cosmetics. The Drugs and Cosmetics Act 1940 defines cosmetics as "the articles that are intended to be rubbed, poured, sparkled, sprayed, introduced in or otherwise applied to any part of the human body for cleansing, protecting, beautifying,

promoting, attractiveness or even altering appearance" (Gupta and Bajaj, 2002), therefore, it consists of all of the beauty and skincare products. Any product that cleanses, beautifies and alters a person's physical appearance will be included in this category. This may also add fragrance or perhaps terrible odour. They might in addition change, increase, or perhaps reduce the colour of any individual though it doesn't have any medicinal effect on the body.

A cosmetic product is defined in European Union Law as “any substance or preparation intended to be placed in contact with the various external parts of the human body or with the teeth and the mucous membranes of the oral cavity, with a view mainly or exclusively to washing them, perfuming them, changing their appearance, and/or correcting body odours, and/or protecting them or keeping them in good condition” (Cosmetic Regulation in the European Union).

The United States Food and Drug Administration (FDA) which regulates cosmetics, defines cosmetics as “intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body’s structure or functions.” All the cosmetic items applied on our body beautify it and keep it healthy to a certain extent. The active life of any cosmetic begins when it's used on skin, hair, teeth or nails and its life ends when it's removed or if it evaporates from our body.

### **3.2.2 Classification of Beauty and Skin Care Products**

The Indian beauty and skin care products are classified based on factors such as hair care, fragrances, skin care, and colours (Majumdar, 1998). The products can be categorized as skin care products, hair care products, fragrance products and colour cosmetic products.

#### **a. Skin Care Products:**

The skin care products are used to improve health and appearance of skin. The sub segments of skin care are fairness cream, cold cream, moisturizers, sunscreen, toners and cleansers. Use of sun screen cream will reflect off the ultraviolet rays or even absorb the rays before any damage is done by them to the skin. It must be used several times a day since it gets washed away even by sweat. Moisturisers replace the water lost from the skin. The oil in water moisturizer attracts water from the surroundings. The moisturizers compensate the deficiencies

in the natural oil film and keep the skin lubricated making it smooth and soft and give it a more youthful look. Toners and astringents are synonymous and refer to a fragmented alcohol or propylene glycol solution used to get rid of oil and make-up debris following cleansing. They freshen and tone up the skin and ready it for the application of make-up.

#### **b. Hair Care Products:**

Hair care products take care of human head hair along with its hygiene. The hair care product segments are hair oil, shampoo conditioners, creams, colours and dyes. By utilizing these hair treatment products our hair may look clean, shiny, and healthy therefore making it appear attractive as our crowning glory. The hair is cleansed by shampoo and rinses it making the hair smooth and manageable. Hair conditioners are used after shampooing to soften the hair and make it shine. Conditioners soften the hair and help make it shine. Conditioners likewise guard the hair against physical injury to some degree. It coats the hair and may temporarily bind splits making them less evident.

#### **c. Fragrance Products**

Fragrance products provide a sweet or a delicate odour. Initially perfumes were used for hygiene purpose as a deodorant. Nowadays customers use fragrance to enhance their social status and personality. Perfumes that are launched by several companies provide diverse messages for each of their brands. It is done with the evolving needs and wants of customers. Mass fragrances tend to be the introduction to fine fragrance particularly for the middle classes, who're trading up from deodorant sprays. Premium priced perfumes are popular only in the high income cosmopolitan cities where more affluent and inspirational consumers are willing to invest on quality fragrance. The large rural population utilizes talc as a means of fragrance and this heavily used product form is actually challenging for the growth outside the urban areas.

#### **d. Colour Cosmetic Products**

A subset of cosmetics is called "make-up" which refers primarily to coloured products meant to change the appearance of users. It covers Foundation, concealers, blusher, compact powder, mascara, eye brow pencil, eye liner, eye shadow, eye shimmer, glitter lipstick, lip gloss, lip liner and lip balm nail polish, nail polish top coat.



These products that are categorized into "make-up" products can also be called as "colour cosmetics". Colour cosmetics by definition refer to any kind of external coloured product used to beautify the skin (Cosmetology Dictionary, 1996). The major products in colour cosmetics market are foundation, compacts, eye make-up, lip make-up, toenail enamels and blush (Indian Cosmetics Sector 2007-2008).

#### **e. Make-Up Products**

Make-up products are actually the coloured products which will help the user to enhance their external appearance quite easily, without requiring any long term procedures without expense and pain. The make-up products can be classified into four major types that are face make-up products, eye make-up products, lip makeup products and nail make-up products.

- Face make-up products comprise of foundation, concealers, blushers and compact powder. Foundation can be used to smooth out the face and cover spots or uneven skin coloration. Concealer is used to cover any imperfections of the skin. Blusher, cheek colouring utilized to draw out the colour in the cheeks and help make the cheekbones seem to be much more defined. Compact Powder can be used to establish the foundation, providing a finish, and to conceal little flaws or blemishes.

- Eye make-up products comprise of eye brow pencil, eye liner, mascara and eye shadow. Eyebrow pencils are used to colour and define the brows, eye shadow and eye liner, used to colour and emphasize the eyelids. Mascara can be used to darken, lengthen, and thicken the eyelashes.

- Lip make-up products are comprised of lip stick and lip liner. These products are able to add colours to the lips and define its outline.

- Nail make-up products comprise of nail polish and nail polish top coat. It's used to colour finger nails and toe nails.

Manufacturers of make-up products provide a broad range of brands with different shades with accompanying variants in price and quality. They provide their products to the consumers through different organized retail outlets. Large super markets and departmental

stores allocate more floor space for cosmetics. A few cosmetic companies sell their products through their direct sales force. A lot of cosmetic companies are selling their products directly through exclusive counters in departmental shops, textile stores and employing their own beauty consultants. Exclusive one stop stores for cosmetic brands and beauty salons are also coming up in metros.

These major players play an active role in communicating information about their products to their target audience. Women's magazines like Femina, Women's Era and Good House Keeping and different regional magazines serve as commercial medium which provides advertising messages to young girls and women that are well educated, whom have a handsome salary and good consumption ability. Television advertisements offer information and induce the target audience to purchase colour cosmetics. They induce the target audience by providing information regarding various brands of cosmetics, quality of the products and discount offers extended by various companies. Consumers have a broad choice of brands lying before them and their task is in choosing the right product which fits them. If the cosmetic consumers are actually happy with the product, they get emotionally connected to the product and they hardly switch over from it. Then the customers become brand loyal to the make-up product they use.

### **3.4 Beauty and Skin Care Industry**

The global beauty market is generally divided into five main business segments: skincare, haircare, colour (make-up), toiletries and fragrances. These segments are complementary and through their diversity they're able to satisfy all consumers' expectations and needs with regard to cosmetic products. Beauty products could be additionally subdivided into premium and mass production segments, according to the brand prestige, cost and distribution channels used. In a global view, the mass segment represented 72per cent of total sales in 2010, while the premium segment accounted for the remaining 28per cent. The majority of global premium cosmetics sales is concentrated within the developed markets (mostly US, France and Japan) (Barbalova, 2011).

For what concerns the geographic aspect, this market can be split into dominating - whose share in the global revenues is most meaningful - and peripheral regions, whose share is

quite modest. Among the former the following regions stand out with biggest shares in global revenues: North America, Latin America, Asia-Pacific and Western Europe. Since the turn of the century the cosmetic markets of the BRIC countries (Brazil, Russia, India, and China) have been developing extremely rapidly. The beauty and personal care markets there actually expand and therefore add significantly to the growth of the global market as a whole. In 2010, these 4 nations alone accounted for 21per cent of the global beauty industry and their share increased to 25per cent of the total market value in 2015 (Leonard, 2011). At present, most of the major international cosmetics manufacturers are concentrating on growing their presence in the BRIC countries. The main challenge of theirs is, however, how they can make their brands relevant to buyers in the markets where consumers' habits and cultures differ a lot from what the companies are actually familiar with.

The BRIC nations are the primary force within the so-called emerging markets. In 2011, all those countries generated 81per cent of the global cosmetics sales growth, according to Euromonitor International's data, more than one half of which (54per cent) was attributed to BRIC. Further emerging markets, among others Mexico, Argentina, Indonesia, Turkey and Thailand, have shown incremental growth of approximately 8 billion dollars (Walker, 2012).

At the conclusion of the nineties the global cosmetics market went through a small slowdown. In 1998, global cosmetics and toiletries retail sales dipped to 166.2 billion USD, down from 171.5 billion in 1997, largely because of a decline in sales in the Asia-Pacific. In spite of that, further growth was reported by other regions, a prime example being the US market which grew 3-5per cent, mainly as a result of population growth and increasing demand for premium products (Bucalo, 1999).

Throughout the first decade of the 21st century, sales of cosmetics and toiletries grew steadily, achieving the level of 4.5 per cent (CAGR) in the first half and 4.4 per cent (CAGR) in the second half. Just like almost everything else, the beauty industry was impacted by the 2009 recession but recovered already in 2010 as the global economy improved. Nevertheless, the recession didn't have an equal impact on all the markets, the emerging countries didn't suffer a great deal and during their recovery some of them (China, India, Indonesia) managed to achieve more than 25per cent growth in sales already by 2010. What the recession did effect is actually

a fast change in consumer behaviour, who - the pattern being noticeable even before 2009 - began to boost the home consumption instead of taking treatments outside.

Another new trend was the consumers beginning to treat cosmetics' purchases as investments rather than indulgent purchases (In-cosmetics, 2010). When in 2010 the spending on cosmetic products returned to the level from before the recession and exceeded it by 5 per cent, a strong demand impulse was recorded, making room for growth in beauty and personal care. Consumers started noticing premium products and most luxury brands have found growth, especially apparent when compared with the weak results in 2009 (Post-recession, 2011). The Global Beauty Market has generated total revenues of USD 382.3 billion in 2010 (Leonard, 2011).

### **3.4.1 Marketing Trends in Global Industry**

Owing to the recent growth of importance of the Latin America market, the cosmetic companies shifted their focus to the mass market, especially in the fragrance category that is dominated by mass brands in this region. A trend worth mentioning is the continued product diversification in the context of product line costs, as new product lines are being released at lowering cost levels. Emergence of mass products lines which are perceived as prestigious (*masstgie*) in more mature markets - traditionally premium-dominated is also a very interesting occurrence. This trend, in turn, is a consequence of customers becoming more and more aware that some mass market products are able to offer the exact same quality as their high end counterparts, particularly among the colour cosmetics and skincare products. What's also significant is that despite the fact that the sales growth is generated largely by mass-produced products, the innovations are most often introduced by brands in the premium segment.

Among the product innovations of the recent years, two (2) trends could be charted: the time-saving and the long-lasting products. The time-saving products are a response to the needs of today's ever-busy consumers who wish to restrict the amount of time spent on their daily beauty routine. As a result, a great deal of research has been done which contributed such products as the quick drying nail polish or multi preparations like the 3-in-1 shower gel, facial

wash with shaving foam or hybrid products for the face that incorporate elements of make-up, skincare and sun protection.

Long-lasting cosmetics are actually perceived to have a good price-value ratio, as they may be utilized more sporadically compared to the standard products. Examples include: long-lasting lipsticks, nail polishes and 24-hour moisturizers in skincare. It's currently very common for customers to extend the time between professional skin treatments, to which the manufacturers react by selling do-it-yourself products for application at home, providing an alternative which helps people maintain the effects of professional treatments for a longer time than ever before (Leonard, 2011).

A rapid growth of cosmetics sales over the internet can be observed. In 2010, more than 11 billion USD worth of sales were online transactions. E-commerce outlets continue to grow the range of their products, websites outlining the specifics of the various products and price comparison engines mushroom. All of those new players will place an even bigger strain on traditional drugstore shopping.

The decisive factor in buying cosmetics online is the price tag. A typical customer that buys online understands which products he wants primarily since he's happy with the quality proven during previous use and purchases it online since he gets a much better price than in a standard drugstore. As technologies develop, cosmetics industry is additionally attempting to make the most of the new possibilities and interact with consumers on a far more "practical" level. This occurs, for instance, through interactive social media like Facebook, blogs, websites with beauty advice or perhaps apps for smart phones (In-cosmetics 2010).

What's starting to be more and more noticeable in the global market are organic beauty products - those natural cosmetics, manufactured in accordance to the fair-trade philosophy. They emerged from a niche which was previously occupied by a small number of companies and got incorporated into the mainstream market. Those products are now distributed through standard channels such as supermarkets and department stores (Leonard, 2011).

Another new trend is sustainability. When introducing new products, cosmetics manufacturers increasingly start emphasizing they were created in a manner that wasn't harmful

to the environment whilst their effectiveness remained similar to their previous versions. In some countries, changes in legislation have been put in place to make consumers more informed and to help them distinguish organic and non-organic cosmetics, letting people appreciate their value more (Falk 2008).

Cosmetic products are manufactured on the basis of an increasingly advanced research, technologies and formulas. High-tech innovations take place in all product categories and all cost segments. In the skincare segment, a flagship example of this technological shift are products based on genetic testing, what includes analysis of gene sequences responsible for the aging process, and in the colour cosmetics segment - the development of eyelash growth products (Leonard, 2011).

### **3.5 Beauty and Skin Care Industry in India**

The Indian beauty and skin care industry is growing in terms of marketing and product development. The preference of Indian consumers is changing from the ‘merely functional’ products to more ‘advanced and specialized’ cosmetic products. In 2005, sales of cosmetics and toiletries rose by 6per cent in existing value terms in India. Monteiro (2003) also predicts the huge potential for cosmetics in India. The average annual spending of Indian customers on cosmetics and toiletries in 2005 is only over US\$3. India in cosmetics and toiletries saw its value share rising 27per cent in 1999 to 31per cent in 2005 and is likely to continue to surge ahead over the forecast period.

The entry of numerous multinationals into the Indian cosmetics and toiletries industry in 2005 has made it an extremely challenging and dynamic market. Foreign players have focused more on product innovation; re-launches and brand extensions spread across a number of price points, and enhanced product penetration by extending their distribution networks. The leading players have streamlined their ad spending to effect savings that has allowed them to revamp their pricing strategies as well as offer free gifts to retain consumers. Briney (2004) describes an interesting trend among Indian cosmetic consumers, while other global countries are taking to the traditional Indian herbal and ayurvedic applications for beauty solutions, Indian customers are increasingly looking to international personal care brands as lifestyle enhancement products,

in the belief that the association with and use of an international manufacturer confers one with a sophisticated and an upper class image.

The projected sales in 2010 at constant 2005 prices is Rs.195.6 billion, the primary reasons being a greater ability to purchase personal grooming products among a larger base of financially independent women, frequent relevant product launches and growing beauty consciousness and awareness, especially among the younger population. Despite the huge nascent potential in India, cosmetics and toiletries is expected to grow at a relatively slow pace in constant value terms over the 2005-2010 forecast periods. The probable cause being lacklustre performance of products which have already thorough household penetration, like bath and shower products and oral hygiene, which represent together over half of the value sales of cosmetics and toiletries in India.

However the growth was impacted by low product awareness or lack of inclination to spend on cosmetics and toiletries especially in rural areas. The aggressive price competitions from local and regional players, which seized volumes with better trade margins and greatly discounted offerings, have also contributed to the exact same.

Malhotra (2003) describes the main reasons for boom in cosmetic industry as increasing fashion and beauty consciousness fused with rising incomes and focus on health and fitness. To complement this, beauty culture or cosmetology has emerged as a major occupational avenue with significant commercial potential. New scientific developments, techniques, products, and media hype, has contributed to the Indian fashion industry generating mega revenues and this has in turn added to the growth of cosmetics industry. Rising hygiene and beauty consciousness due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reasons reported by (Euromonitor International, 2006). Lately, India has observed increasing literacy levels, penetration of satellite TV, growing urbanization and greater beauty awareness among women, which has resulted in rewarding growth opportunities for cosmetics & toiletries manufacturers.

Around 44 per cent of value sales (2005) of cosmetics & toiletries market in India are with two market leaders i.e., Hindustan Lever and Colgate Palmolive. The rest is very

fragmented with hundreds of companies trying to get into the market. The presence of a large grey market and a number of counterfeits similarly enhanced this trend.

The cosmetics and personal care industry is viewed as one of the fastest growing consumer products sectors in India primarily due to growth in organized retail, emergence of a young urban population with increasing disposable income in Indian cities, mounting aspirations, a growth in the number of working women, changing lifestyles, improved affordability of lifestyle-oriented and luxury products, and greater product choice and availability as a result of growth of the e-commerce sector in India are the primary drivers of demand for imported cosmetics products. According to Statista, the revenue in India in the beauty and personal healthcare market amounts to US\$ 14,443m in 2018 and is expected to grow annually by 7.1 per cent (CAGR 2018-2021). According to RedSeer Consultancy, it's likely to grow to more or less US\$ 20bn by 2025 with a CAGR of 25per cent. In comparison, the global beauty and personal care market is growing steadily at 4.3 per cent CAGR and will reach approximately US\$ 450 billion by 2025. This means that by 2025, India will constitute 5per cent of the total global beauty and personal care market and become one of the top 5 global markets by revenue.

According to a report by research firm Euromonitor International, last year, with the presence of online retailers as Amazon.com and Nykaa.com, the beauty and personal care products category crossed \$400 million in internet sales up from \$100 million in 2014 ([www.ibef.org](http://www.ibef.org)). Premium global brands are gaining sales as Indian consumers move from functional products to specialized and advanced more cosmetic products. Main areas of growth include: colour cosmetics, fragrances, specialized skin care and hair care products; professional salon items, and make-up cosmetic products (Cosmetics, Toiletries and Skincare Market Overviews).

Demand in India for premium global brands and specialized products are on the rise as exposure is gained by Indian consumers to the global media and by traveling more often. The Indian market, that had been usually a stronghold of a few major domestic players like Lakme, has seen a lot of foreign brands enter the market over the previous 2 decades. The growth rate in the cosmetics market reflects an increasing demand for cosmetics products in India. Premium



global brands are gaining sales as Indian consumers move from functional items to more specialized and advanced cosmetic products. Many international brands like Revlon (the first international cosmetics brand to enter India in the mid-nineties), Avon, Burberrys, Calvin Klein, Cartier, Christian Dior, Estee Lauder, Elizabeth Arden, Lancome, Chambor, Coty, L'Oreal, Oriflame, Yardley, Wella, Schwarzkopf, Escada, Nina Ricci, Rochas, Yves St. Laurent, Tommy Hilfiger, Max factor, Max Mara, Shiseido, Body Shop, Maybelline New York, MAC, and many more have been present in India for quite some years now.

With more and more international brands entering India recently, competition has increased but domestic brands like Lakme from the Hindustan Unilever group continue to excel leading the colour cosmetics segment in 2015 with approximately 35per cent market share. As a result of its wide brand portfolio, the company has a very strong presence across colour cosmetics areas such as nail products, lip products, facial make-up, and eye make-up, and across diverse price points. Demand for colour cosmetics is anticipated to stay high in India with sales in this segment alone likely to reach \$2 billion by 2020 per industry estimates. Major portion of this growth is expected to result from increasing female employment rates as more women join the workforce, thereby leading to growing aspirations of Indian women and increased image and grooming awareness.

Pricing is a significant barrier for imported cosmetics products in India. High import tariffs at 29per cent, together with high air freight costs can make the effective landing cost at around 2.2 times the ex-factory cost to an importer. Multiple taxation including local taxes, high internal shipment cost, trade margins and discounts to salons/spas are additional factors that drive the rates higher. Accounting for these factors as well as other items such as technical and marketing supports, makes the price to the end consumer really high. Many international brands have had to re-work their pricing strategies and develop specific pricing for the Indian market (Global Healthcare Team).

Premiumisation which in essence refers to the ability and willingness to invest on exclusive, better quality products, is actually of late becoming a lot more popular with the Indian customer. Indians are no longer scared to throw up extra bucks to buy premium products.

Euromonitor said such products come mostly in partnership with a luxury or maybe products or premium brand personally formulated or perhaps customized in accordance to the exact requirements of buyers. Premiumisation has specifically driven the need for personal care products and beauty. The Euromonitor International study reveals that in 2018, \$ 774 million worth of premium fragrances and personal care products have been purchased in India, with 63per cent share enjoyed by premium fragrances and hair care products. According to the study, with increasing disposable incomes, the per capita expenditure on premium personal care and beauty products is expected to exhibit a CAGR of 15per cent from 2018 to 2023.

According to International Trade Administration, Asia Pacific is regarded as the fastest growing market for skin care in 2016 and is likely to maintain its dominance throughout the forecast period (2018-2025). Many skin care manufacturers are focusing on product innovation with additional benefits. For instance, Revance Therapeutics Inc. was developing wipe-on botulinum toxin to wipe off wrinkle lines by 2018, in order to prevent aging. Manufacturers are also adopting numerous inorganic strategies such as mergers and acquisitions in order to strengthen their position in the global skin care market. For instance, L'Oréal acquired three skin care brands, CeraVe, AcneFree, and Ambi from Valeant for around US\$ 1.3 billion in January 2017.

As in luxury and fashion, the cosmetics industry has experienced an extreme change over the previous ten years. Increasingly demanding digital consumers have forced brands to develop marketing strategies that are capable of generating brand awareness, incrementing product sales and creating brand loyalty, all at the same time. Meanwhile, influencers haven't just transformed the way brands approach consumers with their products but have affected their values and brand image as well.

Beauty is big business, with the beauty and cosmetics market estimated to generate \$ 445 billion in annual sales globally (The Beauty Economy Special Report, 2017). L'Oreal is the biggest beauty manufacturer globally with estimated annual revenue of \$ 28.6 billion (Women's Wear Daily, 2017). Product packaging (54 per cent) and websites (51 per cent) are the most utilized sources of information for cosmetic consumers (Consumer Insights, 2017). Asia Pacific leads premium Beauty along with Personal Care forecasts over 2016-2021, likely to produce \$

6.6 billion in absolute gains (Euro Monitor, 2017) and 71 per cent of consumers see personal and cosmetic care products as essential or extremely important in their daily lives (Consumer Insights, 2017).

Over the previous decade, cosmetics consumers have gone through a remarkable evolution, becoming more and more hyper-connected through technology. Trying to find online recommendations is now a crucial - or perhaps mandatory - step when purchasing beauty products and social media has allowed brands to create stronger connections with consumers throughout their decision-making process.

### **3.5.1 Consumer Profile of Beauty and Skin Products in India**

Imported cosmetics have had a significant impact on the Indian market. The growth of a large middle class, fairly new urbanized elite youth population with increasing disposable income, a growth in the number of working women, changing lifestyles, increased affordability of lifestyle-oriented and luxury products, mounting aspirations, penetration of satellite television, increasing appetite for western goods, and greater product choice and availability given the booming e-commerce market in India are the primary drivers of demand for imported cosmetics products in India. Indian consumers have a tendency to look towards international brands as lifestyle enhancement products. Foreign products have enhanced growth of the Indian market by bringing in aspirational consumers. Indians typically perceive foreign brands as being of superior quality.

The strong growth of organized retail and e-commerce in India is also producing a demand for more imported cosmetics products even in second tier cities, where disposable incomes are larger but demand has been subdued due to want of options and choices. Generally, the Indian consumer is well aware, well-travelled and more exposed and connected than in the past. Consumer behaviour patterns in India are changing as well as Indian consumers has moved from traditionally being savers to spenders. This shift appears to have led consumers investing more on themselves and spending more on personal-care products and cosmetics. However, while Indian consumers are ready to experiment and try out new stuff, they have a tendency to choose brands that they know or that have worked well for them earlier.

### **3.5.2 Urban and Rural Cosmetic Consumers**

India's spending on cosmetics and toiletries is fairly small, with rural and suburban areas focusing on basic cosmetics and toiletries. The purchasing power of Indian consumers is increasing thereby shaping the aspirations and lifestyles of consumers, who are upgrading to good value products at prices that are affordable. The cosmetic companies have invested heavily on promoting product visibility among rural folk, which has increased the demand for bar soap, talcum powder, lipstick, tooth powder and hair oil in these places. This has also increased the demand for essential daily products like bath and shower products, hair care, oral hygiene and skin care. Another strategy followed by companies to promote cosmetics in rural areas was sachets' approach.

While rural India contributed to growth in volume terms, the urban population contributed 69 per cent of value sales in 2005 especially for sophisticated products. These high quality added-value niche products include mascara, toners, body wash/shower gel, depilatories, sun care and deodorants, amongst others which are unaware to the rural users. Sales are almost completely generated from the urban pockets, concentrated within the key metropolitan areas of New Delhi, Chennai, Mumbai and Calcutta. Due to Western influences, men's grooming products are used more predominantly in urban population as compared to their counterparts in rural areas.

### **3.5.3 Price and Indian Cosmetic Consumers**

There is high maturity and price competition in established mass market toiletries such as bar soap and toothpaste. Since the average Indian household continues to be highly price sensitive, these popular mass-market products are likely to have the lion's share of cosmetics and toiletries sales. The cosmetics and toiletries market are also dealing with competition from other consumer durables (computers, mobile phones, home theatres and automobiles) as well as the housing sector. The fall in interest rates has led to a boom in housing loans and real estate purchases. Being value conscious, there is a limit to the amount that the average customer will spend on luxury items such as fragrances.

### **3.5.4 Income Households and Indian Cosmetic Consumers**

Cosmetics and toiletries have witnessed a growing demand from the low and lower middle income households. The premium labels are being used in urban areas, whereas regional and national brands in the rural areas, in which close to 70 per cent of the Indian population resides & price determines purchasing decisions.

### **3.5.5 Distribution Channels and Marketing of Indian Skincare and Beauty Products**

In recent years, India has seen tremendous growth of modern organized retail channels like department stores, supermarkets, hypermarkets, specialty store chains, and shopping malls along with direct sales and a very competitive e-commerce market for cosmetic brands. Large format retailers, supermarkets and department stores are also restructuring to draw in more cosmetics brands and allocating more floor space for cosmetic brands. Cosmetics brands also remain innovative on selling methods. An increasing number of cosmetics companies are dealing with consumers directly through exclusive counters in department stores chains like Lifestyle, and Shoppers Stop, and malls featuring their own beauty consultants. Exclusive one-stop stores for just imported cosmetic brands, foreign multi-brand cosmetics shops like Sephora, and company-owned and operated retail outlets like Health & Glow have also come up in major Indian cities. Some foreign and Indian businesses have set up exclusive franchised beauty hair salons across the nation to promote their products.

Capitalizing high on the changing global trends and easy online presence, some international brands have also entered Indian market via leading online retail platforms such as Flipkart, Amazon India, Snapdeal and others. For a new imported brand to get product sales through e-commerce is challenging unless the brand name has some recognition in India. There's also the general trade channel, comprising of small neighbourhood stores, where bulk of the Indian population still shops. A distributor's margin in this market might be anywhere between 8-12 per cent, depending on the volume or value with value-based products catering to a niche market having greater margins. Regional distributors usually mark up 30 per cent on the wholesale value to cover for their costs on logistics, manpower, storage and others (Global Healthcare Team). Private label in the India cosmetics market is currently negligible restricted

to a handful of brands, and there's a possible opportunity for private label manufacturers to expand in this market down the road.

### **3.5.6 Key Industry Growth Drivers**

- ***Rising disposable income:*** As a result of the increase in disposable income, particularly with the pattern of working women in recent years, the growing generation continues to aspire for better standard of living which includes self-indulgence into western culture and improvement in lifestyle of semi-rural and rural population. It has led to increase in consumption of beauty and skin care products.

- ***Globalization impacting lifestyles:*** With the increasing adoption and exposure of western culture along with great ease of carrying out cross border transactions, the lifestyles of the current generation have been globalized. This results in desire to access new services and products. The ease of connecting professionally or personally on social media has additionally made the transition of lifestyle and influencing of customers easier.

- ***Changing retail landscape:*** As footprints of overseas brands continue increasing, brand outlets have also expanded more aggressively in tier 2-3 cities which increases the touch point for customers and provide them a better shopping experience. This is primarily contributed by the fast innovation in distribution and advertising strategies

- ***Cosmetics trials increase consumption:*** Providing beauty trainings to staff, store managers and providing services like makeup trials, salon service and so on, have aided in transitioning non-consumers and explorers into consumers. You will find brands that additionally offer advance beauty treatment methods or guides to consumers that might require help.

- ***Increasing penetration of channels:*** The number of exclusive brand outlets, malls and supermarkets is increasing rapidly. Additionally, increasing click rates at cosmetics e-store and increasing consumption of direct selling brands leads to growth in this industry.

- ***Adoption of natural products:*** With the increased awareness of the long term harm from using chemicals in beauty products, companies have moved on to more natural and

sustainable products. Additionally, they conduct awareness programs to educate the consumer about the probable side effects of chemical-based cosmetics as opposed to organic ones to be able to boost their own user base.

### **3.6 History of Advertising in Beauty Business**

The first crude advertisements for cosmetics came out in European newspapers during the Seventeenth and Eighteenth centuries. Powder made of white lead and ground rice was sold by the pound for whitening the skin and hair. Another product marketed was the beauty patch, utilized primarily to cover the pockmarks left by smallpox and other diseases, as were rouge and lipstick. Early American newspapers showcased very similar advertisements, enticing colonists to imitate the latest fashions of London and Paris.

In 1846, Theron T. Pond, a chemist in New York state, developed witch hazel extract; a few years later, Mr. Pond rediscovered an early formula for cold cream. In 1859, kerosene dealer Robert Chesebrough learned of a fatty substance collecting on oil drilling rods which reputedly helped cure burns and cuts. Chesebrough's Vaseline Petroleum Jelly and Pond's Cleansing Cream and Pond's Extract became the first commercial American cosmetic products. They had been advertised primarily with colourful cards, testimonials, client reviews and product booklets placed in apothecary shops. Ponds became one of J. Walter Thompson Co.'s first clients in 1886, and the Pond's Girl advertisement campaign won first place at a national advertising and marketing convention in 1904 with the slogan "Avoid sunburn, freckles, and chaps".

#### **3.6.1 Gaining Respectability**

The early twentieth century saw a growth in the advertising of cosmetic preparations, although their use was still not commonplace. The discreet use of certain cosmetics including hair tint, cheek rouge and body powder on the arms and neckline to cover the tell-tale signs of ageing was permissible.

Younger women could avail themselves of less obvious assistance. Cosmetic soaps, for example, had become an important business by the late nineteenth century when Pears' soap made the rather risky decision to make use of magazine page advertisements for its soap, "a

specialty for improving the complexion." The advertisements made use of "high culture," employing paintings by popular artists and illustrators such as Frederic Remington, Maxfield Parrish, Will Bradley and John Everett Millais, accompanied by eye-catching copy: "Good morning, have you used Pears' soap?" Pears' soap was also among the first products to make use of endorsements by celebrities, which included actress Lily Langtry and soprano Adelina Patti.

In 1891, John H. Woodbury introduced a beauty soap that was identified on package product labels and in advertisements by a picture of his head. The first ad for Woodbury's facial soap, with the slogan, "A skin you love to touch," appeared in 1911, the work of Helen Lansdowne of JWT. Cosmetic and beauty products, like hair tonics, had always skirted laws designed to guard against unsafe drugs. The Pure Food & Drug Act of 1906 was intended to include cosmetics, but they were eliminated from the act since they were not considered to be a serious public health problem. However, a death and a blinding owing to use of an eyeliner product pushed Congress to enact the Food, Drug and Cosmetic Act of 1938, dividing responsibility for the safety of cosmetics between the Food and Drug Administration and the Federal Trade Commission. In particular, advertising that made "therapeutic claims" equating cosmetic products to medicines came under government scrutiny.

### **3.6.2 Arrival of mass marketing**

With the advent of World War I, a combination of factors emerged that helped make mass-market cosmetics not only acceptable but also popular. The revolution was touched off in part when women began cutting their hair. By the early 1920s, the hourglass figure of the 1910s had been swapped out for the flat-chested, boyish silhouette of the "flapper."

The flapper look required the usage of cosmetics previously restricted entirely to actresses and other not entirely respectable women. Mascara had been introduced by the former Empress Eugenie (widow of Napoleon III) around the turn of the century, though it didn't become a standard cosmetics item in the U.S. until the plucked-and-penciled eyebrow of the flapper came into vogue.

Before 1917, lip rouge was sold in pots and spread by the fingertips. During World War I, however, the first lipsticks were developed by the Scovil Manufacturing Co., Waterbury,



Conn., which began selling solid, extendible lip "bullets" in the early 1920s. By 1929, a pound of face powder for every woman in the U.S. was being sold annually, and there were 1,500 face creams on the market. At the same time the concept of colour harmony in makeup was introduced, and major cosmetics companies began producing integrated lines of lipsticks, fingernail lacquers and foundations.

Advertisers struggled to introduce customers to the plethora of new cosmetic products and innovative makeup colours and styles. Some early cosmetics marketing, particularly for the extremely competitive beauty soaps, appealed to women's thoughts of insecurity. Advertisements sought to remind women that beauty was directly linked to keeping a job and a husband. A Woodbury advertisement in 1922 assured that "the possession of beautiful skin" would help women face and overcome a hostile world "proudly, confidently, without fear." A 1930 advertisement for Procter & Gamble Co.'s Camay soap, created by Pedler & Ryan, asserted that "someone's eyes are forever searching your face, comparing you with other women."

Early cosmetics advertisers also pioneered the usage of sexual references and nudity to remind women of the power of their sexuality. A popular 1928 Palmolive advertisement by Benton & Bowles depicted a lovely young mother adjusting her son's bow tie; it bore the caption, "His first love." In 1936, Woodbury's soap grew to become the first product to make use of the picture of a nude woman in national advertising; the accompanying copy read, "Science enriches Woodbury Formula with benefits of 'filtered sunshine,' nature's source of beauty for the skin!"

### **3.6.3 Products for People of Colour**

At the same time, advertising of cosmetics for people of colour was helping to foster and support African-American newspapers and magazines. Commercial hair straighteners and skin-whitening preparations, with names like No Kink, Imperial Whitener, Mme. Turner's Mystic Face Bleach and Black Skin Remover, were well marketed in the press in the late Nineteenth and early Twentieth centuries, and some remained in use into the 1950s.

Anthony Overton's Overton Hygienic Manufacturing Co., established in Kansas City, in 1898, was the first company to produce cosmetics created to accentuate black beauty. Advertisements for his High Brown Face Powder and other toiletry products became a staple in black newspapers, like the Chicago Defender, the first mass-circulation African-American publication, and the Chicago Bee, which Mr. Overton started in 1922.

In 1905, C.J. Breedlove Walker, who had learned advertising techniques from her newspaperman husband, revolutionized the hair and beauty culture industry by creating a treatment for hair loss, a common ailment among black and white women alike because of poor diet and harsh haircare treatments. Her Madame Walker Products Co. had 5,000 agents and was the leading advertiser in black newspapers at the time of her death in 1919.

Johnson Products, founded in Chicago in 1954 by George and Joan B. Johnson, marketed the first safe hair relaxant for men. Advertisements for the company's popular Ultra Sheen product line, making use of black marketing agencies and models, aided the growth of Essence and became a fixture on the "Soul Train" TV program. The unrelated Johnson Publishing Co., publisher of Ebony and Jet, produced Fashion Fair Cosmetics and Supreme Beauty Products. Beginning in the 1970s, the major cosmetics marketers began adding product lines that catered to customers of colour, buying African-American-owned competitors like Soft Sheen Products and Johnson Products and using black models in their advertising.

### **3.6.4 Marketing the Concept of Beauty**

A growing body of market research after World War II indicated that the consumer's response to cosmetics was dictated more by the expectations and preferences of other women than what was called "other-directed" pitches than by her own "inner-directed" goals such as the promotion of health or age reduction. One 1967 study of advertisements in three American women's magazines between 1913 and 1964 revealed that cosmetics had been the single product among thirteen categories surveyed that continued to stress an emotional, other-directed appeal.

Perhaps the most famous cosmetics campaign, labelled "the most effective advertisements in cosmetics history" by Business Week and also named best ad of the year by

Advertising Age, appeared in 1952. Revlon kicked off a promotion for a new lip and nail colour known as Fire & Ice with magazine spread advertisements which featured redheaded model Dorian Leigh, the first Revlon Girl, in a sparkling silver sequined dress with a crimson cape and the tagline, "Are you ready for 'Fire & Ice'?" 9000 window displays were devoted to the vivid red colour, and it had also been advertised in newspapers and on the radio. "Fire & Ice" beauty contests were held across the nation, and 22 hotels staged "Fire & Ice" preview parties. The colour continued to be a Revlon staple into the 21st century.

Revlon, founded by New York cosmetics salesman Charles Revson in 1932, gained a virtual monopoly on beauty salon sales by 1940 through intensive sales tactics like salesmen "accidentally" ruining competitors' displays. Revlon also borrowed the concept of "planned obsolescence" from General Motors Corp. to introduce seasonal colour changes; until World War II, women tended to use an entire lipstick or bottle of nail polish before purchasing a new one.

Building on the "Fire & Ice" campaign, Revlon produced and sponsored the TV quiz show "The \$64,000 Question" in 1955. This popular program was such an effective ad vehicle that one shade of Revlon lipstick, modelled on black and white TV, and sold out in 10 days. The program disappeared from TV in the quiz show scandal of 1958, but not before the show and the Revlon Girls had improved the company's sales by more than 100 per cent. In fact, by this time Revlon was producing the No.1 brand of lipstick, hair spray, nail products, and foundation makeup.

Other cosmetics companies exploited the tried-and-true formula of actresses as role models. Maybelline, which started with a homemade petroleum jelly-based colouring for eyelids and lashes, was the first cosmetic brand to make use of radio and TV, and early on it made considerable use of celebrity tie-ins and endorsements, including Hollywood stars Hedy Lamarr and Joan Crawford.

In 1980, Maybelline hired TV actress Lynda Carter, best known for the lead role in "Wonder Woman." Ms. Carter appeared in advertisements for Moisture Whip skincare and

cosmetics; Maybelline's sales increased by 200per cent during her first three years. She remained Maybelline's spokeswoman until 1991, when the brand was sold.

Max Factor, the brand sold by Sales Builders, traditionally spent less on advertising and marketing than the other major cosmetics companies since it capitalized on its historical ties with the motion picture industry. Founder Max Factor started his business in 1909 selling theatrical cosmetics and hair products, but helped develop innovative makeup for filmmakers. The company's principal agency during the 1930s and '40s was a Los Angeles shop, Smith & Drum. Subsequently, advertising was handled by a house agency, the Ted H. Factor Agency, until Kenyon & Eckhardt became the agency of record in the 1950s.

Mr. Factor's greatest advertising achievement came during the 1930s when the introduction of colour photographic film made it necessary for cosmetics companies to create makeup which could offer natural-looking skin tones. Max Factor's Pan-Cake makeup had a matte finish and more closely matched natural skin tones than any prior makeup. Pan-Cake and the derivative Pan-Stik makeup have remained among the largest selling items in the cosmetics industry. Ultimately, Max Factor was bought by P&G and renamed Procter & Gamble Cosmetics Co.

Cover Girl built its product line on the age-old friction between the generations. Its cosmetics were based on Noxzema, which had been Pond's Nineteenth-century cold cream formula augmented with a fusion of clove, eucalyptus, menthol and camphor. In 1961, Cover Girl cosmetics were launched in an advertisement campaign created by Sullivan, Stauffer, Colwell and Bayles. Cover Girl used beautiful, young, relatively unknown models and photographed them on fake magazine covers and taking breaks between photo shoots.

Running until the 1980s, the campaign helped Cover Girl achieve an annual rate of growth in the double digits, putting it ahead of Revlon and Maybelline as the leader of the \$2.6 million mass-market cosmetics segment. The brand and campaign also helped invent the so-called supermodel. Jennifer O'Neill, Carol Alt, Christie Brinkley, Cybill Shepherd and Rachel Hunter all started as models for Cover Girl, and Cheryl Tiegs reigned as a Cover Girl model for

a record 19 years. The first African-American and Latino Cover Girl models appeared during the 1990s, as did the first model under the age of 18.

Smaller cosmetics companies have put to use less emotional, non-traditional or even old-fashioned techniques to market their products. Estee Lauder began in the late 1940s as a product line being sold exclusively in New York department stores such as Saks Fifth Avenue and launched the practice of offering gift items with purchase. The unheard-of practice puzzled retailers at first, but when it was discovered that the "free" samples actually served to demonstrate new products to customers, other cosmetic companies also adopted it. Lauder later employed snob appeal in its advertising, even though the company's advertising and marketing budget paled in comparison to those of its opposition.

### **3.6.5 Buying an Image**

By the conclusion of the Twentieth century, the emotional image of many cosmetics overshadowed their other characteristics. Advertising and packaging had become the consumer's sole definition of a product, and each customer provided her own justification for a purchase based on confidence in a product and the attractiveness or "image" of the models using it.

A growing fear of synthetic chemicals, together with burgeoning customer interest in the healthful characteristics of products, encouraged advertisers to stress the "natural" and simple ingredients of cosmetics. Hypoallergenic cosmetics evolved from a specialty with only narrow appeal into a mass-market product, and advertising that emphasized a product's non-allergenic properties was directed at all women, including the ones that had no cosmetic allergies. As women began to be active in sports, advertisers stressed the long lasting qualities and convenience of makeup.

The ageing of the baby boomer generation by the conclusion of the 1990s encouraged manufacturers to develop brand new anti-aging products or to promote the anti-aging properties of existing cosmetics as much as the law would allow.

The rise of professional dermatological procedures, including Botox, prompted a rash of new "cosmeceutical" products in facial skincare from both mass and prestige players that were

often marketed with the help of medical professionals, who in a number of cases began launching their own brands. Estee Lauder Cos. signed a doctor to endorse its PrescriptivesDermapolish, its version of micro-dermabrasion; Procter & Gamble Co. positioned its high-end Olay Regenerist as an alternative to dermatologist techniques; and L'Oreal launched a Wrinkle De-Crease with "Boswelox" in addition to a Dermo-Expertise facial cleanser and moisturizer.

### **3.7 Changing Trends from Traditional to Digital in Beauty**

According to Nielsen's latest report, "The Future of Beauty", the three trends that will set the industry's course of direction over the next few years are:

- Consumers' increased interest in the methods and ingredients used in the production of cosmetics (the demand for more transparency than ever before).
- Personalization of products, services, messages, etc. geared not only towards age and gender but to personal interests.
- Connectivity through digital platforms that can offer consumers unique experiences.

As in fashion and luxury, the cosmetics industry has experienced a radical change over the last decade. Increasingly demanding digital consumers have forced brands to develop marketing strategies that are capable of generating brand awareness, incrementing sales and building brand loyalty, all at the same time. Meanwhile, influencers have not only transformed the way brands approach consumers with their products but have affected their values and brand image as well.

Beauty is big business, with the beauty and cosmetics market estimated to generate \$445 billion in annual sales worldwide as per The Beauty Economy Special Report 2017. L'Oréal is the biggest beauty manufacturer worldwide with estimated annual revenue of \$28.6 billion (Women's Wear Daily, 2017). Product packaging (54per cent) and websites (51per cent) are the most used sources of information for cosmetic consumers (Consumer Insights, 2017). Asia Pacific leads premium Beauty and Personal Care forecasts over 2016-2021, expected to generate \$6.6billion in absolute gains (Euro Monitor 2017). 71 per cent of consumers see

cosmetic and personal care products as important or very important in their daily lives (Consumer Insights, 2017).

Over the last decade, cosmetics consumers have gone through a dramatic evolution, becoming increasingly hyper-connected through technology. Searching for online recommendations has become an essential – or even mandatory – step when buying beauty products and social media has allowed brands to create stronger connections with consumers throughout their decision-making process. Millennials are at the centre of many brands' strategies since this generation now amounts to 2.4 billion people globally – approximately one-third of the world's population.

Meanwhile, Generation Y represents nearly double that of the worldwide senior population. These young, digitally native generations have little in common with the classic, anti-aging-cream-seeking consumers. Not only are they characterized by constant technological consumption, but they're also especially health-conscious and interested in personal care. Another important factor to note is that 59per cent of millennials find new experiences much more exciting than trying new products. This of course means that brands have had to drastically change their marketing and communications strategies in order to effectively connect with their audiences.

Beauty influencers are playing a key role in the beauty industry more than in any other retail sector. For beauty consumers, being able to see the desired product applied to 'real people' can lead to an instant purchase decision for one specific product. Beauty journalist and influencer, Victoria Ceridono has stated that partnering with the right influencer can help beauty brands position themselves with a selected audience and a desired tone of voice in a much quicker and efficient way than if the brand would try and do it themselves. According to her, "The reason why an influencer has its audience, it's because they are real and genuine. Trying to 'transform' an influencer into something else would result into decreasing their following." The common practice is for brands to name makeup artists as their brand ambassadors, making sure they try their products and share them on their own social media channels. These makeup artists have large numbers of engaged followers and illustrate what is the best practice to apply the product. An important thing to note is that influencers have their own criteria for the

products they use so they may not like or choose your product over another from your competitors. Therefore, building a relationship ahead of any partnership is key in understanding whether or not the influencer feels aligned with, and will, therefore, use your brand's products.

Traditionally when we have thought about the beauty sector, we probably thought about the sale of skin care and makeup within a crowded shopping mall. However, beauty has gone above and beyond this, with innovative business models that bring the product to the consumer in more efficient and 'real' ways. A good example would be subscription-based models. Companies like Birchbox, Smashbox, Ipsy or FabFitFun send out a package, usually once a month, of items they picked out for customers according to their existing preferences. Beauty is leading this model in retail, which is expected to grow in the coming years, allowing brands to further expand their offering to customers, and better use feedback to improve and streamline their strategies.

Cosmetics is undergoing massive disruption and as technology evolves, there are new challenges, opportunities, risks and rewards opening for brands and marketers. As UkonwaOjo, senior VP at CoverGirl, explains: "New technologies make it easy for beauty lovers to access trends, looks, content and experiences. Shopping behaviours have shifted towards e-commerce and specialty versus traditional bricks and mortar. And it is no longer just about beauty basics like mascara, foundation and lipstick. People want to try liners, contouring and highlighting products, shadows, glitters, glosses and so much more. The range of choice within brands has expanded as dramatically as the number of brands themselves." Social media has completely disrupted the way brands connect with consumers, but also ushered in a totally new business model. Instagram and YouTube have changed the way consumers interact, becoming marketing channels, and indeed sales channels, in their own right through PR, digital advertising, paid-for influencer marketing and organic influencer behaviour.

Cosmetics brands have quickly moved from a product-based model to an experience-based model. It is no longer just about the product. Big brands are responding to this, for example, L'Oréal now allocates 30per cent of its media spend to digital channels. The cosmetics industry has become much more focused on inclusivity with new products catering for every demographic, and marketing campaigns showing consumers of all sizes and ages.



Dove's marketing campaigns kicked this off a few years ago, but even fashion brands such as Asos, now show photographs of the same clothes on different size models, and H&M has an app that puts you in the catalogue styling the clothes yourself. Brands across the industry are revamping how they speak to and listen to consumers, who largely just want to find products that suit them.

### **3.8 Conclusion**

This chapter opens with an introduction about the history and origin of advertising. It tries to explain how advertising, along with the development of civilization and industrialization has progressed rapidly over the years. The aim of this chapter is to understand advertising history better in order to study the comparability of advertising against the available technology of its time. As can be seen, advertising has drastically developed and evolved over the years – in terms of its purpose, media, message as well as meaning. It then explained about the progress of advertising within Indian industry which narrowed down to advertising within beauty and skin care industry. It is interesting to note that, within beauty industry, which was heavily relying on print and television media, the movement towards digital media has been exponentially increasing as can be seen above. This could be due to several factors like the nature of the industry (visual in nature), low involvement product, audience age group, etc. There is no denying that advertising over digital media has changed the course of advertising forcing the consumers and advertisers to redefine the content and mode of reaching out to customers.

## **CHAPTER 4**

### **DIGITAL MEDIA ADVERTISING IN BEAUTY AND SKINCARE INDUSTRY**

#### **4.1 Introduction to Digital Advertising Industry**

Advertising delivered over the internet via digital means – “digital advertising” or “online advertising” - has become a significant source of revenue for web-based businesses. In this thesis digital media advertising is synonymously used as online advertising. Internet-based advertising is “Schumpeterian gale of creative destruction” sweeping across the advertising and media landscape. Newspapers, especially, are losing advertisers and readers to web media supported by digital advertising. More generally, digital advertising is disrupting all aspects of the global advertising industry - which had estimated revenues of \$625 billion in 2007 (Minton, 2007) - transforming how creative work is done, the way advertising campaigns are run, and how advertising is purchased and sold. Digital advertising is a “two-sided market” (Rochet and Tirole, 2003; Anderson and Gabszewicz, 2005), as is advertising generally. Intermediaries operate platforms that facilitate the connection of consumers and advertisers. Exchanges are operated by innovative intermediaries who face the critical liquidity issues discussed in the market microstructure literature (O'Hara, 1998; also see Evans and Schmalensee, 2009).

The marketing communications medium has evolved from print media, electronic media, and then to social media in cyberspace. Consumers in the new millennium are not just changing interest to shop digital, but additionally to find information through social media prior to making purchase decisions. This pattern indicates that consumers are likely to trust their contacts and friends in social media over the advertisements shown by business organizations (Woodcock and Green, 2010). Social media has resulted in significant changes to the strategies and tools used by business organizations to communicate with users. Mangold and Faulds (2009) state that social media tools combine the features of traditional integrated marketing

communications tools (IMC) (business organizations communicate with the users) with word-of-mouth marketing (users communicate with each other) where marketing managers can't control the content of some information. Interaction in social media is a lot more appealing forum where information can be presented in various forms such as the sharing of experiences, videos, jokes, and comments from friends. Forums for sharing experiences and information are able to shape consumer perceptions of the product or service provided by business organizations. The information can be delivered quickly and thus influence product performance and branding (Woodcock and Green, 2010).

Social media tools may be used by business organizations of different sizes and types as a marketing tool (Birkner, 2011). Social media allows business organizations to connect with customers at the right time, directly with lower cost and greater effectiveness than other traditional communication tools. This enables social media to not just be monopolized by huge business organizations, but additionally for the small and medium enterprises (Kaplan and Haenlein, 2010). Additionally, social media websites such as Twitter and Facebook allow users to follow their favourite brands as well as to comment or even post questions related to similar products or services. With social media websites, business organizations are in a position to find what's being said about their brands and communicate directly with consumers (Reyneke, Pitt and Berthon, 2011). Consumers are able to help business organizations generate new business as well as to promote or assist any brand through tweeting, following, reviewing, blogging, etc.

Consumers that are dedicated to a certain brand also help generate digital marketing by way of a virtual word-of-mouth marketing method, and that is really important for SMEs. Relationships with consumers give SMEs the chance to make use of social media as a tool to aid their marketing strategies (Reyneke et al., 2011). However, many small businesses are still attempting to reach their target market effectively (Small Business Trends, 2011) and many are still ignorant of the potentials of social media marketing. Research conducted by SMB Group (2012) identified that

one in 5 small businesses don't have a strategy with regards to social media. Having a proper strategy is crucial to make certain the effectiveness of utilizing social media for marketing or business purposes (SMB Group, 2012). Hence, small businesses need to have a good strategy and the proper plan when working with social media.

#### **4.1.1 Studies Related to Social Media Marketing:**

Stelzner (2013) reported that a survey was conducted on over 3,000 marketing managers on the usage of social media to market and expand their businesses. The study covered questions associated to the kinds of social media used, the time allocated to advertising using social media, the advantages of advertising through social media, the most commonly used social media for advertising, and social media websites which marketing managers wish to master to work with. The study discovered that 97per cent of respondents use social media marketing for their businesses, and 86per cent agree that social media is important for their business. Additionally, at least 88per cent of marketing managers want to understand the most powerful way to connect with consumers through social media, while 69per cent of marketing managers plan to boost the usage of YouTube in the next year. The study even discovered that just 5per cent of marketing managers are involved with the usage of podcasting. LinkedIn and Facebook were 2 major social media networks selected by the marketing managers; while 49per cent chose Facebook and 16 per cent chose LinkedIn. Many marketing managers aren't certain whether the usage of Facebook marketing works effectively. Only 37 per cent of respondents agreed that the usage of Facebook for business marketing works. The results also reveal that marketing managers would like to know several key issues which include the appropriate strategy to be utilized for social media marketing.

In another study, Kirtis and Karahan (2011) studied whether advertising through social media is actually a cost effective advertising strategy for business organizations after the global economic recession. The study indicated that the usage of social media as an advertising tool is actually a marketing tactic which can save business costs as through the usage of social media, millions of consumers can be reached in a short

period of time and the information can be disseminated quickly. Kim and Ko (2011) examined whether social media marketing is able to boost customer equity in the business of luxury fashion brands. Based on the study, advertising through social media has an impact on customer equity and feelings or intentions to buy the product. These results are actually important in the sense that they clearly show just how vital social media marketing is in terms of improving customer and brand equities.

#### **4.1.2 Evolution of Digital Advertising**

Digital advertising started in 1994 when “Hot Wired”, a web magazine, sold a banner advertisement to AT&T and displayed the advertisement on its webpage (Kaye and Medoff, 2001). The advertisement was sold depending on the number of “impressions” - individuals that saw the ad – which was the model followed by the majority of traditional media for brand advertising. Many web ads were subsequently sold based on “cost per mille”, which is advertising terms for cost per 1,000 viewers of the advertisement and sometimes called CPM. Paying by number of viewers remained the norm until Procter & Gamble negotiated a deal with Yahoo! in 1996 that compensated the web portal for advertisements based on the “cost-per-click”, commonly referred to as CPC.

As of 2008, the majority of “display advertisements” on websites - the advertisements which look like those in magazines and newspapers - were still sold based on thousands of views. The exploding supply of web pages led to the birth, in 1994, of search engines which sold advertising to make money. In the beginning, they sold banner advertisements on a cost per mille basis - that is, based on the number of people who saw the advertisement. However, that approach led to a conflict for the search engine between assisting people discover things quickly and keeping eyeballs trained on the web website to see more advertisements. The search engines later moved to the cost-per-click model. GoTo.com - that had been purchased by Yahoo! introduced a lot of the crucial technological and business model innovations in the next 3 years (e.g., Theory, LLC, 2005; Semvirement, 2007). These included adopting the cost-per-

click approach to pricing and also the usage of auctions to allocate the advertising spots on the webpage showing results of the search.

During this same time, traditional methods of advertising were mimicked on the web. These included web versions of business directories similar to the yellow pages, like yellowpages.com; web versions of newspaper classified ads, like Craigslist; and web versions of direct mail and telephone advertising, for example CheetahMail. These web-based vehicles were charged for in ways which were similar to their traditional counterparts with the exception of Craigslist, which allowed people to place “classified advertisements” for free. The rest of this essay doesn't discuss e-mail advertising or web-based directories since they don't raise particularly novel issues.

Digital advertising revenue has increased steadily over time, both in absolute terms and as a fraction of all advertising revenue. Consistent figures are available since 2000. They indicate that U.S. digital advertising has grown from \$8.1 billion in 2000 to \$21.2 billion in 2007 and also from 3.2 per cent of all advertising to 8.8 per cent over that time period. The relative mix of digital advertising has also changed. In 2008, search advertisements, which are linked to a search for a keyword, accounted for the largest share of revenue, with 45 per cent of the total. They were followed by display advertisements, which are similar to magazine and newspaper advertisements and accounted for 33 per cent of digital advertisement spending. Eight years earlier, display advertising accounted for 78 per cent of spending and search only 1 per cent.

In 2009, 15 years after its birth, the digital advertising industry remains in considerable flux in terms of technologies and business relationships. Nevertheless, certain functions of the “digital advertising ecosystem” have become clear. On one side of the business are advertisers that would like to reach consumers. On the other side are consumers that may or may not be open to receiving advertising messages. In between are various intermediaries. Nearly all of the participants in intermediation often work with agents for the advertiser and at times with agents for the consumer. For example, media-buying firms work for advertisers and advertising agencies on the “buy side” and

with publishers on the “sell side”. This results in an industry of interlocking multisided platforms. Some of these platforms have more “sides” than simply buy and sell. Facebook, for example, operates a software platform (Evans, 2009) that encourages developers to write applications that also enlist consumers and advertisers.

Fully integrated intermediaries touch consumers and advertisers directly. The search-based advertising platforms (Evans, 2008) are examples: they bring consumers to their search results web pages and sell access to these consumers directly to advertisers; their platforms integrate the essential technology for doing this. Lots of intermediaries are partly integrated. Publishers such as reuters.com bring consumers to their websites and have sales forces which sell advertising inventory directly to advertisers. But these publishers also generally rely on technology providers (ad servers) that deal with the passage of advertisements from the advertisers to the publishers' advertising spaces, as well as advertising networks that aggregate digital advertising inventory and sell it to advertisers. Finally, some publishers are highly specialized and contract out most tasks.

A number of advertising networks have arisen that enter into agreements with publishers to sell available advertising and with advertisers to deliver viewers with specified characteristics in exchange for a fee. Some of these networks provide behaviourally targeted advertisements, though many place advertisements based on crude demographic information. Google has developed a computerized solution which has proved economic for many small websites like blogs. Google's Content Network supplies advertising inventory from “hundreds of thousands” of websites which have joined its network (Google, 2008). In what's referred to as “contextual advertising”, Google's advertising network auctions keywords that show up on the web page of participating publishers and inserts advertisements from participating advertisers depending on the appearance of those keywords and perhaps some other attributes of the website. The publisher pastes html code into its website to receive and display the advertisement, while the advertiser generally uses an auction and advertising campaign management tool which is bundled into the software package it uses for search

campaigns (Sears, 2005). Many larger websites also make use of Google's contextual advertising for some of their less desirable space.

As with advertising generally, a major feature of digital advertising is that consumers are “paid” with services and content to receive advertising messages, while advertisers pay to send out these messages. A fundamental question, not answered here, is why this specific pricing and reward structure has held over long periods of time and across a number of advertising types. Among other things, the solution would help to illuminate the extent to which advertising should be viewed as a method for reducing transactions costs between sellers and buyers, or a source of imperfection that distorts decision making (Bagwell, 2007).

The internet has become a more social environment since its beginning. There has never before existed such an environment that has the ability to link a piece of content to another. The Web creates content webs that contain value. It has been observed that traditional media has fallen to the side since the widespread use of social media such as blogs, Twitter, Facebook and other Web 2.0 platforms (Awareness 2008). Today, social media sites, such as Facebook and MySpace attract more than 100 million visitors a month (Miller and Roberts, 2009). Social Web sites have rapidly become one of the component parts of hundreds of millions of Internet users' everyday lives all over the world. However, there are few academic studies on social Web sites, and most of the studies are comprised of newspaper and magazine articles, Wikipedia writings, and blogs with limited topics related to social Web sites (Kim, Jeong, and Lee, 2010).

#### **4.2 Digital Advertising - benefits and challenges**

According to Watson et al., (2002) cited by Sheth and Sharma (2005) with the popularity of digital marketing and advertising on the rise, a lot of businesses are investigating how social media is able to help them promote their services and products to potential and existing clients. Social networking sites such as Twitter and Facebook have transformed the way a lot of businesses think about marketing. A number of



business organizations direct clients toward their social network web pages more than they direct them to their own websites. They find that there are certain benefits to promoting via social media, but there are related drawbacks as well (Watson et al., 2002; Sheth and Sharma, 2005). The main benefits of social media marketing is decreasing costs and enhancing reach. The cost associated with a social media platform is usually lower compared to other marketing platforms like face-to-face salespeople or distributors or middlemen. Additionally, social media advertising allows firms to reach clients that may not be accessible because of location and temporal limits of current distribution channels. Social media platforms increase reach and minimize costs by providing 3 areas of benefit for buyers (Watson et al., 2002; Sheth and Sharma 2005).

Firstly, the marketing firm is able to provide unlimited information to customers with no need of human intervention. This is an edge over other forms of contact because the amount of information which may be provided is higher than in any other kind of communication. Additionally, and more importantly, the information can be provided in a form that buyers can easily process and understand. For instance, airline scheduling and reservation systems are extremely hard to create and maintain to serve individual needs. Additionally, in this context, the choices are large and difficult to provide in any format that is better when compared to web-based format (Watson et al., 2002; Sheth and Sharma, 2005). Next, social media marketing firms are able to create interactions by customizing information for specific clients that allow buyers to design products and services that meet their specific requirements. For instance, digital checking and seat assignment can be done on the Internet. Lastly, social media platforms are able to allow transactions between clients and firms which would generally require human contact as in the case of successful firms like Amazon.Com and Dell (Watson et al. 2002; Sheth and Sharma, 2005).

To understand better about the benefits of social media marketing, there are 5 major advantages to be successful in this field:

***(a). Cost-related***

According to Weinberg (2009), the primary benefit of social media marketing is cost related. The financial obstacles to social media advertising are very small compared to others. The majority of social media web sites are free to access, create profile and publish information. Whereas traditional advertising campaigns can cost you millions of dollars, several social media tools are free even for business use. Businesses are able to run extremely effective social media advertising campaigns on a small budget. The benefit of reaching your targeted market for minimum cash investment is considerable, and the audience wanting your information voluntarily joins or follows you. Pay-per-click advertisements on sites including Facebook are "geo-targeted" according to certain criteria, to reach the proper audience. The viral nature of social networking means that each individual who reads your content has the capability to distribute the news farther within their own network, so information is able to reach a large number of individuals in a very short period (Weinberg, 2009).

***(b). Social Interaction***

One of the more important phenomena of new media is how it has increased and created new types of social interaction. People spend more than a quarter of their time online involved in communication activities (e.g., emails, IM chat, and social networks), that is equivalent to the total time spent online for general leisure and entertainment (Riegner, 2007) cited by (Hill and Moran, 2011). Social networking web sites are becoming so pervasive that they're the most preferred Internet destinations (Burmester, 2009). Not only has new media demonstrably altered how frequently people communicate online, but it's also enlarged the pool of individuals they communicate with, and led to new ways for behaviours to be influenced (Burmester, 2009). Consumer behaviour studies show that people give greater consideration to advice and information shared online, spending more time with sites that provide third-party evaluations (Huang et al., 2009), along with other studies which suggest some information can directly affect buying decisions, even if received from purely "virtual" sources (Awad et al., 2006; Weiss et al., 2008) cited by (Hafele, 2011). Indeed, a lot of the reported advantages of new media usage (increased reputation, anticipated reciprocity) relate

directly to its social interaction aspects (Kollock, 1999; Arthur et al., 2006) cited by (Hafele, 2011).

*(c). Interactivity*

As observed by Steuer (1992) cited by Hill and Moran (2011) unlike watching television or listening to the radio, the interactivity of new media allows customers become more than just passive recipients of stimulation. Interactivity can be broadly described as the extent to which users participate in modifying the form and content of a mediated environment in real-time (Steuer, 1992). Interactivity is among the defining qualities of new media technologies, providing greater access to information and supporting increased user control of, and engagement with, social media content (Fiore et al., 2005) cited by (Hill and Moran, 2011). Interactivity is dependent on the context. In an online social networking context, interactivity describes an user-centred interaction with other users, messages, or machines, concentrating on the experiential aspect of networking process (Liu and Shrum, 2002) cited by (Hill and Moran, 2011).

While interactivity is simple in specific contexts (e.g., just filling out forms, clicking links), it could also be more involved and elaborate, like allowing individuals to create online content (Murugesan, 2007) cited by (Hill and Moran, 2011). Studies indicate that increased amounts of interactivity can result in greater involvement (Bucy, 2003) and more positive attitudes toward websites (Kalyanaraman and Sundar, 2003; Hill and Moran, 2011) along with increased source credibility (Fogg, 2003; Hill and Moran, 2011).

This user interactivity allows customers to take part in personal social networking by choosing the content, timing, and communication act. Specific applications of social media empower consumers, such that they are able to take active control and perform two-way communications. Active control takes place in a social networking context and requires participation and attention from all participating

parties, which includes specific users, groups of networked people or communities, and brands (Li, Daugherty and Biocca, 2002).

***(d). Targeted Market***

Social media offers marketers the ability to target audiences and customers based on site users' personal interests and what their friends like. For instance, list country music as one of your interests on a social networking site; you'll most probably be seeing advertisements about country music concerts and artists. Some sites' advertising and marketing will additionally highlight which country artists your friends love so as to make a personal connection. With such "smart" advertising, and marketing, marketers effectively reach the people that are most interested in what they have to offer. Moreover, social networking makes it possible for word of mouth to promote products beyond what advertising alone does (Hill, Provost and Volinsky, 2006).

A well-cited example of viral marketing combines network targeting market and implicit advocacy: The Hotmail free e-mail service appended to the bottom of every outgoing e-mail message the hyperlinked advertisement, "Get your free e-mail at Hotmail", thereby targeting on the social neighbours of every present user while taking advantage of the user's implicit advocacy (Montgomery, 2001). Traditional advertising strategies don't appeal to a few segments of consumers. Some customers apparently appreciate the appearance of being on the cutting edge or "in the know", and consequently derive satisfaction from promoting new, exciting products (Hill, Provost and Volinsky, 2006).

***(e). Customer Service***

Customer service is another crucial area for social media marketing (Helmsley, 2000). Sometimes website designers can't avoid a certain degree of complexity in the architecture of a website. Therefore, it's essential to have a thoughtful customer service system. Links to Frequently Asked Questions (FAQs) and links to online representatives are helpful to be able to aid clients in the selection or buying process. A marketer should

not merely offer online assistance. In many cases, it's more convenient for buyers to call a company. Therefore, the use of a toll free telephone number for buyers must be considered (Gommans et al., 2001).

According to Gommans et al., (2001), Order fulfilment and rapid delivery systems are as essential to e-loyalty development as the other factors. A thoughtful logistics system which ensures a quick delivery after the checkout process contributes to consumer satisfaction, which subsequently contributes to loyal behaviour. Besides the pace of delivery, the logistics system should allow several ways of delivering products. Some customers prefer to get the item shipped by parcel services, like UPS and FedEx. Others might want to purchase a product in a physical store on order to have somebody to talk to (Gommans et al., 2001).

A customer who buys something on the Internet has one major disadvantage compared to a consumer in real space. Internet customers can't touch, smell, or experience the product before they purchase it. This can make a shopper insecure about purchasing a product. To reduce the insecurity, social media marketers must offer brands that are well-known, have good product quality, and, obviously, provide guarantees (Gommans et al., 2001). However, on the other hand, the online environment creates not only opportunities, but also challenges and complications for the social media advertising process. The transparency of the web makes online information readily available to all audiences, and reinforces the need for consistency in the planning, design, control and implementation of digital marketing communication (Hart et al., 2000). There are 5 main disadvantages which have to be considered on social media marketing, which are:

***(i). Time intensive***

As the name implies, social media is interactive, and successful, commitment is needed for two-way exchanges. The nature of marketing changes in social networking sites, with the focus placed on establishing long-term relationships that can turn into

more product sales. Somebody has to be responsible to monitor every network, respond to comments, answer questions and post product information the buyer deems valuable (Barefoot and Szabo, 2010). Businesses without a service to manage these social networking sites will discover it hard to compete. The first preliminary consideration and possibly the most important one is that social media advertising calls for a great time investment (Barefoot and Szabo, 2010). As a general rule, just dabbling in a couple of social media resources and hoping to realize enormous returns is fanciful. A company must understand the required time commitment and either accept or refuse that commitment as plausible for the operation (Barefoot and Szabo, 2010).

***(ii). Trademark and Copyright Issues***

According to Steinman and Hawkins (2010), it's of the utmost value for businesses to protect their own trademarks and copyrights when using social networking sites to market their products and brands. A company's brands along with other intellectual property are usually almost as valuable as the services or products that they provide. Social media's capacity to facilitate impromptu and informal communication often on a real-time basis is able to aid companies in promoting their brands and disseminating copyrighted material, but it is able to also facilitate third-party abuse of a business' trademarks and copyrights (Steinman and Hawkins, 2010).

When working with social media, whether via a third-party outlet or a company's own social media platforms, marketers must regularly monitor the usage of their copyrights and trademarks. Companies must monitor their own social media outlets as well as third-party social media platforms to make sure that those providing content through the media outlets aren't misusing intellectual property. Internet tracking and screening services are available to monitor the usage of the business's marks and copyrights on third-party sites, such as checking social media websites for profile or user names that are identical or substantially similar to your company's name or brands (Steinman and Hawkins, 2010).

As stated by Steinman and Hawkins (2010), this form of business impersonation is able to harm a company's brand and reputation if left unchecked; such monitoring is able to also serve as a positive indicator of business success. Companies should think about reserving, on various social media websites, user names that fit or closely resemble their trade names and marks (Steinman and Hawkins, 2010).

Additionally, companies should have terms and conditions for their own social media outlets, with provisions specifying how to correctly use the companies or third-party intellectual property. Marketers conducting certain kinds of social media advertising campaigns, especially promotions and user-generated content campaigns, must have rules in place that include specific prohibitions regarding trademark and copyright infringement and impersonation (Steinman and Hawkins, 2010).

### ***(iii). Trust, Privacy and Security Issues***

Making use of social media to promote one's services, products, or brand can also implicate trust, privacy along with data security issues. It's crucial for businesses to be mindful of these problems and take proper steps to reduce the exposure to liability connected to personal data collection, use, and maintenance.

Trust, especially the unique dimensions of transactional security and privacy (Hoffmann et al., 1999), play a crucial role in generating consumer loyalty to social media marketers. A study by Ratnasingham (1998) indicates that fear of online credit card fraud has been on the list of main reasons customers have not done more extensive buying (Ratnasingham, 1998). Additionally, privacy concerns have resulted in a public relations fiasco for a number of major social media marketing leading to substantial brand image erosion (Advertising Age, 2000).

Social media companies such as Twitter and Facebook typically have their own privacy policies which govern the use of third-party conduct and consumer data on the social media platform with regards to personal data. Marketers using third-party social media outlets should make sure their marketing campaigns don't encourage customers or

any other parties to engage in practices which would violate the social media company's privacy policy, and marketers must also make sure that they're abiding by the policies as well. Companies that administer their own blogs or other social media platforms must also maintain comprehensive policies which disclose the company's data collection, use, and storage practices, and any responsibilities that third-parties have regarding privacy and data security (Steinman and Hawkins, 2010).

Trust, which is strongly related to security, is a really important factor in the online purchasing behaviour process. Generally, you can't feel, smell, or touch the item; you can't check the salesperson's eyes (Steinman and Hawkins, 2010). Therefore, these methods of building trust are excluded on the Internet. Brand trust typically contributes to a decrease in uncertainty. Additionally, trust is a component of the attitudinal component of loyalty. So it's obvious that loyalty in general and brand trust in particular can help to overcome some of the Internet's disadvantages, e.g. to overcome perceptions that the Internet is an unsafe, dishonest, and unreliable marketplace. In fact, these perceptions are currently stopping several prospective clients from doing business on the net. A 'third-party approval' is a tool to generate trust (Gommans et al., 2001).

#### ***(iv). User Generated Content (UGC)***

During the last several years, users have spent more time and shared more opinions, thoughts, and information with each other easily via the web. Additionally, new forms of content generation, communication, and collaboration have come out on the Internet. Often times marketing strategies involving social networking sites or any other social media incorporate user-generated content (UGC) into the field (Filho and Tan, 2009). For instance, Internet users are allowed by UGC to make comments in numerous forms, such as pictures, articles, reviews, ratings, podcasts, videos, and blogs (Filho and Tan, 2009). Whether it's a video or photo shared on a web site or messages which site users disseminate to members of the network, UGC holds much promise as an advertising tool.



Additionally, user-generated content includes a fairly high amount of credibility in the eyes of customers, especially if someone created the content for example or a tweet between friends. Soliciting user-generated content in connection with a marketing strategy comes with a bit of risk of incurring legal liability for content developed by an individual participating in the campaign. Marketers can, however, take certain measures to reduce legal risks associated with advertising campaigns which involve the dissemination of user-generated content through social media (Gommans et al., 2001).

#### ***(v). Negative Feedbacks***

Social media, in a way, changes consumers into advertisers and marketers, and consumers are able to create negative or positive strain for the company, its products, and its services, depending both on the way the company is presented on the internet and on the quality of services and products given to the consumer (Roberts and Kraynak, 2008). Consumer-generated product reviews, tags, and images, which serve as a valuable source of information for buyers making product choices online (Ghose, Ipeirotis and Li, 2009), have increased rapidly on the Internet and also have had a great impact on electronic commerce (Forman, Ghose and Wiesenfeld, 2008) following the emergence of Web 2.0 technologies.

One aspect of social networking which is especially damaging to marketing campaigns is negative post responses. Customers that are unhappy or industry competitors are able to post disparaging or offensive pictures, videos or posts and there's not much a marketer is able to do to prevent these occurrences (Cheung, Lee and Thadani, 2009). Still, negative or other non-constructive feedback can't be ignored. Social networks have to be managed efficiently enough to instantly respond and neutralize dangerous posts, which takes a lot more time (Hennig-Thurau et al., 2004).

### **4.3 Social Media**

The internet has become a more social environment since its beginning. There's never before existed such an environment that has the ability to link a piece of content to

another. The web generates content webs that contain value. It's been found that traditional media has fallen to the side since the widespread use of social media like blogs, Twitter, Facebook along with other Web 2.0 platforms (Awareness, 2008). Nowadays, social networking sites, such as MySpace and Facebook attract over 100 million visitors a month (Chui, Miller and Roberts, 2009). Social Web sites have quickly become one of the component parts of hundreds of millions of Internet users' daily lives around the globe. However, there are few academic studies on social Web sites, and the majority of the studies are made up of magazine and newspaper articles, Wikipedia writings, and blogs with limited topics related to social Sites (Kim, Jeong and Lee, 2010).

In recent years, social media has become an essential advertising and marketing platform for brands desiring to reach consumers online. According to a 2016 Harris Poll and Hootsuite survey, 83 per cent of American adults use social media, with 48 per cent interacting with businesses and brands on a minimum of one social media site (Walters, 2016). There are many ways in which brands are able to use social networking sites to engage with their target audience, including brand pages, paid advertisements or sponsored posts, and electronic word-of-mouth (eWOM). The term eWOM refers to "any negative or positive statement made about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al., 2004, p. 39). Specifically, on social media platforms, brand-related eWOM can be propagated by individuals with the desire to share brand-related information with other people in their social networks (Chu and Kim, 2011; Phua and Ahn, 2016). The shared information is then passed along through a number of connected persons within and between social networks, eventually leading to critical mass (Rogers, 2010).

Usually, eWOM includes unpaid, organic communication by consumers that voluntarily serve as brand advocates because of positive previous experiences with certain brands (Scott, 2015). However, brands may often use paid eWOM to amplify brand messages through opinion leaders, in a process referred to as influencer marketing (Scott, 2015), and that is the focus of the current study. Influencer marketing can serve

as a powerful mechanism for eWOM as it is defined as the identification and use of certain key individuals who hold influence over prospective customers of a brand or product to help in the marketing activities of the brand (Brown and Hayes, 2008). In earlier research, use of such influencers as celebrities (Djafarova and Rushworth, 2017; Jin and Phua, 2014), brand community members (Kim, Sung and Kang, 2014), and bloggers (Lee and Watkins, 2016) has been found to substantially increase consumers' positive brand attitudes and purchase intentions. As a result of its ability to reach a large segment of consumers in a fairly brief period of time and its low cost compared to traditional ad campaigns, social media based influencer marketing has become a very popular way for brands to engage their consumers online (Phua, Jin and Kim, 2017).

Instagram, a photo and video sharing mobile-based social media app with over 600 million active users as of December 2016 (Statistica, 2017), is now one of the most popular social media platforms for influencer marketing. Influencers on Instagram frequently amass huge followings through publishing aspirational photographs with hashtags and engaging with followers on the app/website, resulting in the rise of the term "Instafamous", a self-made micro celebrity recognized for his or her work on Instagram only (Washington Post, 2014). Brands desiring to use Instagram influencers to promote their products are able to select those whose niche interests align with their target audience, while the influencers in turn broadcast their brand-related posts to their many followers, leading to a mutually beneficial relationship between influencers and brands. Brands usually collaborate with influencers in a number of ways, such as sharing sponsored content, posts, and product placements; documenting an event or experience; hosting an event; and making event appearances (MediaKix, 2016). For instance, in 2016, clothing brand Old Navy announced that social media influencer Meghan Rienks would appear in a number of brand posts on Instagram, Twitter, and YouTube. In these posts she showed fans how to style Old Navy outfits for special occasions, like for a date or a holiday gathering, leading to positive eWOM for the brand (Hubspot, 2017). As of 2016 (Huffington Post 2016), brands invest roughly \$1.5 billion on influencer marketing, with projected revenue expected to reach \$15 billion to \$20

billion by 2020 (MediaKix, 2016). Among marketers that have used influencer marketing, 81 per cent judged it to be effective, with 51 per cent believing they get better customers and 37 per cent reporting better retention because of customers trusting influencers more than traditional advertisements (Burgess, 2016).

Despite the numerous advantages of influencer marketing for brands, the practice has additionally gotten criticism from organizations, like the Federal Trade Commission (FTC), due to the possibility of paid brand endorsements masquerading as organic, unpaid posts. In August 2016, Truth in Advertising (<http://www.TINA.org>) found several Instagram posts from Kim Kardashian and other celebrities that didn't include disclosures in their paid product placement posts on the site (New York Times, 2016). Incidents like these have led the FTC to enact stricter guidelines for the disclosure of paid influencer posts on social networking sites, like Instagram. A major impetus for the regulation of influencer marketing lies in its similarity to native advertising, in which paid advertisements are made to look like editorial content. Influencer marketing can be classified as a type of native advertising because the nature of the paid relationship between the sponsoring brand and the individual poster may be unclear. The obfuscation of this relationship, in combination with potentially large bases of followers, may create the impression that the influencers' comments are their own objective opinions and not directly resultant from monetary or other forms of compensation from sponsors. Information which indicates the relationship between the influencer and sponsor usually is available in the form of disclosures or labels (FTC 2015). However, to date, little is known about what disclosure language characteristics (e.g., no disclosure, "SP", "Sponsored", "Paid Ad") are effective in promoting consumers' recognition of influencer posts as advertising and whether the existence of these advertising and marketing disclosures, as recommended by the FTC (New York Times 2016), can minimize social media users' persuasion knowledge.

To this end, the current study sought to address the impact of Instagram-based influencer marketing on brand-related outcomes, based on type of disclosure language in the Instagram influencer brand posts, drawing on the persuasion knowledge model

(Friestad and Wright, 1994), reactance theory (Brehm, 1966, 1989), and the literature on ad recognition and disclosures in native advertising. A between-subject experiment was conducted, in which participants were randomly assigned to one of 4 conditions (disclosure language conditions: control/no disclosure; the letters "SP", used to indicate sponsored content in a post; "Sponsored"; and "Paid Ad") and asked to rate a brand advertised by an 'influencer' on Instagram based on post-exposure ad recognition, purchase intention, brand attitude, and intention to spread eWOM.

#### **4.3.1. Social Media Marketing**

Social media is now a developing phenomenon in marketing. Marketers are starting to understand the use of social media as a component in their marketing strategies and campaigns to reach out to clients. Promotions, marketing communications, public relations, sentiment research, marketing intelligence, and product and customer management are sub-disciplines of marketing and advertising that may use social media (Tanuri, 2010). Each social media platform (such as blogs, online discussion forums, and online communities) has an effect on marketing performance (e.g., sales), therefore it's essential to understand their relative importance and their interrelatedness (Stephen and Galak, 2009).

Social media marketing can be simply defined as the use of social media channels to promote a company and its products. This marketing type may be regarded as a subset of online marketing activities that complete traditional Web-based promotion strategies, like e-mail newsletters and online advertising campaigns (Barefoot and Szabo, 2010). Social media, in a way, converts consumers into advertisers and marketers, and consumers are able to develop negative or positive pressure for the company, its products, and its services, based both on the way the company is presented online and on the quality of services and products presented to the customer (Roberts and Kraynak, 2008).

Consumers using social media platforms are able to generate, edit, and share online information about companies, products, and services. They can also create online communities and networks which direct where information flows out of a business's control. Customers perceive this information as more reliable compared to straightforward business communication. Hence, peer opinion becomes a major influence on buying behaviour (Constantinides, Amo and Romero, 2010).

The list of social media channels includes blogs, cooperative projects (such as Wikipedia), social networking web sites (such as Facebook), content communities (such as YouTube), virtual social worlds (such as Second Life), virtual game worlds (Kaplan and Haenlein, 2010), and micro blogging (Borges 2009).

The Chartered Institute of Marketing (2009) suggested that good promotion through social media encourages dialogue with customers and communicates the advantages and specifications of the product in an attempt to persuade consumers to buy the brand. Good promotions must be outrageous, while still socially acceptable as well as professional and should communicate value.

Mayfield (2008) "social media is a new form of digital media which promotes participation, conversation, openness, community and connectedness." The quick use of social media like blogs and other social networking websites and media-sharing technology is replacing the way firms react to consumer's requirements and desires and changing the manner in which they react to their competitors.

Xiang and Gretzel (2012), suggested that Social media content is purposely crafted by people in an effort to educate and advise others about products, services, brands, and issues. Social media content is updated often and indexed favourably by search engines in a far more frequent manner. Firms must compete for consumer related content on social media which has persuasive and significant effect on brands.

Drury (2008) clarified that advertising with traditional media was a lot about delivering the marketing message to the target audience with the expansion of social

media networking, building a relationship and conversation has become a focal and major part of advertising adopting the pull marketing strategy. Weber (2009) argued that social media advertising isn't just for the largest multinational corporations. It may be even easier and more effective for a small and medium size business to take optimum advantage of it.

Brandz, (2010) explained consumers want to feel really good about what they buy and communicate their feelings about the purchase. Beyond reliability and quality, buyers expect to have an interactive and feel-good connection with the brand. Multimedia campaigns should include social networking tools like Facebook, Twitter, Blogs and YouTube to ensure optimum customer reach. Mangold and Faulds (2009) defined that social media provides a platform for traditional advertising where firms talk directly to clients, and modern marketing, in which buyers are able to speak to one another as well as to the firms. Clients are making use of social media as a resource centre and tool to research their purchasing options before they make their purchasing decisions.

Ahmed and Zahid (2014) analysed the effect of social media advertising on brand equity as well as customer relationship management in terms of purchase intention. Findings of the study suggested that, most significant factor which influence purchase intention is customer relationship management. Results determine that, SMM favourably affect customer relationships as well as brand equity.

Mayrhofer et al., (2019) studied about companies actively promoting their own branded material on social media. The study looked into the aspect of consumers finding harder to recognise and deal with covert advertising material as persuasive messages mixing into the stream of content. In the experimental study, the researchers exposed the consumers to brand, user-generated content, and revealed advertisements in order to identify effects on persuasion knowledge, emotional reaction, and ultimately buy intention. The study also directed viewers' attention to the postings in a certain way. The study finds that user-generated material did not cause persuasion knowledge and a

subsequent negative effect, which is consistent with the Persuasion Knowledge Model. User-generated material, as opposed to openly revealed advertisements and brand posts, thereby increased purchase intention. The study suggests that advertisers should generate user related disclosures.

#### **4.3.2 Social Media Marketing Features**

Social media marketing is a process that allows individuals to present their own Web sites, products, or services through online social channels to communicate in a wide community and to listen to that community - which is not possible with traditional marketing channels (Weinberg 2009). Social media marketing uses social networking sites to boost the visibility of a company or organization on the Internet for the purpose of presenting its services and products. Social networking sites are helpful for creating social (and work) networks and for exchanging information and thoughts (Ontario 2008).

Marketing with social media is making a significant impact on the marketing strategies of companies. This marketing type is gradually rising, expanding, and taking the place of older methods in some companies. For example, traditional marketing applications, like direct and brand advertising, are interrupt-driven, push-based, and one-way techniques. These kinds of marketing activities are directed from the company to the client. Without a request from prospective buyers, companies “push” marketing activities onto customers, and this can be accomplished by interrupting their activities. Traditional marketing is brand generated. The content is completely from brand to the client. On the other hand, social media marketing is made up of new features, like the following (Awareness, 2008):

- Social media marketing consists of multidirectional dialogs. Brands talk to the buyers, clients talk to the brands, and – maybe most importantly - clients talk to one another. This scenario is a new kind of engagement which was impossible before Web 2.0.



- Social media marketing is participatory. The thing that brands it social is it relies on user participation. As a way for social media marketing to be realized, user participation is required.

- Social media marketing is user generated. The majority of the content and connections in an online community are developed by owners, not by the brand.

Undoubtedly, a bit of content and interactions are generated by the brand, but these content types and conversations are few. The aim is to make users talk. With the emergence of Internet-based social media, it's possible for a person to communicate with hundreds of thousands of people about a product and the company providing that product. This way, the effect of communication from consumer to consumer is broadened vastly in the marketplace (Mangold and Faulds, 2009). All kinds of social media provide an opportunity to present oneself and one's products to dynamic communities and people that may be interested (Roberts and Kraynak, 2008). Social media has a wide range of applications that, using technical terms, enable customers to 'post', 'tag', 'dig', 'blog', etc. This content created by social media is a kind of newly generated resource for online information that's created, spread, and used by buyers wanting to educate one another about products, brands, services, and problems (Xiang and Gretzel, 2010).

Consumers receive information about services and products from alternative information resources, especially by consulting other consumers via online comments and electronic social networking Web sites (Clemons, 2009). When it comes time for consumers to buy a product or service, they look for others' opinions again and again (Akar, 2010). According to a study by Nielsen BuzzMetrics, over 60 per cent of consumers believe what they read in the posts of other consumers (Blackshaw and Nazzaro, 2006). According to Red Bridge Marketing (2008), concerning services and products, 78 per cent of global consumers believe and trust the recommendations of other people over any other data.

These online consumers are crucial for marketers since they're effective and active. They're active and talkative consumers that try new products first and don't hesitate to share their own experiences with other consumers and to spread their opinions (Blackshaw and Nazzaro, 2006). Among consumers, the opinions of the others are seen as more objective compared to the marketing messages of companies (Akar, 2010). This could suggest that consumers don't approve of company-generated advertisements within social media environments.

#### **4.4 Types of Advertising Used in Social Media**

##### **4.4.1 User Generated Content (UGC)**

During the past few years, users have spent more time and shared more opinions, thoughts, and information with each other easily via the Internet. Additionally, new forms of content generation, communication, and collaboration have come out on the Internet. For instance, UGC allows Internet users to make comments in various forms, such as photos, articles, reviews, ratings, podcasts, videos, and blogs (Filho and Tan, 2009).

UGC is also known as user-created content (UCC) (Organisation for Economic Co-operation and Development [OECD] 2007) or consumer generated media (CGM) (Grannell, 2009; Interactive Advertising Bureau, 2008). It refers to any material created and uploaded to the Internet (Interactive Advertising Bureau) by amateur contributors (OECD). It can be a comment or review on Amazon.com, a video uploaded to YouTube, or a person's profile on Facebook (Interactive Advertising Bureau).

After buying and consuming a product or service, some users like to share their evaluation and review through a social network site. This can create a huge flow of electronic word-of-mouth, especially when people use Web 2.0 applications. Web 2.0 refers to a second generation of Web-based services which allow users to collaborate and share information online, highlighting UGC (Filho and Tan, 2009).

The concept of social media, which could be based entirely on UGC, refers to software applications where UGC and user actions play a crucial role (Ahlqvist, Halonen, and Heinonen, 2007). Thanks to social media, the promise of UGC is now being hyper-realized (Interactive Advertising Bureau, 2008). Social networks (such as Myspace and Facebook), photo sharing sites (such as Photobucket and Flickr), online communities, microblogging tools (such as Twitter), social tagging (such as Digg), newsreaders (such as NetVibes and Google Reader), and video creating and sharing services (such as Oic, Seesmic, Ustream and YouTube) are examples of social media. With the assistance of these services, users can immediately send video, audio, images, and text without any technical knowledge. That these services enable only the sharing of content on the web isn't important here. What's crucial is that they enable simultaneous sharing. In fact, within this context, content is often distributed with no management or ownership. This is accomplished with the assistance of Web 2.0 knowledge (Postman 2008).

#### **4.4.2 Digital Customer Review and Electronic Word-of-Mouth Marketing**

Consumer-generated product reviews, tags, and images, which serve as a valuable source of information for customers making product choices online (Ghose, Ipeirotis and Li, 2009), have increased rapidly on the Internet and have had a great impact on electronic commerce (Forman, Ghose and Wiesenfeld, 2008) following the emergence of Web 2.0 technologies. Electronic word-of-mouth communication has turned into a dominating channel that influences purchasing decisions of shoppers online (Cheung, Lee and Thadani, 2009).

Consumers are able to share their opinion (Hennig-Thurau et al., 2004), easily interact, and exchange shopping experiences with other customers using online discussion forums or any other social network technologies because of the connective nature of the Internet (Cheung et al., 2009). Online customer feedback, as consumer-created product information (Chen and Xie, 2008), can be viewed as a new form of electronic word-of-mouth (Cheung et al., 2009). According to Hennig-Thurau and

colleagues, electronic word-of-mouth communication refers to 'any negative or positive statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of institutions and people via the Internet'.

Electronic word-of-mouth communication can take place in numerous ways: Web-based opinion platforms, discussion forums, boycott Web sites, news groups (Hennig-Thurau et al., 2004), posted reviews, mailbags, electronic mailing lists, personal e-mail, chat rooms, instant messaging (Bickart and Schindler, 2005), consumer ratings Web sites or forums, blogs, social networking Web sites, and individual Web sites. Online word-of-mouth communication is owned and controlled by consumers, though it's affected by traditional marketers and marketing activities. It usually has higher credibility and trust than traditional media (Blackshaw and Nazzaro, 2006).

Since blogging uses social networks, UGC, and interactivity for spreading the message, it can be viewed as a type of viral marketing. Engaging the customer through constant communications, blogs are able to play a crucial job in supporting brand loyalty. To be able to reflect their brand experience, both bad and good, customers use blogs (Singh, Veron-Jackson and Cullinane, 2008). Chen et. al., (2008) conducted a study about the relationship between blog elements on marketing and brand attitude. They suggested that two-way communication, message exchange, and interpersonal trust have positive significant effects on brand attitude, which supported earlier research. The finding proves the relationship between message exchange and brand attitude.

#### **4.4.3 Social Media Influencers**

Social media influencers are online personalities with a large number of followers, across one or several social media platforms (e.g., Snapchat, Vine, Instagram, YouTube, or personal blogs) and that have influence on their followers (Agrawal, 2016; Varsamis, 2018). Contrary to public figures or celebrities that are famous via traditional media, social media influencers are regular individuals that have become online celebrities by creating and publishing content on social media. They usually have some

expertise in specific areas, for example healthy living, travelling, food, lifestyle, beauty and fashion, etc. Consequently, influencer marketing refers to a type of marketing in which marketers and brands invest in selected influencers, in order to create and/or promote their branded content to both the influencers' personal followers and to the brands' target customers (Yodel, 2017). The popularity of influencer marketing has been growing exponentially. A recent report stated that in 2018, 39 per cent of marketers had plans to increase their budget for influencer marketing, and 19 per cent of marketers intended to spend more than \$100,000 per campaign (Bevilacqua and Giudice, 2018).

Despite the existence of a large number of studies that have investigated the effects of celebrity endorsers on advertising (e.g., Amos, Holmes and Strutton, 2008), this body of literature doesn't closely consider the uniqueness of social media influencers - i.e. content generators with “celebrity” status. Moreover, although there continues to be research on influencer advertising (De Veirman, Cauberghe and Hudders, 2017; Djafarova and Rushworth, 2017; Evans et al., 2017; Johansen and Guldvik, 2017), none of this has focused directly on the fundamental mechanisms of what makes influencer marketing effective. Neither has it empirically tested any comprehensive theoretical model (Djafarova and Rushworth, 2017).

The previous decade has brought about significant change in the world of advertising. In 2008, for the first time, spending on online advertising overtook print media and has carried on increasing while spending in all other forms of media decreased (McMillan and Childers, 2017). Today's advertisers are faced with a wide range of issues as audiences are inundated with persuasive messages, fragmented in their media channel selection, and usually opting to bypass advertising content. With social and online media growing in terminology of ad spending, influence, and usage, advertising agencies continue to explore innovative strategies in hopes of bringing strong return on investment to clients.

In response to these challenges, advertisers are turning to influencer marketing to focus attention on their brands. In fact, influencer marketing is an advertising strategy

worth an estimated \$2 billion in 2017, with projections to reach \$10 billion by 2020 (Garcia, 2017; Adweek, 2018). The Interactive Advertising Bureau (IAB) (2018) defines social media influencers (SMIs) as individuals who “have the potential to create engagement, drive conversation and/or sell products/services with the intended target audience. These individuals can range from being celebrities to more micro-targeted professional or non-professional ‘peers’”. Influencer campaigns orient marketing activities around these SMIs (Adweek, 2015). While advertisers have used paid endorsers for many decades, influencer marketing provides engagement and connectivity between brands and consumers via social and digital media channels previously unavailable.

When thinking about a purchase, 82 per cent of Americans seek recommendations from family and friends which further increases to 90 per cent for those who are also customers (Ambassador, 2017). Additionally, consumers are much more likely to positively perceive and react to a message that comes from a trusted source, as opposed to an advertiser's sponsored post (Colliander and Dahlen, 2011; Phua and Ahn, 2016). Thus, advertising agencies are challenged with representing brands in this new environment where word of mouth and online reviews are more important than ever before.

Influencer marketing offers advertisers the benefits of creating authentic content and driving brand engagement, resulting in 86 per cent of advertisers using the tactic in 2017 along with 39 per cent increasing its budget in 2018 (Linqia, 2017). Scholars began recognizing the social media influencer phenomena in the earliest stages of online media (Foux, 2006; Mangold and Faulds, 2009; Muniz and Schau, 2007). Specifically, Mangold and Faulds (2009) advocated for social media to become a core component of future integrated marketing strategies by highlighting the recognition that brands no longer simply talk directly to consumers, but via social media channels, consumers today communicate with each other about brands. This emphasizes an early admission of the power of online word of mouth in the advertising and marketing industries.

The majority of research to date concerning SMIs has focused on the disclosure of the sponsored relationship with advertisers in their posts (Boerman, Willemsen and Van der Aa, 2017; Carr and Hayes, 2014; Evans et al., 2017) or the impact of influencer variables (e.g., number of followers, perceived credibility) on consumer outcome variables (e.g., brand attitude and purchase decision) (De Veirman, Cauberghe, and Hudders, 2017; Djafarova and Rushworth, 2017; Jin and Phua, 2014).

### ***Social Media and Social Networking Sites (SNS)***

Present day social media and social networking sites (SNSs) have considerably affected how people receive news and information. A recent report from the Pew Research Center revealed that the majority of U.S. adults rely heavily on social media for news, and the number has been regularly expanding over the past 5 years (Gottfried and Shearer, 2016). These new sources of information also suggest that people now come across thousands of commercials on a daily basis, majority of which come from social networking sites (Ganguly, 2015). Social media use has become habitual among some age groups - especially millennials and the younger generation (Gottfried and Shearer, 2016). A direct result of this is that their need to seek information from social media and from fellow consumers is now more urgent than ever before. Recent data from Annalect and Twitter revealed that about 40 per cent of surveyed Twitter users have purchased something due to an influencer's tweet (Karp, 2016).

### ***Influencer Marketing***

Influencer marketing is a marketing strategy which uses the influence of key individuals or opinion leaders to drive consumers' brand awareness and/or their purchasing decisions (Brown and Hayes, 2008; Scott, 2015). The influencer's inherent characteristics play a crucial role in enticing marketers and brands to pursue them closely. An advantage is that brands are able to choose more reasonably priced influencers, in contrast to the exorbitant costs needed to sign one or more renowned celebrity endorsers (Hall, 2015). In addition, social media influencers have usually

already established themselves by specializing in a specific area. This means that consumers are more likely to accept or trust influencers' opinions, when those influencers collaborate with brands which match very well to their personal areas of expertise (Hall, 2016). A recent report on social media trends stated that 94 per cent of marketers who have used influencer marketing campaigns found them effective (Ahmad, 2018). The same article also pointed out that influencer marketing yielded eleven-times the ROI of traditional advertising.

In the present day media landscape, mass communication channels, like television stations, radios, and newspapers are no longer the dominant sources of information for consumers. Rather, they usually use social media channels or virtual communities for information exchange and relationship-building (Hair, Clark and Shapiro, 2010). Social media influencers utilize these same channels, offering unique value to both advertisers and users. Freberg described social media influencers as “a new kind of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media” (Freberg et al., 2011, p. 90). Another term that's been used to describe them is “endorser”, defined as “any individual who enjoys public recognition and who utilizes this recognition on behalf of a consumer good by appearing with it in advertisement” (McCracken 1989, p. 310). Unlike traditional endorsers, who are usually celebrities or public figures that have gained their popularity or fame via traditional media, social media influencers are usually “grassroots” individuals who have created likeable online personalities and who have achieved high visibility among their followers by creating viral content on social media (Garcia, 2017). Given the above, a more precise definition of social media influencers could be as follows:

A social media influencer is first and foremost a content-generator; one who has a status of expertise in a specific area, who's cultivated a sizable number of captive followers - those are of marketing value to brands - by regularly producing valuable content via social media.



Traditional celebrities can also build a bit of influencer status, but only after they've become regular content-creators. In line with the perspective of industry insights, this study focuses on bottom-up grass roots social media influencers who have shot to fame as content generators. Previous researchers have investigated factors that contributed to the effectiveness of influencer marketing across different contexts (e.g., Colliander and Dahlen, 2011; De Veirman, Cauberghe and Hudders, 2017; Djafarova and Rushworth, 2017; Johansen and Guldvik, 2017; Lu, Chang and Chang, 2014; Woods, 2016). They suggested that some of the main factors were the para-social relationship between influencers and consumers, influencer credibility, and trust in the influencer, among others. In particular, De Veirman and colleagues (2017) examined the impact of Instagram influencers' number of followers and product divergence on brand attitudes. They concluded that the number of followers, influencers' 'followers/followees' ratio, and product type (i.e., divergent level) should all be taken into account when developing an influencer marketing strategy.

Djafarova and Rushworth (2017) conducted in-depth interviews with young female Instagram users to investigate the effects of influencers and celebrities on purchase decisions. They argued that influencers were more influential, credible, and relatable than traditional celebrities among young females. Conversely, Johansen and Guldvik (2017) conducted an online experiment in which they compared participants' reactions to influencer created marketing ads with regular ads. They claimed that influencer marketing wasn't more efficient compared to traditional methods, since it didn't directly influence purchasing intentions.

Not only has previous literature elicited mixed findings concerning the effects of influencer marketing but it also reveals a lack of basic understanding of the mechanisms by which influencer marketing content and influencers themselves affect consumer behaviour. This study is filling such a research gap. The following sections review the literature on constructs in the model and then develop hypotheses.

### ***The Emergence of Influencer Marketing:***

Digital and social media environments have transformed the way advertisers reach consumers. Long (2016) notes that traditional advertising and advertising techniques “no longer reap the same rewards in this marketplace” and “the reality now is that social media is a consumer-run land”. Moreover, buyers continue to spend more time with social media channels. Recent studies indicate that 69 per cent of U.S. adults use social media for connection, information, and entertainment (Smith and Anderson via Pew Research Center: Smith and Anderson, 2018), spending roughly 2.15 hours per day on social platforms, making up 33 per cent of all online activity (Young, 2017).

One indication advertisers are discovering returns on investment in social media is that they are willing to spend more on paid social media each year (eMarketer, 2017). Influencer marketing initiatives showcase the benefits of word of mouth (WOM) to both advertisers and consumers in decision making process. WOM is “conversations between consumers about a product, brand or service” and will continue to increase in volume with engagement and interactions on digital media channels on the rise (Romaniuk and Hartnett, 2017). Keller (2007) observed that WOM in the form of earned media can be one of the most powerful forms of brand communications. East, Hammond and Lomax (2008) found WOM communications to be more influential on individuals due to their non-commercial nature which can leave a lasting touch point with consumers. Keller and Fay (2012) highlight the importance of consumer “expressions” and not simply advertising and marketing “impressions”. The authors call for a new model of advertising whereby the aim of the advertisement is to create conversations that persuade and hopefully lead to purchase.

With the plethora of persuasive communication inundating consumers nowadays, maintaining trust in advertising efforts within the online landscape is difficult for promoters today. McCann (2017) discovered that 42 per cent of Americans trust brands and marketers less today than they did 20 years before. When looking specifically at U.S. Internet users, foundational media channels including print, television, direct mail, radio, and outdoor maintained much higher levels of trust when making a purchasing decision versus the online options of digital pop ups, online banner

ads, and paid social media advertisements (eMarketer, 2016). 83 per cent of U.S. customers trust peer recommendations over advertising (Nielsen, 2015).

All of these facts support the growth and powerful opportunities associated with influencer marketing. With almost three-fourths of consumers relying on social media to influence their purchasing decisions (Beese, 2017), 80 per cent trying new things based on friends' recommendations, and 72 per cent staying more engaged with brands they like (Market Force, 2017), advertisers can't ignore the opportunity to meet the consumers where they are (online) and with individuals (influencers) whom they choose to follow and interact with. This information highlights the importance of connecting with audiences and using strategies to build strong relationships with the individuals behind the social media accounts via the emergence of influencer marketing strategies.

While the use of paid endorsers in traditional advertising and marketing is not new, the use of paid or sponsored influencer postings on social media channels where its placement blends seamlessly with nonpaid content is pretty recent. As mentioned by Solis (2017), the world of endorsements and influence is shifting. Social media represents a collective of consumer-to-consumer networks which democratize relationships, connections, information and also the ability to influence and be influenced. It is an amazing phenomenon, really. Social media is a great equalizer and it shifts the balance of power on nearly every front away from any one entity to anybody with the ability to share.

Influencer marketing allows brands to reach various audiences online and target smaller, niche groups that are usually reluctant to bond with social media by taking consumers' trust relationship with the SMI and merging it with a large following on one or more social networks. In fact, 67 per cent of marketers in 2017 observed that influencer marketing campaigns facilitated the reach of highly targeted audiences and found more impactful results by using this type of advertising (Activate, 2017).

Recently, brands discovered the far-reaching impact and viral growth potential of forging alliances with social media influencers to promote their products. Social media influencers are referred to as people who have built a sizeable social network of people following them. Additionally, they're viewed as a regard for being a trusted tastemaker in one or several niches. As brands continue to abandon traditional advertising techniques, efforts are increasingly focused on these influencers to endorse their products among their followers and beyond. These endorsements will probably be viewed as extremely credible electronic Word-of-mouth (eWOM) instead of paid advertising as they are usually seamlessly woven into the daily narratives influencers post on their Instagram accounts (Abidin, 2016). This is especially appealing for brands as it seems to be more effective than traditional advertising tactics, due to greater authenticity and credibility, which subsequently results in lower resistance to the message (de Vries, Gensler and Leeflang, 2012). Thus, by seeding a certain message or a new product with these influencers, marketers aim to maximize the diffusion of information through their social network (Weimann, 1994; Keller and Berry, 2003). Through their posts, influencers might influence a disproportionately large number of others, possibly indirectly via a cascade of influence through the follower (Gladwell, 2000). Today, 75 per cent of marketers are using influencer marketing (Augure, 2015).

### ***Electronic Word of Mouth through Influencer Marketing:***

It has been well recognized in marketing and consumer behaviour literature that eWOM, or the information consumers obtain from interpersonal sources, has stronger effects on consumer decision making than traditional advertising techniques (Goldsmith and Clark, 2008). A similar message is perceived as more credible and authentic when it's communicated by a fellow consumer compared to when it would have been put forward by an advertiser. Consumers have always appreciated others' opinions, however, the advent and still growing popularity of social media has amplified the effects of peer recommendations, as consumers were empowered by it to share the opinions and experiences one-to-many.

As consumers can freely create and disseminate brand-related information and voluntarily display their brand preference to others through their social interactions, social media such as Facebook or Instagram these days represent an ideal tool for eWOM (Boyd and Ellison, 2007; Jansen et al., 2009; Knoll, 2016; Lyons and Henderson, 2005).

The power of eWOM, defined as “any negative or positive statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet” (Hennig-Thurau et al., 2004, p. 39) has been widely recognized and social media has amplified and accelerated its reach. Essential to the diffusion of eWOM, would be the identification of opinion leaders, who exert a disproportionate degree of influence on others, an idea that had already been recognized decades ago (Katz and Lazarsfeld, 1955). Through their social media activities, nowadays' digital opinion leaders or influencers, are in the position to influence the attitudes, behaviours and decisions of their audience of followers (Watts and Dodds, 2007; Lyons and Henderson, 2005). Moreover, as messages can be disseminated easily and rapidly, a viral effect or buzz may be induced. This way, their influence doesn't just flow to their followers, but also spreads among followers as they share the viral messages in their social networks (Thomas, 2004).

At the same time, nowadays consumers aren't only sceptical about traditional brand driven advertising, they're additionally empowered to avoid it as it's commonly found to be disruptive and intrusive. Consumers are able to advance forward to skip commercials or install ad-blocking software, making it increasingly more challenging for brands to reach customers. As a solution that maximizes the advantages of word-of-mouth and bypasses shortcomings of traditional advertising techniques, like resistance and avoidance (Fransen et al., 2015; Kaikati and Kaikati, 2004), brands increasingly focus their efforts on so-called social influencers. As opposed to directly focusing on the target market through all kinds of advertising, brands wish to encourage highly followed and admired influencers that are viewed as trustworthy, non-purposive opinion leaders,

to talk about and recommend their products on social media platforms. By doing this, brands may leverage the power of word-of-mouth and market their products indirectly.

### ***The Working of Influencer Marketing:***

Influencers are content creators who accumulated a solid base of followers. Through blogging, vlogging or creating short-form content (e.g. Instagram, SnapChat,) they offer their supporters an insight into their personal, everyday lives, their opinions and experiences.

By involving influencers (e.g. by offering to evaluate a product, organizing an exclusive event, or simply paying them), brands aim to stimulate influencers to endorse their products and this way build up their image among influencers' usually massive base of followers, a method which is known as influencer marketing. Unlike mainstream celebrities, influencers are thought to be accessible, believable, intimate and hence easy to relate to as they share the personal, usually publically inaccessible aspects of their life with their followers and interact with them in the flesh (Abidin, 2016; Schau and Gilly, 2003). This may generate para-social interaction, that has been described as the illusion of a face-to-face relationship with a media performer and makes consumers more susceptible to their behaviour and opinions (Colliander and Dahlen, 2011; Knoll et al., 2015). As influencers' endorsements are highly personal and interwoven into the constant stream of visual and textual narration of their personal lives, they'll probably be perceived as the influencer's unbiased opinions and might have relevant persuasive power (Abidin, 2015). Moreover, due to its relative newness and the inexperience of consumers to influencer marketing strategies, it's less likely to trigger persuasion knowledge which might render unfavourable attitudes (Friestad and Wright, 1994; Tutaj and Van Reijmmersdal, 2012).

It's crucial for brands to approach an influencer who's well-liked by their audience to endorse their products. Previous research for instance found positive associations between attitude towards the celebrity and attitude towards the brand (e.g.

Amos, Holmes and Strutton, 2008; Silvera and Austad, 2004). Additionally, Schemer et al., (2008) discovered that pairing a brand with positively evaluated artists lead to attitudes that are positive toward the brand. Additionally, brands must be cautious in selecting the proper influencer to endorse the brand and decide who has the most appropriate and desired characteristics in relation to the brand, as the image of the influencer might shift to the brand by virtue of the endorsement.

As brands are used by consumers to communicate their identity to others and evaluate others depending on their consumption behaviour (Elliott and Wattanasuwan, 1998; Reed et al., 2012), the images that the brand conveys are of high importance.

### ***Sponsored Vs. Organic Content:***

Marketing agencies reach out to SMIs to produce content on their behalf for a number of purposes, like promoting a new product launch or to gain exposure for a brand (Forbes, 2016), subsequently creating a sponsorship between the SMI and the marketer (Altimeter, 2015). In relation to blogging, a sponsored blog post is an article written by a blogger that has gotten either direct monetary compensation or indirect compensation, like free products or coupons, for the creation and publication of the post (Lu et al., 2014). Kulmala et al., (2013) carried an observational study into eWOM through customer fashion blogs found that bloggers will promote a sponsored product in case it's similar to the existing themes of their blog. Because of national regulations established by the Advertising Standards Authority (2014), bloggers need to disclose any marketer sponsorship activity (Hwang and Jeong, 2016); however, disclosure of sponsorship is expected to adversely impact on SMI's influence. For instance, Campbell et al., (2013) found that disclosing sponsorship in a blog post led to individuals' recall of the brand being reduced and their attitudes towards the sponsored brand to become less favourable. Boerman et al., (2017) results similarly indicated that sponsorship disclosure causes customers to develop 'distrusting beliefs about the post'.

On the other hand, results from Hwang and Jeong's (2016) study into the effect of blog sponsorship disclosure style indicate that how the disclosure message is worded can improve customer attitudes about the post. They discovered that more favourable attitudes come from 'honest' disclosure, where a blogger explains sponsorship but insists opinions are still their own. Petty and Andrews (2008) argue that consumers might regard bloggers who are getting paid for promotion as less credible than those who are sent free samples or receiving discounts, but contradictory results can be found from Lu et al., (2014) experimental study, in which customer perceptions stayed unaffected irrespective of whether the blogger had received money directly for the post or were paid in the type of a 50 per cent off coupon. The results also showed significant positive outcomes of customer attitudes towards sponsored blog post recommendations, dependant on brand awareness, which linked directly to purchase intention. Similar themes have been found from Ballantine and Au Yeung's (2015) research on the effects of review valence in organic and sponsored blog sites, with blog sponsorship not developing a major impact on their experimental conditions of perceived credibility, brand attitude, and purchase intention, compared to an organically written post. The mixed findings from the literature on customer attitudes towards sponsored blog content has informed this study by highlighting the need for further exploration into this topic to determine more consistent conclusions. This study therefore proposes adding to the existing research by generating additional results about how consumers react to marketer-influenced content from an SMI and the repercussions on purchase intention.

Contrasting to sponsored content, organic eWOM happens naturally when an individual wants to share their experiences of a product or company with other people online (Kulmala et al., 2013), with Godes and Mayzlin (2009) adding that organic content is "endogenous", with no direct involvement from a company. Although the field of research surrounding sponsored blogging is increasing (Campbell et al., 2013, Carr and Hayes, 2014; Lu et al., 2014; Boerman et al., 2017), little comparisons have been made between consumer attitudes towards sponsored recommendations and the way these differ when compared to their perceptions towards organic recommendations.



Carr and Hayes (2014) compared the influence of sponsored and organic content on Ballantine, or blogger credibility and Au Yeung (2015) examined how review valence in organic and sponsored blogs are able to affect behavioural intentions, credibility, and brand attitude, but no comparison was made in either studies for consumer attitudes towards content being sponsored or not. An example where comparisons have been investigated is Colliander and Erlandsson's (2013) study exploring the effects of revealed product placement on blogs. They discovered that consumers' attitudes towards the blog suffered more after being informed of third party involvement, however their purchase intentions didn't. This study investigates these results further, and combines the existing research into sponsored blog content by checking out consumer perceptions towards sponsored and organic blog reviews, and the impact sponsored content has on purchase intentions.

SMIs are a highly effective tool for marketers to promote their services or products to an extensively large audience, with SMIs increasingly creating content for their channels and blogs in collaboration with a brand in exchange for payment (Launchmetrics, 2015).

## **4.5 Media Commonly Used in Digital Advertising**

### **4.5.1 Instagram**

The free mobile photo-sharing application Instagram allows users to snap and edit photos, as well as connect with an online photo-sharing community - friends, family, or complete strangers - across various social networks like Twitter and Facebook. Instagram defines itself as "a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever" ("What Is Instagram?" 2013).

As of 2015, Instagram had built up around 300 million monthly active users who had shared more than 30 billion photos (LePage, 2015). Instagram was named by Apple

as its "iPhone App of the Year" in 2011. In under one day after Android's launch, the app was downloaded over 1 million times; in comparison, the social media applications like Foursquare and Twitter took 1 and 2 years, respectively, to attain the exact same number of registered users. With Instagram's growth and wide audience reach, an increasing number of brands are utilizing the new social media platform to engage and communicate with consumers to be able to enhance return on investment (ROI) (Stampler, 2012). In 2015, Instagram collected \$595 million in mobile advertising and marketing revenue, and it is projected that its mobile advertising revenue will reach \$2.81 billion by 2017 (LePage, 2015). Social media marketing is now an essential component of today's advertising and marketing landscape.

According to Rouse (2011), social media marketing is a kind of online advertising which uses social networking web sites as marketing tools. Keller and Fay (2012) point out marketers' increased reliance on and interest with "delivering brand-related content consumers will share with one another as a way of extending the reach of a message and to add to an implicit consumer endorsement of the brand associated with the content". Users' ability to hashtag - a type of metadata tag of a word or phrase that provides a means of grouping word - optimizes viewing and sharing capabilities for consumers ("Hashtag" 2015). A survey by RadiumOne (2013) discovered 58 per cent of respondents used hashtags on a regular basis, while 43 per cent of respondents noted their usefulness and 34 per cent used them to search or follow brands and categories of personal interest: "The majority of this group also claimed they would explore new content and share product information via hashtags if advertisers awarded discounts" (RadiumOne 2013).

Companies such as H&M and Ben & Jerry's have found success through Instagram hashtag campaigns: Ben & Jerry's #clikelyureeuphoria campaign has led to almost over 17,000 tagged user photos to date, and the account presently has greater than 169,000 followers. H&M partnered with Refinery29 for a 2013 Twitter and Instagram contest utilizing the hashtag #HMCochella; in under a month, 2,750 pictures had been uploaded to Instagram alone (Byrne 2013). Instagram has recently introduced

a new feature, video, which enables users to post 15 second video clips. Companies that have already taken advantage of the feature include Red Vines, Charity Water, General Electric, and Tony Hawk. Through photos, videos, contests, or hashtags, Instagram allows companies to utilize the platform to clearly define their brand image; display their company culture; and showcase projects, personnel, or products (Saravanakamur and Lakshmi, 2012).

While the industry has widely adopted this particular social media tool, the academic research on Instagram lags far behind. In the literature, only a limited number of studies have been carried out to specifically examine Instagram usage and marketing. Specifically, 2 major research gaps exist in the current literature. The first is that the majority of the studies analyzed brands' strategic use of Instagram in a specialized industry (e.g., Andersson, Eriksson and Karlsson, 2015; Ginsberg, 2015), instead of paying attention to consumers' perception and receptivity of Instagram marketing communication. However, consumers' perceptions and experiences toward the marketing information on Instagram will determine the success of a marketing communication campaign on this particular social medium. The second gap in the research is the fact that content analysis has been the dominant research method utilized for Instagram research.

For that reason, lots of research findings are descriptive in nature. Put simply, more systematic studies on consumers' perceptions and receptivity concerning Instagram as an advertising tool are required to give a much better theoretical understanding of this specific social medium and the effectiveness of marketing practices through it. In order to fill these two (2) research gaps, the current study is designed to explore young consumers' experiences of Instagram and their perceptions of marketing information on this particular social media platform from the perspective of consumers.

### ***What is Instagram?***

Instagram was founded on October 6, 2010, by Kevin Systrom and Mike Krieger (Ha, 2015). It's a type of social media application, designed especially for visual content (Wally and Koshy 2014) and smart phones (Ting et al., 2015), and available for free in the application stores. Instagram allows users to take videos and photos, use embedded filters to enhance photographs, and instantly share content with an audience of friends or a wider audience of all Instagram users. When posting a picture, users can also choose to share it on Twitter, Tumblr, and Facebook. While users can view pictures on a desktop computer PC, Instagram was designed mostly for mobile use since the sole means to create content is through the app on a mobile device (Wallis, 2014).

According to Lup, Trub and Rosenthal (2015), Instagram differs from Facebook in a number of ways. For starters, as opposed to Facebook, users are required by Instagram to publish a picture or video when creating new content.

Next, Instagram has the function of filters for users to enrich or beautify photos. And lastly, in contrast to Facebook, it's common for individuals to keep public Instagram profiles, therefore allowing users to "follow," comment, like, and view on pictures of people they do not know personally. Because of the unique characteristics of Instagram, consumers' usage of and experiences with this particular medium may not be the same as those of other social media platforms like Twitter and Facebook. Likewise, people's perception of marketing communication transmitted via Instagram may also differ from that delivered through other types of social media.

#### ***Instagram experiences and Usage:***

Only a few studies have examined people's experiences with and usage of Instagram (Alper, 2014; Wallis, 2014; Ibrahim, 2015; Lup, Trub and Rosenthal, 2015; Smith and Sanderson, 2015; Ting et al., 2015). Smith and Sanderson (2015) used Goffman's self-presentation theory as framework and content analyzed the Instagram accounts of 16 athletes to see their various self-presentation strategies on this particular social media platform. They found that half of the athletes were engaged in a form of

touch; the majority of photographs displayed the entire body of an athlete; female athletes accounted for the majority of active sport pictures; female athletes were more likely to show licensed withdrawal than their male counterparts; and most athletes used Instagram for personal; reasons, not for professional communication. Lup, Trub and Rosenthal (2015) examined the association of Instagram use with depressive symptoms. Findings indicated that the frequency of Instagram usage was positively associated with depressive symptoms however, not associated with social comparison. Additionally, more positive social comparison was associated with less depressive symptoms, and the number of strangers followed moderated the relationship between the frequency of Instagram use and depressive symptoms, as well as between Instagram use and Social comparison.

Wallis (2014) discussed a case study of a student-guided Instagram program for first-year English composition classes at the University of Montevallo. She described how the Instagram application, a familiar type of social media, helped students to alleviate library anxiety while they created online content representing their experiences. Put simply, Instagram helped to create a learning environment where students could gain confidence as they critically reflected on information production.

Using a qualitative strategy, Ting et al., (2015) explored factors and beliefs about the use of Instagram. They discovered that the behavioural beliefs regarding the use of Instagram were personal gratification, feature usefulness, socializing, product information, and entertainment. Additionally, the normative beliefs regarding the use of Instagram included peers, close friends, relatives, and siblings; friends in general, Facebook friends and application reviewers.

From a critical study perspective, Alper (2014) addressed the technical, aesthetic, and ethical dilemmas that mobile app photography provoked about digital photo journalism and Ibrahim (2015) examined the aestheticsness of daily life and image capture through the notion of banal imaging, in which the corporeal body and mobile technologies record the daily events through visual means.

### ***Theoretical perspectives:***

In his book, Couldry (2012) proposed a "socially oriented press theory" – that is, "media as practice" to understand digital media - that focuses on "the social processes that media constitute and enable". In other words, this kind of media theory deals with how media are put to use in, and help shape, social life and just how the meanings circulated through media have social effects. Specifically, the "media as practice" approach asks the following crucial question: What are people (institutions, groups, and individuals) doing in relation to media across a whole range of contexts and situations? Additionally, the "media as practice" theory also concerns what people are thinking and thinking in relation to media.

Couldry (2012) referred to a variety of media related practices in the digital world: searching and search enabling, showing and being shown, presenting (an entire set of media enhanced ways in which individuals, groups, and institutions put into circulation information about, and representations of, themselves for the wider goal of sustaining a public presence, archiving (people 's attempt to manage their presence over time), keeping up with the news, commentary, always keeping all channels open, and screening out.

### ***Instagram advertising:***

Previous research on Instagram marketing concentrated on companies' strategic use of Instagram in a specific industry or a particular social group (Hassan 2014; Wallsbeck and Johansson, 2014; Wally and Koshy, 2014; Andersson, Eriksson and Karlsson, 2015; Ginsberg, 2015; Salleh, Hashim and Murphy, 2015).

Ginsberg (2015) examined the leading food brands' usage of Instagram as a marketing communication tool. By content analysing 500 pictures from every brand's Instagram account, they discovered that for McDonald's, the most favoured types of pictures were "person & product" and "people and product" indicating its brand personalities of excitement and sincerity. For Taco Bell, the most favoured types of

pictures were "menu" and "people & product", indicating its brand personalities of excitement and sincerity.

The most used types of pictures for shreds were user generated and lifestyle, signalling its brand personalities of ruggedness and competence. Last but not least, for both Ben & Jerry's and Oreo, the most widely used category of pictures was user generate, indicating their brand personas of excitement and sincerity. Salleh, Hashim and Murphy (2015) content analysed the top 10 Malaysian restaurants' Instagram accounts and discovered that the numbers of followers of those top brands ranged from 4,492 to 27,612, the numbers of pictures posted by those brands were between 33 to 340, and videos were rarely created and posted by those brands. Wally and Koshy (2014) explored female Emirati entrepreneurs' use of Instagram as a marketing tool. They found that these entrepreneurs enjoyed using Instagram for marketing purposes, especially those that were running home-based businesses. Specifically, the advantages of using Instagram included the following aspects: being affordable, being user friendly, providing high exposure, and ensuring privacy without mixing with strangers (especially from the opposite sex).

Andersson, Eriksson and Karlsson (2015) examined small-sized and medium-sized companies' utilization of Instagram marketing. Using a case study, they found that companies of this size can use Instagram as a powerful marketing tool because the visual messages transmitted through Instagram can deliver companies' values. However, they also found some specific issues of using Instagram as an advertising tool for these companies, like following all of the customers and offering them quick feedback, the inability to choose followers and regulate the target users, and the existence of cyber-bullying.

Hassan (2014) investigated Instagram marketing strategies of brands targeting women. By content analysing 5 top brands targeting females, she discovered more variability in the use of strategies of brands that focus on woman than in those targeting the general population. Additionally, she also discovered that the most frequently used

strategies on Instagram for brands that focus on women were sales response and emotion. Wallsbeck and Johansson (2014) examined how to reach achieve Generation Y using Instagram marketing. Using a combination of both qualitative and quantitative techniques, they discovered that the brands which were followed most by Generation Y on Instagram were related to fashion, Internet, sport, and beauty care; that Generation Y could accept one marketing communication post per day or a couple of times per week; and that a mix of posts (private photographs, advertising, informational and inspirational photos) from brands on Instagram was the best way to keep Generation Y's interest.

#### **4.5.2 YouTube**

YouTube is a content community which was created in 2005 which enables users to post, watch, comment and link to videos on the website. It's the third most visited website globally, with recording more than 1 billion monthly visitors who watch more than 6 billion hours of video every month, and are highly engaged in liking, sharing, and commenting on videos on YouTube and upload 100 hrs of new video every minute in this website (Bradshaw and Garrahan, 2008). Moreover, Young generation between 18 and 34 years old who impose two-thirds of YouTube and view YouTube videos more than any cable TV channel are the most regular users of this channel (Perrin, 2015).

YouTube is a rich repository of information and insights with regards to markets and consumption. 20 and 2 countries and some mobile phone companies, like iPhone and blackberry had been offered a localized version by YouTube, which made it easy for users to look at YouTube videos on their handheld (Bradshaw and Garrahan, 2008). This extensive usage of this platform has created an impact on the manner in which advertisers plan their advertisement strategy (Nielsen, 2012). Additionally, YouTube runs its partner program, which web video producers create an original new content for the website to gain benefit from sharing the revenue of YouTube' ads. To date, more than 30,000 partners from 27 nations have joined in the partner program (Kotler and Armstrong, 2013).



YouTube users are more than 1 billion per month worldwide. This number is one-third of the total number of internet users worldwide. YouTube is considered the most popular platform right now, so the popularity of YouTube is going to continue to rise in line with the growing number of online users. It predicts YouTube subscribers to reach 1.78 billion users and will go on to develop in 2021 by 1.86 billion users (Statista, 2019). The growing popularity of YouTube is because the users are depended upon for getting education, entertainment, and information. Users make use of the YouTube platform to find the latest sources of information. Google states that 57 per cent of YouTube users are searching for various entertainment contents, while 86 per cent watch YouTube for finding the latest sources of information.

YouTube is used by some companies to advertise. As seen from its effectiveness, YouTube is a good medium to show ads for its products. When viewed on YouTube, there are 2 types of advertisements. The first is non-skippable adverts and the other is skippable advertisements. Each has disadvantages and advantages. Non-skippable viewers see the whole advertisement displayed while skippable viewers are able to bypass the advertisement, with a waiting time of 5 seconds, viewers will be able to bypass the advertisement published by the company.

Earlier studies have produced findings that demographics, duration of impressions, access. Ad impressions have a beneficial impact on cognitive attitudes through YouTube marketing communication (YMC) (Duffett et al., 2019). This study looks at the role of YouTube marketing communication (YMC) on brand awareness, brand image, and purchase intention.

Some researchers discuss the effects of different uses of social media on consumer purchasing behaviour from various perspectives (Bouhlef et al., 2010; Hsu and Tsou, 2011; Hsu et al., 2013; Mir and Zaheer, 2012; Saxena, 2011; Febriyantor and Arisandi, 2019). Discussing YouTube, the very first website which will come to users' minds is Google. The fact that shows Google owns YouTube is that when a search

on Google, YouTube web site is constantly on top; this reflects that YouTube is distinct from other platforms.

Since the amount of content is uploaded on YouTube every day and some of it is a product that's related, with YouTube being one of the platforms in which customers look for product information before deciding to purchase. Therefore, marketers have to check out the factors which influence customer purchase intentions in YouTube advertising and marketing videos. The goal of this study is to help the customer behaviour literature by evaluating the effects of user-generated content in YouTube videos on customer purchase intentions, as well as checking out the relationship of brand awareness and brand image.

Soukup (2014) concentrated on social media usage but more specifically YouTube. He argues that YouTube is an enormous platform that could be used for multiple purposes like advertisements, archival work, education, entertainment, journalism, political communication, art and culture, interpersonal communication, fandom, military, healthcare, religion, and observation. As this platform is very diverse, the author argues that communication theories will have to be re-constructed to analyse this platform that's always evolving.

YouTube shows that ordinary people have things to communicate. It challenges the ideas of a mass audience. It cuts across categories, it's not simply a video sharing site; it's more significant than a social media site; it's more than a communication channel; it's more than a place for creativity; it's more than a place for semi-private sharing; though it is all these things. (Soukup, 2014)

After analysing previous research on the YouTube platform, this author clearly states that new research is required on the platform, and theory needs to be adapted based on what this medium provides. Online video advertising, though it's fairly new, is a crucial component of Google's monetization model for YouTube. In 2012, advertisements had been shown on more than 3 billion YouTube views each week.

(Pashkevich et al., 2012; Plummer, Rappaport and Hall, 2007). Since YouTube advertising is now so important not just for revenue but brand impressions as well, the scholars Pashkevich et al., (2012) analyzed ads in this platform. The authors compared the effectiveness of traditional in-stream ads to the TrueView in-stream advertising, which refers to the new YouTube feature which allows for people to skip the advertisement being presented after a couple of seconds. The study discovered that skippable ads were effective on a per impression basis and that formats like TrueView in-stream ads might improve the viewing experience for users and at same time be helpful for the company launching the advertisement.

### ***YouTube Marketing Communication***

YouTube has an ICT digital information and entertainment channel which later grew to become a major revenue-generating channel. YouTube content is available but generates profits through marketing communication via mobile devices, like smartphones. YouTube has created considerable growth. YouTube offers a number of formats and options for marketing communication organizations (Stokes, 2013). YouTube Marketing Communication (YMC) has grown to become an important marketing tool, among organizations, with nearly 80 per cent of marketers arguing that YouTube is a marketing communication platform through useful online digital video. Therefore, it's not surprising that YouTube Marketing Communication (YMC) is responsible for the more substantial part of the promotion budget, which reaches 25 per cent (Chadha, 2018). Many organizations have spent the majority of their budget on MC. Marketing communication activities through social media, like YouTube, but without understanding the effect of attitudes arising on the customer.

The result of MC activities is purchasing. The measurement is easy using online analytics (Youtube, 2018). In a few studies which look at the usefulness of YMC through quantitative and qualitative of Generation Y, there are various results which suggest that Generation Y does respond to the activities of the company through

YouTube Marketing Communication. Cognitive attitude will be stimulated and the impact on purchase decisions on generation Y.

The delivery of marketing or advertising messages is often done by the so-called YouTube influencers. Scholars defined social media influencer marketing as a viral marketing approach that an online personality shapes consumers' attitude through tweets, posts, blogs, or other formats of communication on social media (Ferguson, 2008; Freberg et al., 2011). This definition is, in addition, applicable in defining influencer marketing on YouTube. YouTube influencers or YouTube personalities are people that produce and publish videos onto the platform and also have a group of followers that routinely view the uploaded video clips. In comparison, professional video uploaders (e.g. a brand's YouTube channel) are not considered influencers. When YouTube influencers begin to be famous because of their unique personality or content, their influence is able to reach beyond the direct reach of YouTube (Lange, 2007). As powerful brands shift their marketing budget from traditional marketing to online videos, YouTube influencers are being courted by marketers which seek to leverage the relationship between these influencers and their followers.

Due to the significance of YouTube as an influencer marketing platform (Jackson, 2018), this study exclusively focuses on investigating factors which influence the effectiveness of YouTube influencer marketing. The power of YouTube influencers is thoroughly documented (Angulo, 2016; Chu, 2009; Haryacha, 2014; Main, 2017; Smith, 2014). For example, industry reports suggest that YouTube influencers are more popular among U.S. teenagers than mainstream celebrities (Haryacha, 2014). Moreover, the boundary between ads and content is blurred by the rise of YouTube influencers (Alvarez, 2017). Among all variables, the perceived credibility of video contents published by YouTube influencers is among the probable drivers that result in the growth of influencer marketing (Fidelman, 2017). Empirical studies have examined how perceived information credibility or source credibility influences consumers' attitudes, purchase intentions, and actual purchase behaviours in the contexts of traditional media

platforms (DeShields, Kara and Kaynak, 1996; Sallam and Wahid, 2012; Teng et al., 2014).

However, thanks to YouTube influencers' constant presence on this well-known public platform, and the active role of customers in partaking of the consumption of content on YouTube, the influencer marketing model is likely to be different from the traditional advertising or celebrity spokesperson model. To explore how perceived information credibility influences consumer attitudes towards the video and the brand/product discussed in the video clip, the research must be started with the examination of antecedents which are related to perceived information credibility.

The elaboration likelihood model (ELM) is among the dual-process theories which has been widely utilized in empirical studies about the way people evaluate information quality or credibility (Li and Suh, 2015; Mun et al., 2013; Zha et al., 2018; Zhou, Lu and Wang, 2016). In comparison, heuristic-systematic model (HSM) as an additional significant dual-process theory hasn't experienced as much empirical research support as the ELM (Luo et al., 2013; Zhang et al., 2014). The primary distinction between the two (2) theories is the fact that the HSM proposes a co-occurrence of two (2) modes (heuristic and systematic) when people are processing perceived information, while the ELM proposes that people can use just one mode (peripheral or central) when processing the information. Compared to the ELM, the HSM regards information processing cues and routes in a different way that it is conducive for scholars to understand the discrete differences between factors influencing credibility evaluations. Hence, the HSM is selected as the theoretical framework to guide this study to be able to check out just how source credibility, social influence, interactivity, argument quality, involvement, and prior knowledge influence consumers' evaluation on information credibility (Kamla-Raj, 2005).

The proliferation of content advertising and marketing on YouTube has attracted advertisers' interest to invest in this evolving medium as a brand communication and effective online advertising and marketing platform. Advertisements on YouTube as a

sharing platform would show on the site's homepage, that includes elements published or selected by users (Adage). They might also become visible on the video's viewing page, usually in the form of a banner. The advertiser may also demand that the proposed ad be targeted with respect to the video content, in which case higher rates apply. New advertising and marketing formats have been developed to have this effect (Ad Age Survey).

In essence, there are two (2) kinds of advertisements on YouTube video. In-stream video advertising and in-video advertising are 2 different kinds of ads through YouTube. In-stream advertisements allow viewers the option to watch brand' advertisements, or bypass it after playing for at least 5 seconds. Standard In-stream Ads could be a maximum of fifteen seconds. In-video ads are the advertisements which often show up on the lower portion of company's video. These ads usually appear for the 15 seconds mark that the viewer if desired could close or reduce them (Adage, Pikas and Sorrentino, 2014). Although television remains the primary form of media and holds a fairly steady influence, social media channels like YouTube continue to grow, which is experiencing a substantial acceleration in the development of advertising investments (Adage et al., 2009; Clancey, 1994). Thus, one arisen question is whether advertisers who are experiencing the effects of advertising substitution between YouTube and other forms of media could operate this new environment to be able to obtain the best return of investment with the assistance of YouTube advertising. Regardless of the critical need to check out all elements of YouTube as a new advertising platform, there's a lack of knowledge concerning the advertising plan for companies.

#### **4.5.3 Facebook**

Facebook is an American online social media and social networking service based in Menlo Park, California, and a flagship service of the namesake company Facebook, Inc. Facebook can be accessed from devices with Internet connectivity, like personal computers, smart phones and tablets. After registering, users are able to create a profile account revealing information about them. They can publish text, pictures and

multimedia which are then shared with any other users that have agreed to be their "friend", or, with a different privacy setting, with any reader. Users can also use other embedded apps, join common-interest groups, sell and buy items or services on Marketplace, and receive notifications of their Facebook friends' activities and activities of Facebook pages they follow. Facebook claimed it had more than 2.3 billion monthly active users as of December 2018, and it was the most downloaded mobile app of the 2010s globally.

Facebook, the most widely used social network globally had more than 1.23 billion users by the conclusion of 2013 (The Guardian, 2014). That fact represents an enormous opportunity for internet marketers that look for innovative ways of advertising rather than the conventional types of marketing. Advertising on Facebook is able to take 2 forms: the first form is paid advertising exactly where the advertisers place ads which show up on the sides of the profile page of Facebook users and on their home Facebook pages. In that paid type of advertising, the advertiser is able to customize the advertisement to appear only to the target market on their Facebook page. Advertisers are allowed by Facebook to create their advertisements focusing on gender, location, age and even interests; this feature in Facebook advertising can make the advertising efforts more targeted to the potential customers. The second form of advertising and marketing on Facebook is the free form where the companies make a fan page on their social networking. Facebook users can like the page of their favourite brands & then become fans of the brands. Social media managers of the fan pages continue publishing posts on these fan pages information about their brands with the goal of keeping buyers updated about the company's services and products and in order to make them more connected and engaged with the brands that they're fans of.

When most customers join a brand group on Facebook, it's possible for the info that they get from other people to affect their brand perceptions and purchase intentions (Zhao and Shanyang, 2008). Meanwhile, buyers have more chances to increase viral messages created by advertisers to their contacts through Facebook. These types of social engagement behaviours boost opportunities for consumers to look at the

augmented images which social media friends post on their profiles (Rodgers et al., 2013). While consumers steadily choose brand groups on Facebook as reliable sources of info, new opportunities arise to create unique brand recognition and viral marketing platforms (Holzner, 2008). In the consumer behaviour, adoption behaviour links with how customers can be more influenced to adopt new trends (Cress et al., 2014).

Consumers utilize Facebook as their main social networking service, along with Instagram and Twitter (Piwek and Joinson, 2016). The average user in America spends around 50 minutes per day on Facebook (Stewart, 2016). Along with private use, Facebook has had a major role in companies' social media marketing. At least 50 million companies have their own Facebook pages, and customers make more than 2.5 billion comments a month on such brand pages (Chaykowski, 2015). For marketers, Facebook is among the most crucial social media platforms to market their brands (Youn and Kim, 2019).

Consumers' interaction and engagement with the brand has been among the most crucial marketing goals (Araujo, Neijens and Vliegenthart, 2015; Levy and Gvili, 2015). Companies hence have considered electric word of mouth (eWOM) an essential metric of success in their social media marketing. Researchers have studied characteristics or features of brand posts or Tweets to recognize factors which cause consumers' word of mouth (Araujo et al., 2015; Chu and Kim, 2011). Earlier studies, however, have focused on users' individual differences and motivations to share brand posts with other friends on Facebook (Chu and Kim, 2011; Ross et al., 2009). Although some studies focused on message attributes, most research used a content analysis approach (Araujo et al., 2015; Berger and Milkman, 2012). Recognizing the gap, the researchers in the study collected the Facebook brand posts produced by the leading 46 Fortune 100 companies and, using a computational analysis approach, explored what characteristics of brands' posts make the posts generate consumers' eWOM.

Facebook advertising offers users or consumers the chance to interact actively with the adverts on their page allowing them to 'like' and 'share' and view who else or



which friends liked or shared the same adverts. According to some research, social media like Facebook act as a check on the credibility of brands. Lee and Kim (2011) found that customers view consumer generated messages on social media, unlike advertising generated by advertisers, as being driven by altruism. In today's corporate market, the failure or success of any business depends on public perception.

The success of advertising and marketing must be calculated taking into account consumers' evaluations of the interest aroused by the ads. Facebook creates wide platforms for viral online recommendation (Smock et al., 2011). This encourages advertisers whose organizations are ready to spend a fair portion of their budgets on analysing methods to determine possible clients and target them with ads on Facebook (Falls, 2009). However, they are shifting marketing from push advertising to trust based advertising, in which advertisers engage the consumers with the brands and stimulate word of mouth (WOM) promotion (Knight & Kristina, 2007). Advertisers develop WOM through Facebook, which positions Facebook advertising as a reliable means of enhancing the brand image of various goods and services (Kaplan & Haenlein, 2010).

### ***The structural properties of Facebook***

Most organizations have recognized they have to be around their customers; the channels through which clients communicate, like Facebook, therefore become very apt business-to-consumer arenas for all kinds of companies. The organizations may typically engage in Facebook through Facebook advertisements and Facebook business pages (Alavi, 2016). By examining the ways of the structural properties of the social network, Facebook may be utilized by organizations to develop customer trust in a brand. These properties are Friending, Likes, Messages and Inbox, Graph Search, Network Groups and Pages, Timeline, Newsfeed, Events, Marketplace, Notes, Deals, Developers, Insights, Questions, and Photos and Videos.

1. ***Friending*** is a term normally used in the world of Facebook when one user links to the other by sending him/her a friend request on Facebook. Individuals become

“friends” with others and trust develops in the relationship. Online social networks allow users to discover comprehensive info about their contacts, which includes personal background, music tastes, interests, and whereabouts.

This info is able to reduce uncertainty about other users' behaviours and intentions, which is an essential condition for developing norms of reciprocity and trust (Berger and Calabrese, 1975). Friends on a network also represent the peers of people who'll be influential in a network. MNEs can create an online presence on Facebook and use this structural property to befriend their potential and current buyers, as well as various other stakeholders.

2. The word *like* presents a positive sentiment. An individual displaying a positive sentiment about a photo, item, or another person likes the same on Facebook. Liking implies providing positive feedback and connecting with things people care about. Users like updates, links, pictures, and comments posted by their friends and other individuals on the network. If a company is able to get consumers to like their posts, then the brand's posts are going to appear on consumers' profile pages, making sure that the content in the brand's posts is seen by consumers and their friends (Wallace, Buil and De Chernatony, 2012). Liking represents an emotional connection which may be seen as affection or fondness and leads to the development of customer trust (Nicholson, Compeau and Sethi, 2001). As customers become more interested with a brand, they begin commenting on the brand 's posts.

3. Marketers are able to use *Messages and Inbox* to personalize their marketing message and send customized communication to potential clients in a one-to-one interaction, where they don't want others to see the content of the interaction openly. A one-on-one relationship is further a sign of an aspect of trust (Sheldon, 2009).

4. Marketers are able to use tools such as *graph search* for customer segmentation, profiling, and targeting to determine the kind of advertising message that will deliver better results for specific target groups. The graph search feature combines

the big data acquired from its over 1 billion users and external data into a search engine providing user specific search results. Additionally, product brands are able to make use of Pages, networks, and Facebook groups to share product related news, videos, promotional messages, photos, etc., and invite customers to take part in discussions pertaining to these issues.

5. As users *share* info on their profiles, their *timelines* are visible to their friends. The typical Facebook wall posts are important determinants in the development of a user's reputation. This is a key factor contributing to online trust (Chen and Fong, 2010). If marketers make an effort to find more info about their product brand shared on the walls of other users, the results will be a better visibility for the brand name.

6. When a user likes the page of a product or brand on Facebook, the corresponding info is visible to his/her friends in their *newsfeed* (Lipsman et al., 2012). This is what marketers want: a constant stream of product evangelists or people that unknowingly, by showing their affinity towards a certain brand, recommend the same to their friends.

7. Companies are able to host brand related *events* and invite every one of the individuals who like their Facebook pages or are friends of their brands (Holzner, 2008).

8. The Facebook Marketplace enables users to publish free classified advertisements. This is a step forward in the domain of marketing. Facebook *Notes* (Coughlan et al., 2001) are utilized as a blogging feature which allows for tags and embeddable images; users can import blogs. Companies are able to promote the import and sharing of their posts on their corporate blogs on Facebook. It will assist in the propagation of advertising messages. Companies are able to make use of Facebook Deals as the digital version of a loyalty card or coupon where a buyer gets rewarded for loyal purchasing behaviour. The Facebook developers' platform has evolved from enabling development only on Facebook.com to one also supporting integration across the web and related devices. Facebook is getting embedded in the social fabric of

people's lives and marketers will benefit as more and more apps and tools are put together to help marketers in enabling online product proliferation.

9. Facebook *Insights* (Acar and Polonsky, 2007) is a tool which helps organizations control and monitor their campaigns, and features significant quantitative info about a Facebook page with attributes such as likes, shares, followers, comments, and their activity concerning trends (increase/decrease), the sources of followers, the number of fans, virility of a post, as well as info on which posts and which customers are interacting the most. It can help in monitoring the dynamic response from an audience. Marketers are able to determine the reaction of their audience and act accordingly to boost or promote the page, boosting its significance.

10. Companies are able to utilize *Facebook Questions* (Anderson et al., 2012) to run polls with regards to brands and products, collecting customer feedback and suggestions for products. A picture speaks a lot more than words. Everyone is utilizing their Facebook profiles to inform their friends about what they do, places they go to, restaurants where they dine, products they use, social occasions they celebrate, films they view, vehicles they drive, clothes they wear, the latest gadgets they have acquired, and the exotic locations they have visited. All of this is of substantial interest to marketing. Brands have to create campaigns and photo tagging contests to encourage customers to indulge in these methods. This act of generation of positive word of mouth leads to considerable publicity for brands.

Monitoring, managing, and seeding peer-to-peer influence will benefit marketers greatly. Companies are able to create campaigns and contests where consumers can be encouraged to shoot brand and product-related videos and publish them online. Encouraging customers to post video clips demonstrating their product usage, like driving a certain vehicle and tagging friends, will garner considerable visibility for the products.

This discussion definitely shows that Facebook, as a tool, serves three (3) major purposes for advertising. We label these as the 3 benefits of Facebook and conceptualize them as the 3bF (3 benefits of Facebook) framework:

1. Builds trust and reciprocity between consumer and brand and between consumers (Friending, Likes, Messages and Inbox, Timelines);
2. Provides user specific info (Graph Search, Marketplace/Notes/Deals, Events, Newsfeed, Facebook Questions);
3. Allows businesses to monitor their online presence (Insights).

This demonstrates the enormous potential which Facebook has for marketers. Subsequently, brands have to focus on the content that's being hosted by them on Facebook, so as to have the ability to derive greatest benefit in terms of brand visibility and development of affinity towards the brand name.

### **Facebook Advertising**

In 2017, Facebook had 2 billion daily users globally (Socialbakers, 2017). Given its substantial number of users, Facebook leads a pack of social media sites in marketing spending, which from 2009 to 2016 increased by a staggering 234 per cent. Nowadays, a whopping 72.5 per cent of companies in the U.S. utilize Facebook for advertising purposes (Moorman, 2016). With a great majority of social media marketers being convinced that Facebook provides probably 'the best ROI among the social networks' (Newberry 2018), it's an established and important advertising channel (Choi, 2011).

On Facebook's newsfeed, users are confronted with branded content in three (3) different ways. First, paid advertisement posts can be placed by companies in the target group's news feed, in which case brands show up as the sources of the posts. Such posts are comparable to traditional advertising insofar as companies invest financial resources into exposing a wide target base of customers to their persuasive messages. To comply with Facebook's policy for advertisers, such posts have to be marked as ads by a

disclosure. In 2018, 5 million businesses actively positioned paid advertisement campaigns on Facebook (Newberry, 2018).

Second, brands are able to create a brand page to solicit a brand community, i.e. users that 'like' the brand page. Over 70 million businesses operate their own Facebook page, thus taking advantage of this promotion opportunity (Newberry, 2018). In those instances, however, only users that have previously 'liked' the brand on Facebook are exposed to the companies' posted content.

Third, users are able to publish content that includes brand references to their Facebook pages and, appearing as its sole source, thereby exposing their entire Facebook network to the branded content (Facebook, 2017). The latter option, user generated brand content, is a highly discussed marketing tool. Especially business media, like Forbes (Olenski, 2017) or Adweek (Merckel, 2017) praise user generated content as highly advantageous covert advertising tool for companies, as it blends into the editorial social media content.

Regulators might be, however, rightfully concerned that customers are no longer able to identify persuasive content on social media. This is essential though, as we know based on the Persuasion Knowledge Model (PKM) by Friestad and Wright (1994) that in the case of traditional media, only if viewers identify a certain content as commercial, coping mechanisms are triggered, which might lead to more critical processing of the message. Prior research in the online realm found results that are similar for blog posts (e.g. van Reijmersdal et al., 2016), vlog posts (De Jans, Cauberghe, and Hudders, 2018), native marketing in articles (Campbell and Evans, 2018), or Instagram posts (e.g. Evans et al., 2017). The U.S Federal Trade Commission advises social media users to employ media literacy techniques to identify branded content. Thus, users must reflect on questions like 'who created or paid for the advertisement, and why?' (FTC 2013). However, answering those questions may not be so simple any longer in times of social media marketing, when the explicitly stated source of a post can be a user and FTC guidelines of disclosing advertised content are bluntly dismissed by businesses

(Fletcher, 2017). Hence, it's essential to generate insights on how the processes proclaimed by the PKM manifest for the various types of branded posts on social media.

Furthermore, even if branded posts are disclosed as advertisement, studies on source and disclosure effects suggest that viewers have a hard time identifying persuasive content since they don't pay sufficient attention to corresponding indicators (Wojdyski and Evans, 2016). In fact, the European Commission (2018) reported that boosting viewers' visual attention to advertising and marketing disclosures can function as a remedy against disguised marketing practices. This could be the case, because heightened attention is able to enhance persuasion knowledge (Boerman, van Reijmersdal, and Neijens, 2015). Two highly related constructs in this regard are cognitive involvement and visual attention (Pieters and Wedel, 2007). That is, when humans focus on a content (i.e. are highly cognitive involved), their visual attention to the various facets of this content is also high. In light of this, one would theorize higher interest helps users to understand that they're confronted with persuasive messages.

Yet from literature on information processing, we are aware that humans have minimal cognitive processing capacities (Lang, 2000). Research suggests that social media use has resulted in an extensive expansion in the amount of info a user is exposed to, significantly increasing the cognitive load (Gomez Rodriguez, Gummadi and Schoelkopf, 2014). Consequently, really attentive customers may not have sufficient capacity to experience an affective reaction towards a content (Matthes, Schemer and Wirth, 2007; Janssen et al. 2016). Thus, attention might foster persuasion knowledge, but not necessarily negative affect.

With this study, we're the first to take a look at the effects of attention on persuasion knowledge and affective reaction in the social media environment. Additionally, this is also the first comprehensive experimental study testing the effects of 3 different kinds of branded Facebook posts, i.e. disclosed ad posts, brand posts, and user generated posts. This enables us to evaluate viewers' persuasion knowledge and

affective reaction towards these 3 different kinds of posts and subsequent brand outcomes.

On Facebook, however, there are two (2) kinds of posts that show a brand as the source. Brands are able to pay to show up in users' newsfeeds which meet the target group. In this situation, a brief disclosure alerts the user to the fact that they're confronted with paid content. If a user or one of his/her 'friends' however, follows a brand page on Facebook, they consent to be confronted with branded posts and as a result no ad disclosure is presented. Embedded in a stream of miscellaneous content, the two kinds have, at first glance, only one main difference: the disclosure of the advertising message. Consequently, it's questionable if users properly identify persuasive content presented on social media at all or just in the case of paid posts that have an ad disclosure (Evans et al., 2017).

Previous research indicates that the appearance of a disclosure is able to alert users' attention to the fact that they're confronted with a persuasive message, thus trigger users' persuasion knowledge. This has been indicated for product placement disclosures on TV (e.g. Boerman, van Reijmersdal and Neijens, 2012, 2015; Boerman and van Reijmersdal, 2016; Matthes and Naderer, 2016; Tessitore and Geuens, 2013), disclosures in advergames (Evans and Hoy, 2016; van Reijmersdal et al., 2015), and social media outlets including blogs (van Reijmersdal et al., 2016) or Instagram (Evans et al., 2017). Results hitherto remain inconclusive; however, primarily as a result of the differences in disclosure manipulations (see Evans et al., 2017). Put simply, whether the disclosure factually made participants realize that the underlying source of the content is a business and not a user is of crucial importance. Some studies, however, have put the usefulness of certain ad disclosures in covert marketing into doubt (e.g. Wojdyski and Evans, 2016).

Activated persuasion knowledge may in turn encourage users to critically contest the content material itself, the source of the content, and the persuasive tactics of the content (Fransen, Smit, and Verlegh, 2015). In a qualitative study, Zuwerink and



Cameron (2003) assessed the variety of coping mechanisms which may be triggered by persuasion knowledge. Cognitive resistance, such as attitude bolstering (which is the reassurance of one's belief), and affective resistance, such as negative effect against the persuasive attempt, were among the most frequent resistance strategies. In the context of sponsored content, extant research (van Reijmersdal et al., 2016) implies that affective resistance co-occurs with cognitive resistance for two reasons.

First, research showed that content that is perceived as marketing usually directly triggers avoidance behaviour, annoyance, and negative attitudes (e.g. Mittal, 1994; Moriarty and Everett, 1994). Second, Friestad and Wright (1994) pointed out that identifying a communication as persuasive intent is a change of meaning. Thus, the persuasive attempt is viewed as an intruder into the communication context. Put simply, if a post is identified as a persuasive intent while a person is browsing through entertaining and informative content on their Facebook wall, it may intrude in the Facebook browsing experience and thereby trigger resistance. The significance of the persuasive message is scrutinized, which subsequently leads to damaging consequences on brand evaluations (Evans et al., 2017; Hwang and Jeong, 2016; Liljander, Gummerus and Soderlund, 2015). This was supported by research on ad intrusiveness that has linked the intrusiveness to viewers getting irritated by ads (Ha, 1996; Truong and Simmons, 2010).

Last but not least, the aim of a marketing communication is to affect marketing outcomes, such as, for instance, purchase intent. Extant research has demonstrated in diverse channels how increased persuasion knowledge diminished marketing outcomes (Boerman, van Reijmersdal, and Neijens, 2012; Matthes, Schemer and Wirth, 2007). Interestingly, Wei, Fischer and Main (2008) have found the effect to especially hold for unfamiliar brands. We anticipate this appears on account of the explained triggered coping mechanism of negative affect (Zuwerink and Cameron, 2003).

#### **4.5.4 Email**

Email can be defined as an interactive communication medium which facilitates communication between people or groups of people in the form of a note or document. It's an asynchronous computer mediated messaging system which

utilizes computer text processing and communication tools to facilitate a high-speed information exchange service (Sproull and Kiesler, 1991). It is text based and requires access to a computer device with a terminal, keyboard and communication software.

Email messages are sent by typing them on a computer keyboard. They are received by reading onscreen or a hardcopy printout (SteinBeld, 1986). Electronic mail makes use of an electronic mailbox allowing users to access their own private messages through their own electronic device. Email systems have facilities for composing and modifying emails and for directing the information to an individual or group. Email systems allow received messages to be saved, printed, read, forwarded (redirected) or even deleted.

Email is used by individuals to reach loved ones, friends, and co-workers. Marketers make use of it to reach prospective or actual clients. As per Forrester Research, the typical household is going to receive 9 email advertising messages a day, 3,285 a year, in 2004 (Priore, 2000). Among the forces steering the development of email advertising are costs that are low to the marketer, the potential to target messages selectively, and high response rates relative to other forms of direct customer contact.

As electronic mailboxes start to be more crowded, however, response rates might fall. In fact, email saturation as well as misuse (spam) of the medium may already depress response rates (Priore, 2000). Consumers usually reach for the delete key whenever they realize the message is actually from a marketer. They're a lot more unwilling to delete a message from an individual they know. This point is actually a vital component in understanding the possible power of viral marketing.

Additionally, customers communicating via email might be persuaded a lot more easily compared to mass media advertising. Given other evidence, this is not surprising. A number of scientific studies (e.g., Price and Feick, 1984; Udell, 1966) have backed the effect of interpersonal contacts on choices (Arndt, 1967). Nevertheless, advertisers tapping viral efforts are hoping that consumer to consumer communication also will

improve awareness and knowledge of services and products. By encouraging interaction and communication among customers, important perceptions about products – as well as compelling triggers for purchase - might spread widely and quickly, thereby achieving mass reach a number of individuals at a time. Put simply, advertisers strive to accomplish what Gladwell (2000) has labelled the "tipping point."

### **Email Advertising**

Email advertising, in which email is used as a vehicle for the distribution of promotional messages, is quickly becoming an essential advertising and marketing tool. Email advertising revenue totalled \$948 million in 2001 and has been forecasted to increase by 32.91 per cent to \$1.26 billion in 2002 (Gartner, 2002) and to \$7.3 billion by 2005 (Beardi, 2001). Indeed by 2004, marketers were actually predicted to send nearly 210 billion email communications to customers (Schwartz, 2000). Well-known companies currently making use of email to contact customers include Barnes and Noble, Hershey Foods, Borders, and J.C. Penney (Landau, 2001; Schwartz, 2000; Weidlich, 2001).

Reasons suggested for the popularity of email advertising include, for starters, that email is actually cheaper than conventional direct mail with prices ranging from \$5 to \$7 per thousand customer addresses, instead of \$500 to \$700 per thousand for direct mail (Gartner, 2002). Secondly, email advertising continues to be heralded as generating faster response times from customers (Brown, 2002; Rickman, 2001). Gartner (2002) reports that customers respond within 10 business days to an e-mail campaign instead of 4 to 6 days for a direct mail campaign. Email advertising additionally provides for a fast dissemination of an advertisement to a worldwide target market. Thirdly, email is able to encourage interactivity with customers by incorporating hyperlinks in the e-mail (Brown, 2002; Garden, 2002). These hyperlinks are able to invite customers, for instance, to go to the company's site by clicking on the hyperlink in the e-mail.

Recent research undertaken by practitioners suggests that customers are keen on email advertising. For example, a survey by DoubleClick of 1,015 respondents reveals that 77 per cent of customers want to get marketing offers by email. Additionally, for 64 per cent of customers, email is actually the most favoured means to find out about new promotions, products, and services (DoubleClick, 2002).

Although commercially essential, however, email advertising has been fairly neglected by academic research. In this article, we deal with this gap by checking out perceptions of email advertising and marketing utilizing a sample of female customers. Permission-based email is defined as email which has been requested by the customer as part of an opt-in scheme (for instance, a customer fills in the email address of theirs on a site and agrees to get information of interest). In effect, marketers are getting the consumer's authorization to promote to them. Permission-based emails are powerful and effective because by signing up to an email list, the customer is asking for the information from the advertiser instead of merely being subjected to it. Thus, advertisers are able to get better effectiveness in the spending of their budgets as the message recipients have already indicated a degree of interest in the messages. For that reason, permission email advertising continues to be heralded as offering customers reduced search costs as well as a heightened amount of precision for advertisers (Rowley and Slack, 2001).

This form of email differs from unsolicited commercial email. Indeed by 2006, the typical email user is forecasted to get 3800 emails annually including 1400 spam communications (Tchong, 2001). Research suggests that response rates for spam email stand up at just one per cent of the e-mail sent out by advertisers, whereas the average click through rate for permission based emails is between 5 and 8 per cent (Gartner, 2002; Tchong, 2001). Furthermore, the aforementioned DoubleClick survey indicates that more than 88 per cent of respondents have made a purchase as a consequence of receiving a permission-based email (DoubleClick, 2002).

Along with permission-based email, there's additionally a growing recognition that proper email content plays a major role in marketing effectiveness (for instance,

Carmichael, 2000; Waring and Martinez, 2002; Yager, 2001). Yet while email content as a whole is increasingly recognized as important, recommendations for which content advertisers should use tend to be vague and scarce. For instance, email content should be 'targeted' (Waring and Martinez, 2002), 'relevant as well as clear' (Carmichael, 2000), or 'irresistible' (Yager, 2001). An exception is Garden (2002) who suggests (1) providing relevant product info, (2) advertising special deals, and (3) offering invitations to company functions.

Among the objectives of the study is exploring customer perceptions of email content to obtain some preliminary insight into what special email topics are regarded as useful. In the case of cosmetics with perfumes or makeup products, like lipstick, it's understandable that the shop is visited by consumers to find out if the product marketed by email suits them. Customers who find emails useful seem to want the business to remain in regular contact with them, hinting that email provides advertisers the chance to turn into an important avenue for customers to get info. Furthermore, people that received lots of email ads seem to be much more likely to visit the shop.

Helpful email content included special sales offerings, products that are new, competitions, and information about treatments and beauty. Interestingly, sending consumers hyperlinks in emails wasn't viewed as useful. This is quite surprising given the suggested advantages of hyperlinks as, for instance, enabling customers to get more information (Gallagher, Fosters, and Parsons, 2001).

Our results thus recommend a probable qualification to the profits of offering customers hyperlinks in the context of email advertising. From this perspective, as was discovered in our results, email advertising copy concerning new product information and price must be seen as more useful by customers than general hyperlinks.

#### **4.5.5 Online Display Advertising/Web Search**

Recent scientific studies look at the interaction between paid display and search at the private fitness level. Abishek et al., (2012) estimation a concealed Markov Model of specific customer behaviour and realize that display and hunt advertisements influence specific consumers differently depending on the states of theirs in the determination process. Field experiments by Nguyen and Lewis (2011), Papadimitrou et al., (2011) discover that publicity to a screen advertisement raises the amount of appropriate search queries by respectively 27 per cent ,45 per cent, 5 per cent and 25 per cent. Kannan and Li (2014) indicate that screen advertisements boost visits through eventually search. Furthermore, Xu et al., (2014) discover display advertisements have a really small impact on purchase transformation, but that they activate subsequent visits through various other advertisement formats. These outcomes are actually in line with surveys showing that between 14 per cent as well as 50 per cent of customers exposed to a screen advert conduct a branded search (Morn and Fulgoni, 2008; iProspect, 2009; Hamman and Malm, 2009).

Nevertheless, they lack two elements that are important that we see in the study of ours. Firstly, most studies do not allow for completely long powerful effects of advertising. Scientific studies which try to integrate dynamics do and so in an ad hoc fashion. For instance, Papadimitrou et al., (2011) make use of a 10 minute window as the ad agency for the data provider of ours uses a two week period to look at the outcome of screen on search. In comparison, our examination shows that these powerful effects are effective and could last several weeks. Ignoring them could lead to substantial underestimation of the usefulness of internet advertisements. Next, most of the prior studies used similar metrics or click-through rates to determine the effect of display advertisements on search. In comparison, we look at just how display ads communicate with search clicks, conversion and eventually the profits of the tight.

This enables a far more appropriate budget allocation between display and search. The customer journey could be conceptualized as a transformation funnel. While customer conduct tends to be exploratory at the first phase, it turns to aim directed hunt in later stages (Hoffman and Novak, 2003). A customer might be subjected to a brand

through display advertisements; she could click on these advertisements to find far more info and may ultimately convert. This's the immediate effect of display advertisements on transformation that's discovered to be little (e.g. Dinner et al., 2011; Manchanda et al., 2006). On the other hand, a customer might be definitely trying to find a product online, exactly where she encounters a search advert, clicks on it as well as converts. Goal-directed individuals are closer to converting to buy (Hoffman and Novak, 2003) and hence the immediate impact of search ads is generally bigger compared to the immediate impact of screen advertisements (Manchanda et al., 2006; Wiesel et al., 2011; Dinner et al., 2011). It's typical to calculate these immediate consequences of screen and research using online metrics like CTR, CPC, and CPA.

#### **4.5.6 Search Engines**

The web has brought about an essential change in the way users produce and also obtain info, therefore facilitating a paradigm change in customer search and buy patterns. With this regard, search engines are actually able to leverage the value of theirs as info location tools by selling advertising and marketing connected to user generated search queries. In fact, the trend of sponsored search marketing - in which advertisers pay out a rate to Internet search engines to be shown alongside organic (non sponsored) Web research results - is actually gaining ground as probably the largest tool of revenues for search engines. The global paid search advertising and marketing market place is actually predicted to have a thirty seven per cent compound yearly progress rate, to much more than thirty three dollars billion in 2010, as well as has become a crucial part of firms' advertising campaigns.

Search engines including Google, MSN, and Yahoo have found out that as intermediaries between firms and users, they're in a unique place to promote new types of ads without annoying consumers. Particularly, sponsored search marketing has slowly developed to fulfil consumers' penchant for pertinent search engine results and advertisers' drive for inviting high quality website traffic to the websites of theirs. These ads are derived from customers' very own queries and are hence regarded as less

intrusive compared to internet banner ads or maybe pop up ads. The particular keywords in reaction to which the advertisements are actually displayed are typically selected based on user generated content in internet product reviews, social networking sites, and blogs in which users have published their views about firms' products; frequently highlighting the particular item features they appreciate the most (Ghose and Dhar, 2009). In ways that are many, the improved capability of users to work together with firms in the internet community has enabled a change from mass advertising to far more targeted marketing.

Just how performs this mechanism work? In sponsored search, companies that want to promote their services or products on the web submit their product info in the form of certain keyword listings to the search engines. Bid values are actually assigned to each person advertisement to figure out the role of every fighting listing on the search engine benefits page every time a user runs a search. When a customer searches for a phrase on the search engine, the advertisers' webpage is found as a sponsored link next to the organic search engine results which would usually be returned making use of the basic criteria used by the search engine. By allotting a certain printer to every key phrase, advertisers just spend the assigned cost for the customers that really click on their listing to go to the websites of theirs in probably the most common payment mechanism, referred to as price per simply click (CPC).

Because listings appear just when a user creates a keyword query, an advertiser is able to achieve a far more targeted market on a fairly lower fund through search engine advertising. Despite the progress of search marketing, we've little understanding of how buyers react to contextual and sponsored research advertising and marketing on the internet. With this newspaper, we focus on before unexplored issues: How does sponsored research advertising affect customer search and buying conduct on the internet? Much more precisely, what sorts of sponsored keyword ad most add to perturbation in advertiser worth in conditions of customer click through rates and conversions? What's the connection between various sorts of keywords as well as the advertiser's actual CPC as well as the search engine's keyword ranking choice? An



emerging stream of theoretical literature in sponsored research has looked at problems like mechanism layout in auctions, but no prior job has empirically analysed these sorts of questions. Given the change in advertising from standard banner advertising and marketing to search engine marketing, an understanding of the determinants of click-through rates and conversion rates in search marketing is actually crucial for both Internet and traditional retailers.

With a distinctive panel information set of several 100 keywords collected from a nationwide merchant which advertises on Google, we look at the connection between several keyword characteristics, role of the keyword ad on the search engine benefits page, as well as the landing web page quality score on customer as well as firm conduct. Particularly, we suggest a hierarchical Bayesian modelling framework in that we develop a simultaneous design to jointly estimate the effect of various keyword characteristics on consumer click through and buy propensities, on the advertiser's CPC, and also on the search engine advert ranking choice.

Our empirical analyses provide a number of descriptive insights. The presence of retailer specific info in the keyword is actually linked with a growth in click through as well as conversion process fees, by 14.72 per cent as well as 50.6 per cent, respectively; the existence of brand specific info in the keyword is actually related to a drop in click through and conversion rates, by 56.6 per cent as well as 44.2 per cent, respectively; as well as the length of the keyword is actually related with a drop in click through fees by 13.9 per cent. Keyword rank is negatively linked to the click through rates and conversion rates like that all these metrics diminish with advertisement role as a person goes down the search engine benefits page. In addition, this relationship is actually increasing at a decreasing price for both metrics. A growth in the landing page quality score of the advertiser by one product is actually linked with a growth in conversion rates by almost as 22.5 per cent. CPC is negatively related with the landing page quality. Last but not least, our information suggest that earnings aren't always monotonic with rank so that keywords that have a lot more prominent jobs on the search engine results page as well as therefore experience higher click through rates also as

higher conversion rates aren't always the most rewarding ones. Actually, we discover that earnings are usually greater for keywords which are ranked in the center jobs than for kids in the really best on the search engine's results page.

#### **4.6 Few Factors Impacting Choice of Digital Media**

***Family Income:*** Li and Colleagues (1999) found that 'consumers with increased incomes were more likely to be in the frequent online buyer class.' An iCrossing (2005) survey revealed that respondents having greater income are more likely to use the Internet for purchasing. According to Pew Internet & American Life Project (2007) reports, online teens with high income parents are more prone to purchase products online than people whose parents earn less money. In this study, it's revealed that there's a difference between years 2004 and 2006 concerning blogging activity among teenagers in terms of household income or family structure. Teens whose household income is under \$50,000 per year are considerably more likely to blog than those whose household income is higher (Lenhart et al., 2007). According to Australian Communications and Media Authority (2009) research, young people between the ages of 12 and 17 whose average annual household income is more than \$100,000 used the Internet considerably more frequently compared to their counterparts whose household income is lower. According to an online survey by Pricewaterhouse Coopers (2010), in Russia, almost 75 per cent of respondents generally use online social networking sites. Females spend more time for social networking and blogging than males. Blogging was more appealing to respondents with in middle class income segment.

***Social Media Usage And Social Media Knowledge :*** A recent study of social media usage conducted by market research firm Chadwick Martin Bailey and iModerate Research Technologies revealed that 'consumers engaged through social media like Twitter and Facebook are more than 50 per cent more likely to purchase and recommend than before they were engaged" (Chadwick Martin Bailey, 2010). Rozental, George, and Chacko (2010) compared social network users and non-users in their study and discovered that social networking use is closely related with younger age, higher level of education, mobile phone and or computer ownership. Lewis (2010) in his research noted that education influences the comprehension and attitudes of students toward social

media. Because college students in public relations and advertising fields understand how social media advertisements are like to the industry in which they are getting educated, they look at social media more favourably compared to others. Lewis also discovered that there's a significant relationship between use of social media as a primary news source and positive attitude toward social media as a strategic communication tool. He suggested that the students that take a class on social media will have a positive perception of social media.

***Internet and Social Media Effect:*** Consumers have started using the internet for actual purchases and pre-shopping information. Additionally they benefit from the Internet by reading about products (Blackshaw and Nazzaro, 2006). Nowadays, people increasingly search for services and products online prior to making a purchase. Social media marketing utilizes a pull strategy, that allows buyers to reach products, services, and brands related to their personal experiences (Akar, 2010). In order to make different decisions, clients use the Internet in different ways. For example, buyers need to search for the thoughts of other people by using social media and product-rating sites, especially when making decisions which involve choices that have a great deal of personal impact, like healthcare options or major electronics purchases. However, they have a tendency to use company-controlled sources when making transactional decisions on commoditized items, like utilities or airline tickets (McRoberts and Terhanian, 2008). Every purchasing decision is always affected by social influence. When making decisions about purchasing, people ask for guidance from others, but consumers are making increasingly purchasing decisions online each day. Social media helps consumers purchase online, speak with one another, socialize, and influence one another online (Singh, 2010).

***Fear about Marketing with Social Media:*** Many people are likely to avoid or fear things they don't comprehend (Safko and Brake, 2009). Trust is necessary in online purchasing, and consumers' lack of trust creates a major barrier to the adoption of e-commerce (Cheung et al., 2009). Heijden, Verhagen and Creemers (2003) found in their study that perceived risk 'directly influenced the attitude towards purchasing online.'

Heijden and colleagues continued by noting that perceived risk 'negatively influence[s] an unfavourable attitude towards online purchasing, but [does] not positively influence a favourable attitude towards online purchasing' (p. 46).

By using social media web sites, users can share information, communicate with one another, network, and interact. However, thanks to the easy transfer of information among different social networking sites, the information which must be kept private becomes public which lead to considerable security risks for users (Rose, 2010).

***Experience with Social Media tools:*** Cha (2009) indicated that 'the more familiar people are with a medium, due to their frequent use of it, the more favourably they feel toward that medium.' According to Zajonc (1968), "mere repeated exposure of the individual to a stimulus is a sufficient condition for the enhancement of his attitude toward it." Monroe (1976) talked about that "the greater the amount of experience a buyer has with a particular brand, the more information he possesses about the brand." Aldridge, Forcht and Pierson (1997) claimed that when familiarity increases the comfort level of users, they spend more time on the Internet than others do and have the tendency to shop online more often. Hoffman, Novak and Peralta (1999) found that "the more experience one acquires online, the less important are the functional barriers to online shopping."

#### **4.7 Discussion on Evolution of advertising from traditional to digital media in beauty industry (Objective 1)**

In order to understand the extent of evolution of advertising from traditional to digital media in beauty industry, Systematic Literature Review system was used to filter, evaluate and classify the different secondary data collected. The process starts off by designing a review process to ensure a transparent and rigorous selection of studies. Since academic discussions on development of definition of advertising are dispersed over different platforms, the review started with a broad range of keywords to capture the full bandwidth of studies entirely on advertising related studies over the

years. A Boolean search was carried out using the keywords (advertising AND (digital OR viral OR online OR social media OR traditional) AND (evolution OR transition) AND (beauty OR cosmetics OR skin care). A search was performed in two complementary databases, Scopus and Google scholar; in April 2021. Two separate primary reference databases were constructed and it was ensured that there is no overlap between the two datasets. The data was selected in four steps (see Figure 4.1).

To begin with, literature was selected to include only reviews, editorials and peer-reviewed papers. Second, the sample was filtered to written papers published in English from 1997 to 2021 from the social sciences and business and management domain. This is further filtered to only publications in the relevant field of study to remove undirected papers. This yielded 5,355 articles in Scopus and 658 articles in Google scholar. Then, the abstracts were subjected to further analysis based on i) research papers on advertising, ii) study of digital or online advertising, iii) the transition or evolution of advertising over the years and iv) beauty and skin care industry. This yielded 149 articles in Scopus and 136 articles in Google Scholar.

After this, the abstracts were further sorted based on the reasons and directions on advertising and articles published from all over the world were also included to have a global understanding of the objective. This yielded 76 articles in Scopus and 22 articles in Google Scholar. Finally, this review paper analyzed the full texts of these 98 papers. A data extraction table was designed to include the following categories: bibliographic information, focus of the study, methodology, theoretical orientation, relevance of the topic, advertising theories and practices.

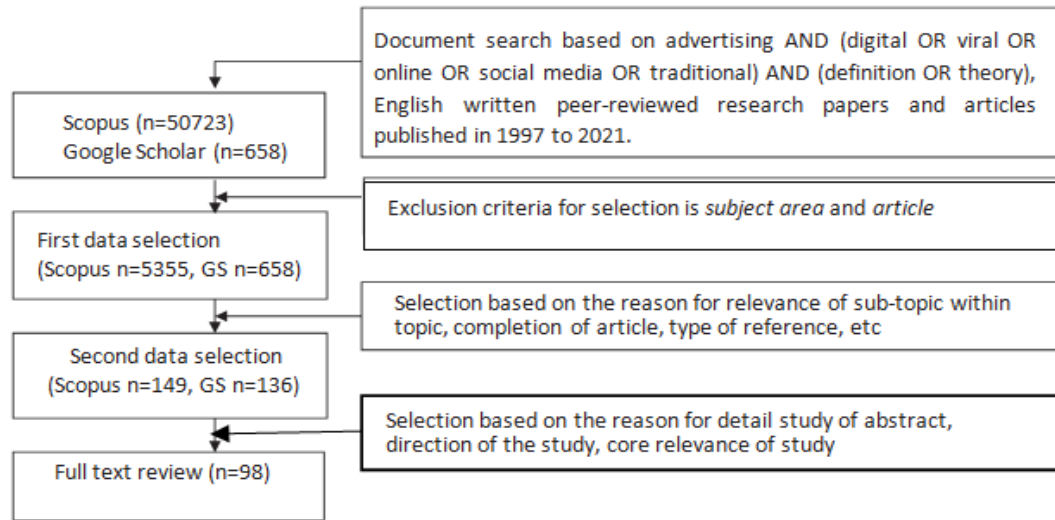


Figure 4.1: Schematic representation of the systematic literature selection process

In the sample (n=98), more than 80 per cent of the papers were peer reviewed research papers published in established journals. Several papers were also included which were published before 2001 for understanding the traditional definition and practices of advertising have been included for referral. Table 4.1 show that the majority of papers were taken after 2001 up until 2021.

Table 4.1: Classification of samples by years and type

Years	Before 2001	2001-2010	2011-2021
Journal Article	15	32	33
Editorial / Report	3	8	7
Grand Total	18	40	40

The following table 4.2 shows the publication which has been selected for the study. Majority of the articles and research papers were taken from Journal of Advertising and Journal of Advertising Research. The remaining other journals were also considered as represented by 27 percent. Then these papers were process in Mendeley software where they are classified according to the relevance to the topic. Since the software available was the basic format, the process followed was more

manual in nature in this case.

Table 4.2: Distribution of sample papers in publications

<b>Publications</b>	<b>% of sample</b>
Journal of Advertising	26
Journal of Advertising Research	14
International Journal of Advertising	8
Advertising & Society Review	8
International Journal of Information Management	7
Others	37
Total	100

*Source: Survey*

### **Analysis:**

In this section, we analyzed the evolution of advertising by tracing the definition models of advertising from pre-1990's to post 2020. This aims to examine the relevance of traditional advertising in relation with development of technology through internet and digital media. When following the evolution of definitions, it could be observed that they followed perspective of the advertiser rather than of the consumer as per the evolution of marketing philosophy.

### **Evolution of advertising**

The evolution of advertising has been discussed by examining the development of technology through print media and adoption of internet technologies at the end of 20th century viz., pre-printing period (prior to the Fifteenth century), early printing period (from the Fifteenth century to approximately 1840), period of expansion (from 1840 to 1900), period of consolidation (from 1900 to 1925), period of scientific development (from 1925 to 1945), and period of business and social integration (from 1945 to the 1990's).

In this study, the study examines the development of advertising by integrating the interpretation and definitions of advertising from the post industrialisation era till the

current post Covid era. Internet has brought a metamorphic change in in business environment and the world has changed due to liberalisation, globalisation and privatisation. With the development of internet technologies and acceptance of internet by the public, the evolution the evolution of advertising post 1990's, then, development of digital media and post Covid era are taken into consideration for the analysis.

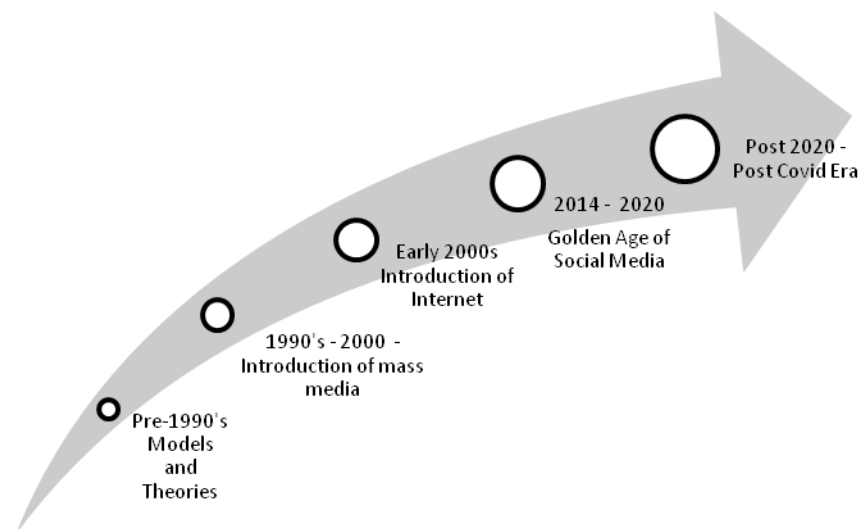


Figure 4.2 Evolution of advertising

#### (i) **Pre-1990's Models and Theories**

One of the earliest definitions of advertising was 'selling in print' (Starch, 1923) which emphasized on the media available at that time. More recent definitions have started to update to referencing media, mass communication or some similar terms (Lamb et al., 2000; O'Guinn et al., 2000; Wells et al., 1998). By the 1960s and 1970s definitions began to include a number of common elements such as: advertising was paid for, the sponsor was identifiable and the message was non-personal (American Marketing Association, 1960; Cohen, 1972; Dunn, 1969). The definition that has been evolving is important to the practitioners for practical implications and for the academicians in establishing the borders in advertising courses and trade publications. Therefore, the evolution of definition has more than trivial implications (Richards and Curran, 2002).



***a. Cognitive information models***

Traditional economic theories of consumption hold that consumers' preferences are unchanging and, therefore, advertising should not alter them. Advertising is more effective for products with quality attributes that are easy to verify through usage but on which objective information is hard to acquire. When consumers rely on memory, advertisements increase price sensitivity, but at the point of purchase, advertising serves to reduce price sensitivity, due to greater non-price information being available (Ambler and Vakratsas, 1996).

***b. Pure affect models***

Models using wholly emotional stimuli have had less historical attention since prior (cognitive) awareness must exist for advertising to have any effect. The two main findings of this model are that "advertising may neither be informative nor verbal to be effective" and "likeable advertising is sometimes more likely to be effective" (Karlsson, 2007).

***c. Persuasive hierarchy models***

Modern persuasive hierarchy models have included more stages than AIDA but the underlying precedent remains that our thinking impacts our emotions which in turn drive our behaviour. The Elaboration Likelihood Models (ELM) distinguish persuasive hierarchies based on the consumer's motivation and ability to become involved (Cacioppo et al, 1985) and attitude towards the advertisement which seem to have an impact on attitudes towards the brand mostly in low involvement products.

***d. Post choice dynamic models***

In the early 1970s, experience was introduced into models of advertising effects, notably in Andrew Ehrenberg's (1974) Awareness -> Trial -> Reinforcement (ATR) model. There is support for the reinforcement role of advertising and this is consistent with the "maintenance" concept under which advertising may not build market share any more than maintaining plant and equipment helps profits.

***e. Integrative models***

The vast majority of advertising academic research is based on the concept of a linear hierarchy of effects whereas the development of FCB Grid (Vaughn 1980 and 1986) has

practical implications in the short term and research implications in the long term. The grid segmented product categories into four groups according to their think or feel characteristics and level of involvement. Thus, a highly informative advertisement was best suited for highly involved groups dominated by thinking processes.

## **(ii) 1990's to 2000 - Introduction of mass media**

In 1994, Rust and Oliver had predicted “the death of advertising” due to the narrow definition which implied that growing disciplines like sales promotion, direct marketing, and new media will result in slowly moving away from traditional advertising methods. Media fragmentation (Rust and Oliver, 1994), the dramatic shift away from a product-oriented to services-oriented economy, increase in non-advertising communications expenditures were some of changes observed in the market. The rise of Integrated Marketing Communications (IMC) gave advertisers greater efficiency and coordination in reaching their target audiences through a variety of communication approaches. The expansion of the service sector (and relative contraction of the product sector) and the new information services also required different marketing ways.

According to Rust and Oliver (1994), two new techniques *relationship marketing*, which takes advantage of computer databases to provide targeted services and product offerings and *mass customization*, which takes advantage of flexible manufacturing to make individualized products changed the landscape of marketing during this decade. Therefore, traditional print media advertising began to lose dominance, while the new intelligent and more customized advertising gained prominence. During this time, even for the beauty and skin care industry, there was a movement from print to television. Being visual in nature, the impact on audio media like radio was not as heavily noticed but television proved ideal for beauty and skin care industry. However, the reliance on print media was still observed more so than other industries due to the visual nature of the products.

## **(iii) Early 2000s – Introduction of Internet media**

Until this period, when it comes to advertising and its definition, certain recurring elements were noticed: (1) paid, (2) non-personal, (3) identified sponsor, (4) mass media, and (5) persuade or influence. In the early 2000s, certain changes in technologies and approaches started becoming more prominent and the applicability of these five elements had also shifted (Richards and Curran, 2002). Internet had made advertising more "personal" and had even questioned the "non personal" element. Rosenfield (1997) suggested that this made the internet a form of direct marketing but not advertising. But most technological advancements in advertising had contributed to making advertising more interpersonal like personal selling. Rust and Oliver (1994) had also asserted that "virtually the whole of marketing communications will be 'not advertising' in the relatively near future." Shelly Lazarus who was the CEO of Ogilvy and Mather Worldwide suggested that internet "has fundamentally changed the definition of advertising" (Freeman, 1999). Reinhard (2001) also reflected on the emergence of interactive methods saying, "Advertising is on the threshold of a new golden age if we are willing to broaden its definition". Since disciplines and practices evolved over time, definitions may also require revision. As a practice, advertising had changed radically over these years, owing to new techniques and technologies unlike the definitions which were outdated.

This led to the need for a search for the best method to find the most accurate definition for advertising. In order to get an unbiased and experienced definition, a modified Online Delphi data collection method was developed which brought together a group of 14 experts, via multi-wave survey, with the goal of reaching to a consensus. This modified version converged by using the internet as the medium of information exchange. Although there was no true consensus, the following definition was derived from the majority opinions:

*Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.*

This seemed to capture the majority opinions while broadening the definition to encompass some activities that did not fit under the previous version. It still drew clear boundaries around activities which were not considered advertising and was the most widely acceptable definition.

**(iv) 2014 to 2020 - Golden Age of Social Media**

According to Dahlen and Rosengren (2016), since the definition by the Delphi method had not been subjected to any test or debate, three dynamics were identified to inform how advertising would be understood in the future (i) (new) media and formats, (ii) the evolution of (new) “consumer” behaviors related to advertising, and (iii) a growing acknowledgment of extended effects of advertising. With the change in technology, consumers could control whether to receive advertising or to actively seek out and partake in advertising. The traditional definition of advertising remains relevant and provides a clearly identified set of activities with defined necessary outcomes. But according to Stewart (2016), these activities have become less relevant, at least as measured by expenditures and effort, over the years. Redefining advertising to include other non-advertising-related activities may benefit advertising agencies and academic departments, but may weaken advertising as a discipline and activity.

In 2016, the Dahlen Approach was developed by using a technique of Modified Delphi Approach which tries to look into the shortcomings of traditional definitions and redefine advertising by modifying existing definitions. The skills required for advertising to create copy, purchasing and scheduling paid media are still important, but not in the same degree or direction in the world of new media. It may be time to recognize that advertising is a small and decreasing element in the interactions between consumers and an organization and therefore include these activities to broaden the field. The definition and scope of advertising had to be re-examined because of evolving technology and new media (e.g., Kerr and Schultz, 2010). Along with this, consumer behaviors (e.g., Speck and Elliot, 1997; Rosengren and Dahlen, 2015) have evolved over the years and the functions of advertising has also evolved from selling to persuading (Ehrenberg et al., 2002; Faber, 2015; Heath, Brandt and Nairn, 2006).

### *Internet Advertising in Beauty and Skincare Industry*

The continuing trend in beauty advertising is seeing growing numbers of businesses diverting a greater percentage of their advertising budget spend away from traditional and towards other forms of advertising and marketing (Mc Keon, 2018). According to Richard McKeon, the shift away from traditional advertising may be one which will not be reversed, due a great extent to the cost-effectiveness and return on investment offered by digital marketing. No matter how subtle the shift, the reduction in budget is forcing considerable change in the advertising industry. Whilst businesses across all sectors have felt the shift in focus, the last number of years has seen the beauty sector experience the greatest impact. In the digital age, industries thrive when influential social media users are willing to give recommendations to their peers and followers. These followers are acting as unpaid promoters. An increasing number of younger clients no longer have the time to flip through a magazine from cover to cover or to tear out advertisements and take them to their local beauty retailer; micro media is king. Platforms such as Instagram display cosmetics in the best light and give perfect bite-size snippets of info which can be absorbed by a generation on the move.

While other brands in different industries may still place great emphasis on traditional print media to distribute their brand message and sell their high-value items, cosmetics, given their relative affordability, are a great deal more likely to achieve higher conversions to sales in case the products are based at a low enough price point and only one click away. Brands do not have to rely on their own media; word of mouth will continue to reign as king in advertising for cosmetic companies. Consumers are less willing to accept the smoke and mirrors strategy of traditional marketing, they require proof that a product works, relying on testimonials from other clients. A study by Reevo, a company which offers ratings and reviews services to retailers, suggests that 50 or more reviews per product can mean a 4.6 per cent increase in conversion rates. Many nascent brands are even using comments to help develop products. Recommendations by influencers can be even more effective, because of the breadth of

their audiences. Brands are also deciding to invest more in their own channels of communication, from social media to website editorial content.

### ***Social Media Advertising in Beauty and Skincare Industry:***

The amount of beauty and skincare content available on the internet is increasing steadily, particularly on the video platform YouTube. In April 2015, YouTube had 1.8 million beauty videos online that collectively generated 45.3 billion views (Pixability, 2015). With the rise of the internet the traditional path between companies, their brands and consumers has been disrupted. Especially social media has changed the way consumers are faced and interact with brands (Fiorella and Brown, 2013). These media are distinguished from other social networks by the phenomenon of social influence (Li, Cui and Ma, 2015). Social influence refers to a network of influence between several people in which one person exercises influence over another (Friedkin and Johnsen, 2011). This is apparently in the beauty and skincare industry where beauty vloggers and bloggers have established their influence over the years, and has been recognized by the business world (Coursaris and Van Osch, 2016). Of the entire marketing buzz that is created within the beauty world on YouTube, 97 per cent is created by individual vloggers and other content creators, as opposed to major brands (Marshall, 2014). These social influencers are not just crucial to business and profit related goals, but also the manner in which these influencers interact with consumers, which is identified as the social influence and the extent of their influence is of societal importance as well.

Word-of-mouth (WOM) is concerned with the informal communication of information on brands and products from consumers to other consumers (Hennig-Thurau and Walsh, 2004). Electronic word-of-mouth (eWOM) can take place in numerous forms and shapes such as on blogs, forums and in news groups, it's commonly distributed via social media. The effect eWOM has on consumer-buying behaviour is recognized by marketers and scholars in various sectors (Vermeulen and Seegers, 2008; Chu and Kim, 2011; Fan and Miao, 2012). EWOM is often exercised through the use of user-generated content (UGC), which refers to content that is created by consumers,

rather than by corporations, and allows anyone with access to the internet to create and upload his or her own content (Molyneaux et al., 2008).

Considering that beauty and skin care industry has been immensely affected by the huge growth of digitalization, digital marketing has become a key tool to create long lasting relationships between brands and their consumers.

- *Brand collaborations with influencers:* Brand collaborations with influencers for social media contents have become a key trend in the sector. It is not surprising that in the beauty and skincare market, influencers play a bigger role in promoting products or services on social media channels. Influencer reactions to products tend to exercise more influence over millennials than expert comments, because the former are perceived more as “real people”.
- *Content Curation:* Curated social content for a beauty and skincare brand is a necessity that helps it to be more engaged with its consumers. Companies are inviting users to upload their product photos, express their opinions and tag brands using a specific hashtag via social media platforms, which indicates that the use of UGC is still a beauty brands’ common practice. Every social media message and image is curated in line with the message the brands want to communicate to their customers.
- *Personalization through technology:* Many brands have been partnering with tech start ups in order to launch beauty applications, in-store technologies and shopper tracking technologies aimed at increasing customer engagement. This offers a customized beauty experience, while collecting behavioural data. Use of biometrics and big data allows brands to personalize products according to consumer’s skin types and their personal needs and afterwards provides individualized recommendations to product users. Ultimately, the use of these technologies is beginning to positively improve conversions.
- *E-commerce:* The contribution of e-commerce sales represented is predicted to increase even more over the upcoming years. Brands have to optimize in-store

strategies with digitalization, which means to provide convenient, omni channel commerce. It can be observed that large contributions of sales were achieved due to willingness of brands to unify and get closer to consumers.

- *UX / Responsive Design*: The current need to buy products online pushes many brands to make the online shopping experience fast, easy and convenient for their consumers. Since mobile device usage is rapidly increasing, optimization of browsers and mobile commerce is one of the main digital trends affecting the beauty and skincare industry. Having in mind that mobile phones have become an essential part of the everyday shopping experience, beauty and skincare brands have understood the big importance of pointing their attention towards experience and simplicity of mobile use.
- *Video content*: Video content is becoming more powerful in the beauty and skincare sector, especially when related to influencer marketing. More generally, the power of video content in retail is increasingly growing. Companies are trying to take advantage of this trend, by creating compelling video content, but sometimes they face budget limitations. For this reason, many brands are developing new techniques to create videos, giving up on the big budgets of traditional advertisements.

**(v) Post 2020 – Post Covid-19 Era:**

The Covid-19 pandemic has brought major changes to the marketing activities of all companies. According to Wunderman Thompson, in 2020, three (3) main channels of content distribution were used: social networks - 89 per cent; email - 87 per cent; corporate site / blog - 86 per cent. The number of social media users has increased by more than 13 per cent over the past year. By the beginning of 2021, almost half a billion new users had registered on social networks. On average, over 1.3 million new accounts were created every day during 2020, which means about 15.5 new users per second.

According to Nguyen et al (2020), Covid-19 has caused many difficulties but also motivated a number of businesses to develop and make efforts to accelerate the digital transformation process. Digital marketing is the only marketing channel that is



even more powerful during the epidemic. When people are limited to the streets and gather in crowded places, more time spent on internet devices is an opportunity for brands to convey their message and increase brand coverage. Some brands have started running advertisements with messages that catch the season's trend and, more importantly, their sales remain the same as usual. In addition, influencer marketing is also mentioned as an online advertising form that brands cannot miss. Because customers spend more internet surfing time, brands focus on social media. Recruitment of digital marketing personnel also shows that e-commerce is having a big advantage in the current situation.

Brands that are able to survive in the midst of the Covid-19 climate include MSMEs that are already connected to the digital ecosystem by utilizing marketplaces and those who are able to adapt their business with innovative products (Rosita, 2020). Digital marketing intends to initiate and circulate online information about the user's experience in consuming a product or brand, with the main goal of engaging the community (Danang, 2022). In doing digital marketing, brands are required to always learn and think openly to increasingly developing technology. Of course, digital marketing also considers using suitable media and the right way of communication that is tailored to the selected segment or market share. In a business context, people engagement can lead to profit creation.

In the context of readers and the market, the coverage of print media is decreasing and it will gradually cause the press industry to go out of business. Government policies in anticipation of Covid-19 greatly affect the fluctuation of media use in the advertising procession. So that usually the print media ranks first in the acquisition of advertising spending, while others may be radio, television and other media which are of course very conditional according to social variables as mentioned. Even before this pandemic arrived, the media had grappled with the problem of decreasing advertising revenue due to competition from the global technology giant industry which seized more shares from digital advertising. The biggest challenge felt by print media journalism towards content on digital media is the accuracy of the

information along with the very fast distribution of information that occurs over the internet.

Another impact of this pandemic has been the cause of a decrease in the business turnover of advertisers, which has resulted in reduced advertising budgets on various media platforms. The print media industry is currently also faced with the Covid-19 pandemic which has an impact on reducing revenue from advertising. The condition of the Covid-19 pandemic has even exacerbated the sustainability of the print media, which is currently being eroded by online media. The impact of Covid-19 has had an impact on advertising promotion as a support for the company's economy. Many advertisers today prefer to sort influencers on social media rather than conventional mainstream media institutions. The industry is willing to pay these influencers even more than the advertising rates in the mainstream media. While no one can be certain how long the pandemic and its impact will be felt there appears to be consensus that recovery is likely to be difficult, and perhaps slower than recovery following the 'Great Recession' of 2008 (Taylor, 2020).

The notion of 'homefluencers,' coined by Jaysen Gillespie of Criteo is also very much of interest, with the idea being that during lockdowns or increased hours staying at home, social media users may take on additional importance. Consumers and especially young consumers, may rely on these influencers (De Veirman and Hudders, 2020; Lou and Yuan, 2019), who often instinctively understand where they fit into a follower's life during a crisis. What the influencer thinks in terms of how to dress or eat during the pandemic may take on extra importance. In general, during the pandemic, there is likely to be greater focus on advertisements using emotional appeals. It may also be the case that artificial intelligence platforms that can be used to programme array of messages based on consumer characteristics and behaviours can be tested in a digital context (Cardona, 2018).

Another area worth of exploring is how electronic word-of-mouth (eWOM) is affected. Chu and Kim (2018) in a review of recent literature noted that eWOM has been

increasing and consumers increasingly give, seek, and share brand experiences online. Research focussed on virality (see Phelps et al., 2004), and drivers and level of effect on brand image and sales (e.g., Hayes and King, 2014) during the pandemic might provide interesting results.

In Covid times, technology is essential to improve competitive advantage and ensure survival. In today's competitive business landscape, small businesses with cutting-edge technology can create and maintain competitive strategies and set the stage for long-term growth and market leadership, differentiating themselves from the many others that resist adopting these solutions and are limited to the regular use of commonly used information technology infrastructure (Akpan et al., 2020). The pandemic offers an opportunity for the emergence of a new generation of entrepreneurs willing to lead the next industrial revolution and invent new ways of doing business using cutting-edge technology (Akpan et al., 2020). Sectors severely affected by the pandemic, such as restaurants and hotels, can improve hygiene, promote social distancing and provide their customers with a compelling and personalized experience thanks to the use of new technologies (Lau, 2020).

Covid-19 has accelerated digital transformation processes not only in companies but also in individuals and public entities. The digitization of companies will increase the importance given to digital marketing and sales channels in companies and will promote tele-working and the consumption of technological products (growth of systems compatible with the Internet of Things; Artificial Intelligence; Big Data; robotics). More people will interact using hybrid communication mechanisms accessible from anywhere and not exclusively in the physical environment of companies and their homes. Cyber security and privacy appear as key elements in the adoption of these new technological solutions (Almeida et al., 2020). Digital technologies can help create sustainable business models, increasing productivity, reducing production costs and emissions, and decreasing the resource intensity of the production process (Di Vaio et al., 2020).

In the Covid-19 pandemic environment, social media may play an increased role in consumers' engagement with influencers as they seek to reduce their perceived risk. In other words, the role of social media for purchase decision behaviours is likely to increase (Mason, 2021). The impact of Covid-19 has been global, regional and local in every sphere of life. People faced multiple uncertainties surrounding health, social, and economic stability. The virus brought lots of behavioural changes among people such as work from home, spending a lot of time indoors, increasing attention to health and hygiene, increasing social media engagement, shifting towards online contents etc. Such changing of people's habits causes marketers and advertisers to rethink the existing marketing efforts. Covid-19 has created opportunities for digital marketing because people have been shifting to digital media engagement at a faster pace. Digital marketing has scaled up its growth charts over the last few years.

Some major impacts of Covid-19 on digital marketing are outlined as below:

***a) Increasing social media engagement accelerated the growth of social media marketing:***

Due to Covid-19 outbreak people got ample free time to spend on digital platforms. The prevalence of people on such digital platforms creates ample opportunities for marketers to scale up digital marketing and advertising to create digital contents and brands to digitally communicate with customers more than ever before as there has been an increase in social media engagement and the desire for digital contents.

***b) Rising demand for video and micro-video contents:***

There has been an increased demand for video streaming platforms and micro-video content platforms as people have ample free time to spend on due to imposing lockdown. The digital platforms like YouTube have received tremendous growth over the last few years. The pandemic brought opportunities for marketers to create video and micro-video contents for advertisement and promotion of their brands, products and services.

***c) Surge in demand for O.T.T. platforms content:***

During the pandemic lockdown periods, there has been a surge in demand for Over-The-Top (O.T.T) platform contents due to the demand and requirement of entertainment at home. The speeding development of O.T.T. content hubs such as Netflix and Amazon Prime provide ample opportunities for promoting digital marketing business.

***d) Increasing product research among customers:***

After the widespread of the virus people found ample time to spend researching online about brands, products and services. The constant increase of people on digital platforms enables marketers to increase the quality of brands and manage their online reputation effectively and be responsible towards the customer reviews and requests to avoid any possible backlash, which, in turn, helps in effective growth of digital marketing.

***e) Shifting from Key Performance Indicators (KPI) expectations to lifetime value:***

Digital marketing has traditionally been based on analytics and Key Performance Indicators which measures the effectiveness and efficiency growth of digital marketing. However, the global pandemic has decreased the value of performance and emphasized focus on the importance of customer lifetime value.

***f) Surge in demand for online creative contents:***

Online creative content is something which is primarily focused on creating, publishing and distributing contents amongst people through online. The demand for online content has rapidly risen and it has become an integral part of digital marketing. Marketers use it in order to achieve their targets such as attracting attention, promote products and brands credibility, engaging with online community to increase sales earning through online.

#### **4.8 Discussion on whether advertising of beauty and skincare products through digital media support AIDA model (Objective 2)**

In the coming years, the beauty and skincare business is anticipated to triple and the growth drivers towards this shift are increased awareness about physical and mental well-being (Page et al., 2017; Tfaily, 2017), urbanisation, rise in consumer spendthrift and their readiness to invest in cosmetic products and services, mentioned in Federation of Indian Chambers of Commerce & Industry (FICCI, 2013) report. The segment of

beauty and skincare service industry is also growing rapidly and became popular and profitable for bridal makeup. Daedal research report shows that few years back, this industry was considered as women-centric, but now it has started concentrating on male grooming as a result of which, the number of unisex salons is on rise (Martin, 2017).”

Youtubers are earning name, fame and money through their video tutorials but this platform is not useful to promote a local business. All the participants have the same view that YouTube is a bit more technical and time-consuming as compared to other social media applications. It’s difficult for beauticians to make videos and work simultaneously every day. Jagjit Gill, a hair stylist, pointed out another demerit of YouTube and commented: Unlike Facebook and Instagram, it’s hard to fetch business through YouTube because there is no direct interaction with clients as they cannot immediately initiate a private conversation with us after watching our posts. There are pros and cons of every platform and to be on every platform is not a wise decision, thus, choosing the right platform for social media activities is a crucial decision for the business.

This study demonstrates the pivotal role of an in-store digital atmosphere in enhancing product purchases as well as encouraging e-word-of mouth sharing of one’s experience. Moreover, a technological atmosphere with large sized digital displays promotes interest in the products, and intensifies the desire to own the products displayed in the fashion retail store. The results of this research can be summarized as follows. First, the results confirm that the digital atmosphere in retail stores can be a significant tool to attract consumers’ attention to the store. We find that attention is a key antecedent to interest, desire, and behavioral responses (search, action, and share) in consumers’ purchasing patterns triggered by digital atmosphere. This could mean that if the digital atmosphere fails to attract enough attention from the consumers, the store will not be able to induce desirable and necessary subsequent reactions. Particularly when retailers work with small devices and kiosks to promote digital atmosphere, it is important to place them in a strategic location that can attract the maximum level of attention to the devices.

One of the more recurrent theories to explain behaviour based on advertising is Lavidge and Steiner's Advertising Theory (1961). This follows the attention, interest, desire and action (AIDA) theoretical model, which details the thought process in which a customer guides his/her way through before committing action (Lavidge and Steiner, 1961). The steps may be described as a consumer (1) becomes conscious of the offerings of the product or service (2) likes the product's offerings or services and favours this product or service over existing options (3) desires to buy or consume the benefits of the product or service (4) determines that actual purchase is seen as the best option (Lavidge and Steiner, 1961).

A common theoretical model divides these behaviours into three distinct components or dimensions: cognitive, affective, and conative components. The cognitive component is the intellectual state in which a person is aware of specific information. The affective component details an individual's interest, or emotional and feeling state, determining their emotional feelings elicited by the advertisement or brand. The conative component can be referred to as an individual's intent, or motivation, to commit to a certain response (Lavidge and Steiner, 1961). Marketing blend components, product category, competitive environment, stage of product in the product life style, and target audience must be changed appropriately based on these elements to determine the best positioning strategy for the company or product (Vakratsas and Ambler, 1999). This model pertains to outcome behavior (purchase intentions) of a customer, but marketing has many more functions which prove to be benefits for companies. Sales and image enhancement are goals that are key when companies decide to promote events (Stevens, 1984).

Advertising also serves as a purpose to boost image enhancement, sales, brand equity, and brand awareness, an information tool, and has the ability to boost customer loyalty (Mullin, Hardy and Sutton, 2000; Pitts and Stotlar, 2007). Additionally, advertising online has been found to have the ability to properly communicate corporate messages and develop a strong brand equity between companies and consumers, with the ability to reach a possible market for a product or service which has the ability to

grow exponentially daily (Bergstorm, 2000). Branding through advertising allows for a company to push a good brand image and enables a business to improve their loyalty amongst their consumers and raise the likelihood their consumers will purchase again (Kurtz, 2009).

The study has used MAXQDA (a text analytics software) to conduct thematic analysis to examine the research question “Does advertising of beauty and skincare products through digital media support AIDA model?” From the systematic literature review, by using codes of and search criteria "AIDA" AND "digital advertising" OR "digital marketing" OR "traditional advertising" OR "beauty products" OR "DAGMAR" OR "relevance" OR "AIDA Model" from the SCOPUS database 7,387 articles were obtained. The documents consists of research papers, websites, advertisement reports, white papers and blogs related to transition of traditional media to digital media, beauty and skincare products and AIDA model advertising. Further limiting to the publications from business management and accounting, the publications were narrowed down to 199 articles. This was further narrowed down by excluding publications of 1984 onwards till 1991 as internet and digital marketing was not highly evolved during the time period and this yields 193 articles. Further only research papers from journals and English language publications were taken into consideration which resulted to 188 documents. Finally the list of papers were examined by reading the papers and removing those not related to the variables for the research question and was further narrowed down which yielded altogether 92 papers.

These 92 research papers are coded by examining the themes or topics from the claims and paragraphs; further coded according to the topics. The codes are refined by adding memos which describe the codes and are used for further developing the themes. Once the codes are defined, second iterative process of refining the codes and validations of the codes are carried out (Table 4.3). The codes are further examined in relation with other codes and further themes are developed. These themes are further examined with the literature review and code matrix is developed to explore the themes and emerging themes are derived and discussed for the study.



Table 4.3: Search codes and themes developed

Main Categories	Subcategories & Initial codes	
Relevance	Assist	
	Reinforce	
	Bear up	
	Support	
	Relevancy	
	Pertinence	
	Connection	
	Bearing	
	Applicability	
Traditional media OR media	Mail order	
	Phone calls on landline	
	Letters	
	Television	
	Radio	
	Newspaper	
	Broadcast media	
	Print media	
Digital media	Word of mouth	
	Vlogger	
	Smart phones	
	Electronic transactions	
	Personalised communication	
	Internet advertising	
	Email	
	Instagram	
	Whatsapp	
	YouTube	
	Social media	
	Social media	Provide information
		Likes
		Comments
		Content sharing
		Photo sharing
		Networking
Beauty OR beauty products	People of colour	
	Speciality cosmetics	
	OTC pharmaceutical	

AIDA	Cosmetic surgery	
	Skin fairness	
	Women magazines	
	Lipsticks	
	Fashion	
	Powders	
	Toilet waters	
	Perfumes	
	Hair	
	Cosmetic	
	Make ups	
	Self-perception	
	Hygiene	
	Beauty business	
	Beauty and cleanliness	
	DAGMAR	
	Attraction	Send emails
		Referrals
		Create controversies
		Tag people friends
		Follow and join social groups
		Cognitive
		Advertising
	Desire	Communicate with customers
		Frequent update
		Optimistic approach
		Discounts free offers
	Interest	Advertise and tweet new info
		Put clear information
		Affective
	Action	Choice of delivery
		Payment mode
		Clear information about order
		Order process
		Conative

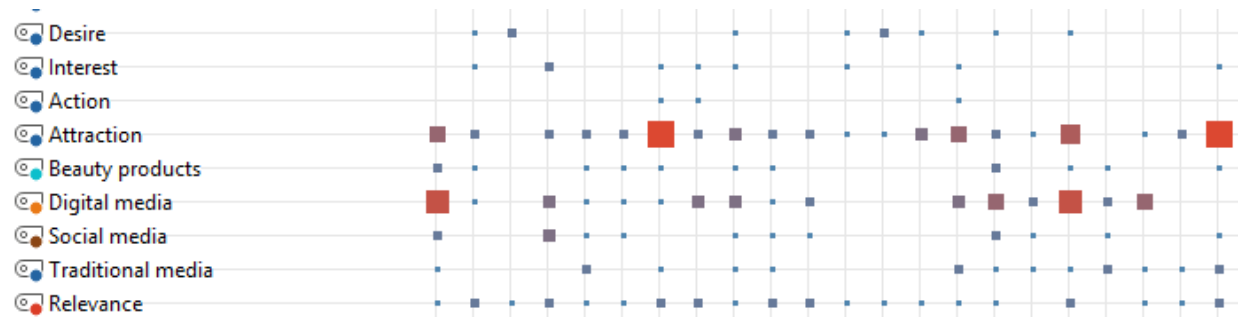


Figure 4.3: Code matrix of themes derived from study

The code matrix browser shows that the components of AIDA have come out strongly. Attraction, interest, desire and action has been coded in iteration. The code matrix examined directs to the principle of the AIDA concept as still intact and is still pertinent despite the model was introduced years ago. In spite of today's communicative and collaborative world of internet and developing social networking sites, the consumers are continually anxious to gain complete knowledge about the products or services which they are interested in. On the basis of the information, they get about the products/ services benefits and show prompt desire to get those by fulfilling the criteria of necessities, requirements, and interests in order to buy or adopt other options for the same (Michaelson and Stacks, 2011). AIDA framework is applied to other products or services and to the online facilities too (Ashcroft and Hoey, 2001). AIDA model has various stages to fulfil the complete action. When the users exert their attention towards any goods or services, the reasoning stage is achieved. This is the first stage of the process of communication. In this process, the customers and consumers are looking for the existence of the products/ services.

*“The statistics that show consumers use certain products or services through marketing communication can be explained by the attention, interest, desire, and action (AIDA) model which is proven to be effective in explaining human behavior from media exposure to purchase (Strong, 1925). The AIDA model was based on an assumption that consumers progress through a series of stages from cognitive and affective to behavioural (Song et al., 2021).”*

Secondly, there is a level of affective where the customers and consumers show their interest in a product/service offered. In search to have the answer to what has been offered. This kind of interest leads toward in order to buy the good or avail the facility. This leads to the level of behavior in which action is completed and customers and consumers utilize this service as an esteemed resource. The steps taken during the process of purchasing lied on the AIDA model were the outlined values and were referred by the respondents. Another researcher examined in his study that in online marketing, the factor of capturing the attention is somewhat weak Lagrosen (2005).

*“Today’s technologies have made it possible to do one-way interaction through various e-marketing tools. Marketers tend to target the exposures given to affect cognitive and affective aspect toward the products. As they know a lot more about the given product consumers become more aware and become more interested to the products. In accordance with theory of planned behavior, marketers expected consumers to building desire to purchase the product (Lubis et. al, 2022).”*

As in traditional advertising and marketing, customers visit the web pages of the companies intentionally when browsing the internet and are very much minimal now. This type of problematic issue can be resolved by putting banners on dominant social sites and can search through links of any pertinent portal. The strong feature of online advertising and promotion is creating interest in consumers towards it. When the potential consumers browse the website of any organization, they get all the related information and get attracted to the promotions and offers on the products and services. The outcome of this research exhibits that this model certainly be used pragmatically in strategizing marketing and advertising activities for small businesses and entrepreneurs and this can be done by utilizing social media. The outcomes support the studies and recommendations given by many researchers such as (Reyneke et al., 2011; Lagrosen, 2005; Ashcroft and Hoey, 2001; Hoek and Gendall, 2003; and Woodcock and Green, 2010) and awareness to build a concept of digital marketing for effective utilization of social media (SMB Group, 2018). According to their investigation, the AIDA model and its components are helpful and have practical relevance in the context of their usage

through social media. Some of them added that the computer interceded as instruments and have capabilities for becoming effective marketing operative weapon for the commercial companies.

The AIDA model has been widely used and deemed suitable for evaluating the effectiveness of advertising at various stages and remains “useful to advertisers, other marketers, and educators” (Fortenberry and McGoldrick, 2019). While the AIDA model is well known for its applicability in the context of traditional methods of marketing including promotions, advertising and sponsorship, as Hassan et al. (2015) noted, studies on how it can be applied to assess the effectiveness of ads on various social media platforms are scarce.

*“More notably, the lack of holistic approaches and conceptual frameworks to tackle this challenge stand in the way of helping companies to better plan and deploy their e-mail marketing strategies and campaigns. This study addresses this issue by proposing a comprehensive model for the study of e-mail marketing effectiveness based on the hierarchy-of-effects theory. The effectiveness model is built by linking the stages of the AIDA (Attention, Interest, Desire, Action) model to the sequence of steps that consumers undergo when they interact with promotional e-mails. This approach allows identifying different partial effectiveness metrics associated with the cognitive, emotional and conative stages, which are later operationalized through key performance indicators with widespread adoption in the industry (open rate, click through rate, retention rate and conversion rate) (Lorente-Páramo, 2021).”*

In businesses these days, the AIDA model plays important role in formulating the strategies related to the marketing field. The main focus of this communication model is the individual's transactions and purchases they executed. The prominence is usually given to the credit of goods or services. Three key stages of communications are involved in digital marketing; create the existence of goods and services, increasing good relationships and importance given to consumers (Rowley, 2002). Social media is not only a source of attracting potential customers if used optimistically, but it can also provide an efficient e-commerce platform for small business owners and entrepreneurs (Small Business Trends, 2018) and in this situation, AIDA model fits well in the digital

marketing context. There are attractive forums present on social media where the interaction with different people is very easy and simple. People share their experiences, share videos, related jokes, comments, etc. these sharing of information, experiences, videos and jokes play a vital role in building perceptions of the customers and consumers towards products or services. The shared information thus has great impact on product presentation, performance and building up branding (Woodcock and Green, 2010).

Moreover, social media websites (Facebook, Twitter, LinkedIn, etc.) provide opportunities to their users to interact and follow their favourite brands, business societies, and community forums where consumers directly interact with them about the product or services (Reyneke, Pitt and Berthon, 2011). The loyal customers and consumers of specific brands also aid commercial companies to set up novel businesses and encourage them as well. Their comments, blogs, tweets and reviewing comments and so on also play a vital role in enhancing the growth and popularizing their products or services through word-of-mouth promoting techniques.

*“Generations Y and Z are more likely to recommend than Generation X based on a positive experience. Satisfaction is a stronger transmitter of usefulness indirect effects onto following intentions amongst Generation X than its descendants who express intention to recommend due to indirect enjoyment effects conveyed via satisfaction. Finally, sentiment and emotion analyses the users’ comments were reported using a natural language-processing method (Mahmoud, 2021).”*

These techniques are very important and valuable for minor businesses to make ground for their products and services. The organizations keep on checking and get feedbacks through blogs, tweets, and comments on their social media page about their products or services (Reyneke, Pitt and Berthon, 2011). These activities help them to improve their services and the quality of their products. Relations with consumers and customers provide chances to the small organizations to utilize social networking sites as the best instrumental option for promoting and advertising plans (Reyneke et al., 2011). These days approximately 80 per cent of the people associated with small

businesses use Facebook for marketing and promotional strategies and one of the most popular medium and marketing instrument in the digital world today (Small Business Trends, 2018). Social media is not only a source of attracting potential customers if used optimistically; it can also provide an efficient e-commerce platform for small business owners and entrepreneurs (Small Business Trends, 2018) and in this situation, the AIDA model fits well in digital marketing context.

*“Millennials prefer to record their everyday experiences on SNS, and are not offended to communicate with other users by clicking the Like button and/or commenting on certain newsfeeds (Solomon 2018). Thus, retailers must pay attention to consumers’ behavior of sharing their experiences about brands and/or products on SNS. Hence, the original AIDA model was modified to the attention, interest, search, action, and share (AISAS) model by adding search and share (Kim et. al, 2020).”*

### **Limitations on the AIDA theory**

The models that are based on the hierarchy of effects principle (Mackay, 2005) like AIDA can be very helpful but are not conclusive. There are many factors that these models do not take in to account: 1) not all buyers go through all stages, 2) the stages do not necessarily happen in hierarchical sequence and 3) Impulse purchases contract the process (Smith and Taylor, 2002). The hierarchy models assist the advertiser to identify the stages that buyers generally pass through, but cannot be utilized as obvious guidelines (Smith and Taylor, 2002). The criticism is that customers do not always adhere to a straight line of steps when buying a product. Only some customers pass through all of the actions before purchasing a product, some could stop at one stage, and quite a few could go back several steps before later on heading back for the product. One thing AIDA is lacking is the loop from the top to the end of the steps. A loop like this would show that a purchase might not always be the end step, rather the start of an ongoing relationship with the customer (Smith and Taylor, 2002). The design of the advertisement has a massive impact on the outcome of the campaign. Advertising is a

campaign which sets demands that are high on the creativity and to put all of this within a frame of models would kill the creativity (Jobber, 2004).

#### **4.9 Conclusion**

As discussed in the earlier chapters, the importance of digital media advertising cannot be undermined within the context of this thesis. This chapter aims to understand the different facets within digital media exhaustively and comprehensively. With this thought in mind, the chapter explores the introduction of online advertising and how it has evolved over the years. These aspects help us in identifying the phases of development it has undergone over the years in order to identify the extent of its evolution. This chapter further went on to focus more on social media marketing and intricately explained the relevance and importance of social media within digital media advertising and how its features are different from traditional advertising. This chapter also explains the different tools and methods which are commonly used by advertisers as well. It also touched upon social media influencers as the research will focus on this topic within digital advertising. Lastly, thorough studies on the different platforms commonly used in digital advertising are explained along with their unique features, importance and relevance. The second part of the chapter explores a detail description of the first two objectives of the research using systematic qualitative tools of analysis. It provides thematic findings supplemented by secondary data. Overall, this chapter is an in-depth study about digital media advertising and the different components and features.



## **CHAPTER 5**

### **DATA ANALYSIS AND INTERPRETATION**

#### **5.1 Introduction**

This chapter describes the analysis of the primary data that is collected from respondents all over the country. The aim of this chapter would be to identify the meaning and representation of what the respondents' impression about both beauty industry as well as advertising, their opinions, their preferences and to see if there is any correlation between their preferences and opinions across the various demographics. The primary data has been collected in two stages viz., with pre and post treatments. Therefore, the chapter also tries to examine the difference in the opinion of the respondents after the subject is being exposed to the treatment and if it will have either positive or negative impact.

#### **5.2 Data Analysis**

The data for this research study were collected through online questionnaire, shared to sample population over different digital platforms through convenience sampling procedure. The response rate to the complete questionnaire was 65 per cent per cent as explicit permission from the respondents was solicited before taking response from them. Since the sample chosen for this study was non-probability sample, it was not possible to ascertain the sampling error. The data collected for the purpose of this study were analysed through descriptive statistics which, as they are expedient in organizing the data, facilitate interpretation of the data and help in describing the population being studied (Berger, 2000; Wimmer and Dominick, 2011). Descriptive statistics were employed in analysing the data as the study aims to search for patterns.

This analysis of data is expected to provide statistical reference points for finding out the aforementioned patterns and pave way for further research in the field of online advertising in India. The researcher would attempt to interpret these statistical reference points to explain the functioning of online advertising in India. The outcomes generated by the data analysis are expected to provide an insight into the attitudes and behaviours of the audiences towards online advertising and how various variables such as

demographics, privacy concerns, etc. affect audiences' perception of online advertising. These findings would be expedient in understanding the overall framework of online advertising in India.

### 5.2.1 Demographic Profile of the Respondents

Demographic data is important for establishing the foundations of any survey research involving the study of human behaviour. It helps in classifying the respondents according to variables such as income, age, sex, occupation, place of residence, social class, etc. This classification facilitates a better understanding of other variables being studied.

**Table 5.1: Demographic based on Age, Occupation and Location**

Location			Occupation							
			Employed	Home maker	Own Business	Student	Unemployed	Others	Total	%
Aizawl	Age (in yrs)	< 20	1	0	1	0	0	2	4	1.00
		21-25	3	2	3	1	0	2	11	2.75
		26-30	3	1	5	4	1	1	15	3.75
		31-35	5	1	3	0	0	1	10	2.50
		36-40	0	1	0	1	0	1	3	0.75
		>40	0	0	0	1	0	0	1	0.25
	Total		12	5	12	7	1	7	44	11
Bangalore	Age (in yrs)	< 20	0	0	3	5	0	1	9	2.25
		21-25	2	2	3	6	0	2	15	3.75
		26-30	3	0	4	2	2	1	12	3.00
		31-35	2	1	3	2	1	1	10	2.50
		36-40	4	0	4	1	3	0	12	3.00
		>40	1	2	0	1	0	1	5	1.25
	Total		12	5	17	17	6	6	6	15.75
Chennai	Age (in yrs)	< 20	1	1	0	2	0	2	6	1.50
		21-25	0	0	2	0	0	1	3	0.75
		26-30	0	2	0	0	0	1	3	0.75
		31-35	1	0	1	2	0	0	4	1.00
		36-40	0	0	1	1	0	1	3	0.75
		>40	0	0	0	0	0	0	0	0
	Total		2	3	4	5	0	5	19	4.75
Delhi	Age (in yrs)	< 20	3	0	1	2	0	0	6	1.50
		21-25	2	1	2	3	0	2	10	2.50
		26-30	5	1	3	4	0	3	16	4.00

		31-35	4	2	4	2	1	3	16	4.00
		36-40	3	1	3	5	0	5	17	4.25
		>40	1	0	1	2	1	0	5	1.25
		<b>Total</b>	<b>18</b>	<b>5</b>	<b>14</b>	<b>18</b>	<b>2</b>	<b>13</b>	<b>70</b>	<b>17.50</b>
Dimapur	Age (in yrs)	< 20	0	1	1	2	0	1	5	1.25
		21-25	2	1	0	1	0	0	4	1.00
		26-30	2	0	0	1	1	2	6	1.50
		31-35	3	0	1	1	0	0	5	1.25
		36-40	1	1	0	0	0	0	2	0.50
		>40	0	1	0	1	0	1	3	0.75
	<b>Total</b>		<b>8</b>	<b>4</b>	<b>2</b>	<b>6</b>	<b>1</b>	<b>4</b>	<b>25</b>	<b>6.25</b>
Imphal	Age (in yrs)	< 20	1	0	2	0	0	0	3	0.75
		21-25	3	0	3	0	0	0	6	1.50
		26-30	0	0	0	0	0	2	2	0.50
		31-35	0	1	0	1	0	0	2	0.50
		36-40	3	0	1	0	0	0	4	1.00
		>40	0	0	0	1	0	0	1	0.25
	<b>Total</b>		<b>7</b>	<b>1</b>	<b>6</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>18</b>	<b>4.50</b>
Kohima	Age (in yrs)	< 20	0	0	1	0	0	0	1	0.25
		21-25	1	1	0	1	0	0	3	0.75
		26-30	0	1	1	1	0	0	3	0.75
		31-35	2	0	0	1	0	0	3	0.75
		36-40	0	2	3	0	0	2	7	1.75
		> 40	1	0	0	0	0	1	2	0.50
	<b>Total</b>		<b>4</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>19</b>	<b>4.75</b>
Kolasib	Age (in yrs)	<20	0	0	0	0	0	0	0	0.00
		21-25	0	0	1	1	0	0	2	0.50
		26-30	0	0	1	0	0	0	1	0.25
		31-35	0	0	1	1	0	1	3	0.75
		36-40	1	0	0	0	0	0	1	0.25
	<b>Total</b>		<b>1</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>7</b>	<b>1.75</b>
Kolkata	Age (in yrs)	< 20	0	0	0	1	2	3	6	1.50
		21-25	0	2	1	5	1	3	12	3.00
		26-30	3	1	1	2	0	8	15	3.75
		31-35	3	3	2	0	2	4	14	3.50
		36-40	2	2	1	3	0	4	12	3.00
		<40	0	0	0	0	0	0	0	0.00
	<b>Total</b>		<b>8</b>	<b>8</b>	<b>5</b>	<b>11</b>	<b>5</b>	<b>22</b>	<b>59</b>	<b>14.75</b>
Lunglei	Age (in	< 20	0	1	1	1	0	1	4	1.00
		21-25	1	1	1	0	0	0	3	0.75

	yrs)	26-30	0	1	1	2	0	1	5	1.25
		31-35	0	0	3	0	0	1	4	1.00
		36-40	0	1	0	0	0	2	3	0.75
		> 40	1	0	0	0	0	0	1	0.25
	<b>Total</b>		<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>5</b>	<b>5</b>	<b>5.00</b>
Mumbai	Age (in yrs)	< 20 years	2	0	1	0	0	1	4	1.00
		21-25	1	2	3	1	1	0	8	2.00
		26-30	2	0	1	0	0	1	4	1.00
		31-35	3	1	4	2	1	2	13	3.25
		36-40	1	0	2	2	2	0	7	1.75
		< 40	0	0	0	0	0	1	1	0.25
	<b>Total</b>		<b>9</b>	<b>3</b>	<b>11</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>37</b>	<b>9.25</b>
Shillong	Age (in yrs)	<20	0	0	0	0	0	0	0	0.00
		21-25	3	0	1	2	0	0	6	1.50
		26-30	2	0	2	0	1	0	5	1.25
		31-35	1	0	2	0	0	1	4	1.00
		36-40	1	0	0	2	0	0	3	0.75
		> 40	1	0	0	0	0	0	1	0.25
	<b>Total</b>		<b>8</b>	<b>0</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>19</b>	<b>4.75</b>
Total	Age (in yrs)	< 20	8	3	11	13	2	11	48	<b>12.00</b>
		21-25	18	12	20	21	2	10	83	<b>20.75</b>
		26-30	20	7	19	16	5	20	87	<b>21.75</b>
		31-35	24	9	24	12	5	14	88	<b>22.00</b>
		36-40	16	8	15	15	5	15	74	<b>18.50</b>
		>40	5	3	1	6	1	4	20	<b>5.00</b>
	<b>Total</b>		<b>91</b>	<b>42</b>	<b>90</b>	<b>83</b>	<b>20</b>	<b>74</b>	<b>400</b>	<b>100.00</b>

*Source: Primary data*

Overall, there were 400 respondents and since the qualifying filter was gender, the respondents were all female. As seen above – three categorical variables have been considered for this cross-tabulation table i.e., Location, Age and Occupation. Out of the total 400 respondents: 70 (18 per cent) were from Delhi, 63 (16 per cent) were from Bangalore, 59 (15 per cent) from Kolkata, 44 (11 per cent) were from Aizawl, 37 (9 per cent) from Mumbai, 25 (6 per cent) were from Dimapur, 20 (5 per cent) from Lunglei, 19 (5 per cent) were from Shillong and Chennai each, 18 (5 per cent) from Imphal and the remaining 7 (2 per cent) were from Kolasib. For better understanding, the term others may mean respondents who do not wish to specify their current status of employment.

In order to understand the demographics better, a deeper analysis of the samples based on location has been done. Out of the total 70 that were from Delhi; 84 per cent respondents were between the age of 21 to 35 years and 25 per cent of them were students. Additionally, 45 per cent has some form of income either through employment or own business. In Bangalore, out of the total 63 respondents, 78 per cent were between the age of 21 to 40 years and 46 per cent are either employed or they have their own business. However, 6 of them have not categorically stated their occupation. Out of the total 59 respondents that were from Kolkata, 50 per cent of respondents were between the age of 26 to 35 years and 37 per cent respondents have chosen to not state their occupation. In Aizawl; 81 per cent of respondents were below the age of 35 years and 55 per cent were employed and only 1 respondent have responded as unemployed. For Mumbai; 35 per cent respondents were between the age of 31 to 35 years and 55 per cent of respondents have income through employment.

Dimapur also has similar representation with 60 per cent of respondents were between the age group of 21 to 35 and 40 per cent of respondents marked as employed. Out of the total 20 respondents that were from Lunglei, 60 per cent of respondents were below the age 35 years and the highest category of occupation is own business at 30 per cent. There were no respondents who were unemployed. From Shillong, 58 per cent of respondents were between the age group of 21 to 30 years and 50 per cent of them have some form of employment and 26 per cent were running their own business. A slight break in the trend can be seen in Chennai where 35 per cent of respondents are below the age of 20 years which may be why the student representation is also at 26 per cent. In Imphal; 33 per cent of respondents were between the age group of 21 to 25 years and the striking insight is that out of these respondents 72 per cent were either employed or running their own business. Kolasib also has highest respondents between the age group of 31 to 35 years at 42 per cent and 42 per cent either run their own business or they were employed.

### **5.2.2 Skin Care and Beauty Usage Habits and Preferences**

The respondents were asked a series of questions regarding their skin care and beauty usage and purchase preferences. An understanding of the skin care and beauty

usage habits amongst the respondents would be expedient in delineating various variables may be important catalysts in their opinions towards advertising of beauty industry. For instance, someone who is more inclined towards skin care and beauty may be more receptive and welcoming towards advertisements related to such products.

**Table 5.2: Usage Habits of the Respondents**

	<b>Skincare Products</b>		<b>Beauty Products</b>	
	No. of respondents	Percent	No. of respondents	Percent
At least twice a day	106	26.50	25	6.25
Once a day	188	47.00	307	76.75
Once in two days	67	16.80	6	1.50
Once a week	28	7.00	54	13.50
Less than once a week	8	2.00	6	1.50
Can not Specify	3	0.80	2	1.50
<b>Total</b>	<b>400</b>	<b>100.0</b>	<b>400</b>	<b>100.00</b>

*Source: Primary data*

In Table 5.2, when asked about their skin care and beauty products, the results showed very distinct representation when it comes to respondents using the products at least once a day. For skin care, 47 per cent of respondents responded that they use it at least once a day whereas for beauty products, the result is at 77 per cent. Less than 1 per cent of respondents did not specify and the second most popular response for skin care was twice a day (27 per cent) and 14 per cent of respondents say that they use beauty products at least once a week. This implies that within this sample population, majority will have an idea and opinion on basic skin care and beauty products which will be instrumental in getting the right data and information rather than respondents who have least idea about the products.

**Table 5.3: Expenditure**

Amount in Rs.	No. of respondents	Percent
Above 5000	131	32.75
2001-5000	74	18.50
501-2000	169	42.25
Less than 500	6	1.50
Cannot specify	20	5.00
<b>Total</b>	<b>400</b>	<b>100.00</b>

*Source: Primary data*

Table 5.3 represents the monthly expenditure incurred by respondents for skin care and beauty products. The most popular response was between Rs. 500 to Rs.2000 which represented 42 per cent of the respondents. 32 per cent of the respondents also said that they spend above Rs. 5000 monthly and 5 per cent could not specify. The reason for this question was to identify the income category of the respondents to see if it has any impact on the usage habits and preference.

**Table 5.4: Interest in Skincare & Beauty Products**

	Skincare Products		Beauty Products	
	No. of respondents	Percent	No. of respondents	Percent
Not at all interested	8	2.00	6	1.50
Slightly interested	23	5.75	39	9.75
Moderately interested	169	42.25	31	7.75
Very interested	154	38.50	214	53.50
Extremely interested	46	11.50	110	27.50
Total	400	100.0	400	100.00

*Source: Primary data*

Table 5.4 represents the level of interest of respondents when it comes to skin care and beauty products. While 42 per cent of respondents were only moderately interested in Skin care products, 53 per cent of respondents were very interested in beauty products. Respondents who were not at all interested were negligible below 2 per cent. From this table, it can be noted that for these group of respondents, the level of interest is higher for beauty products than it is for skin care products.

**Table 5.5: Reasons for consumption**

No. of respondents	No. of respondents	Percent
Hygiene and personal upkeep	70	17.50
Improve or maintain skin quality	180	45.00
Medical reasons	8	2.00
To boost self-confidence	32	8.00
To keep up with current trends	62	15.50
To look more attractive	48	12.00
Total	400	100.00

*Source: Primary data*

The next Table 5.5 signifies the reasons which are responsible for the consumption of skin care and beauty products. A staggering 45 per cent of responded have identified their reason for usage as improvement or maintaining skin quality. The least common response was for medical reasons at 2 per cent. It is also good to note that the other responses where quite equal in their frequencies.

**Table 5.6: Type of beauty routine**

	Frequency	Percent
Day or Night Cream	4	1.00
Normal cream	8	2.00
Special care like acne, anti-aging, skin brightening	90	22.50
Special routine like K-Beauty	68	17.00
Sun protection	230	57.50
Total	400	100.00

*Source: Primary data*

In Table 5.6, the data denotes the categorical representation of the type of beauty and skin care routine followed by respondents. 57 per cent of the respondents have noted that their primary concern is sun protection. This is followed by special care needs which denote 22 per cent of the responses. However, it is important to note that the responses may not necessarily be exclusive of each other and one respondent may be interested in multiple routines.

**Table 5.7: Priority amongst beauty products**

	No. of respondents	Percent
Base and finishing	121	30.25
Basic face products for base	145	36.25
Eyes and Lashes	47	11.75
Lips	87	21.75
Total	400	100.00

*Source: Primary data*

Table 5.7 represents the responses for priority ranking on the different items within beauty products. The most popular item as per their response is the basic face product which is at 36 per cent closely followed by base and finishing products at 30 per cent. This question clearly highlight the fact that majority if the respondents were only interested in the basic products and are not intense or heavy users of beauty products.



**Table 5.8: Place of purchase**

	No of respondents	Percent
Authorised online stores (Eg: Nykaa, Sephora, etc)	99	24.75
Brand official website (Eg: www.esteelauder.com, etc)	10	2.50
Catalogues or salespeople (Eg: Avon, Oriflame, etc)	52	13.00
Independent sellers and online stores	63	15.75
Retail outlets	164	41.00
Others (Not willing to specify)	12	3.00
Total	400	100.00

*Source: Primary data*

The next Table 5.8 represents the location or place where respondents mostly purchase the products. The most common place of purchase is retail outlets at 41 per cent which is closely followed by authorized online store at 25 per cent. Surprisingly, only 2.5 per cent of the respondents claim to purchase directly from the official brand websites. This also explains another fact that these respondents have good access to online purchase platforms and can opt for online purchase if required.

### 5.2.3 Purchase and Pre-purchase Process

The next section of the questionnaire aims to understand the purchase and pre-purchase process followed by respondents while purchasing the products. For this, certain factors that could impact the information gathering and product research are identified.

**Table 5.9: Factors impacting your choice of products/brands**

	No of respondents	Percent
Attributes of the product	39	9.75
Brand name	64	16.00
Convenience	42	10.50
Influence by social media or friends or influencers	78	19.50
Ingredients	43	10.75
Price of the product	47	11.75
Recommendation by salesperson	34	8.50
Skin requirements	53	13.25
Total	400	100.00

*Source: Primary data*

Table 5.9 signifies the responses representing the different factors which impact their choice of products or brands. This response is quite evenly distributed across all the different responses but the majority of the responses revolve mainly around influence by others (19 per cent), brand name (16 per cent), and skin requirements (13 per cent). The least popular response was recommendation by salesperson which was at 8.5 per cent. Word of mouth or influence from others can include unpaid, organic communication by consumers that voluntarily serve as brand advocates because of positive previous experiences with certain brands (Scott 2015; Sung 2021).

**Table 5.10: Source of influence for product or brand**

	Frequency	Percent
Endorsers or celebrity ambassadors	53	13.25
Expert opinions	48	12.00
Friends and family	75	18.75
Sales representatives	35	8.75
Social Media influencers and reviewers	176	44.00
Others	13	3.25
Total	400	100.00

*Source: Primary data*

The next Table 5.10 represents the different sources of influence for the choice of product or brand. The most influential source would be social media influencers and reviewers at 44 per cent followed by inputs from friends and family at 19 per cent. The least picked response was surprisingly expert opinions at 12 per cent. It can be noted that social media influencers and reviewers are ranked the highest by a huge margin. Social media influencers are online personalities with a large number of followers, across one or several social media platforms (e.g., Snapchat, Vine, Instagram, YouTube, or personal blogs) and that have influence on their followers (Agrawal 2016; Varsamis 2018; Duh 2021). A recent Twitter analysis suggested that customers may accord social media influencers a similar level of trust as they hold for their friends (Swant 2016). Influencer-produced branded content is considered to have a more organic, authentic, and direct contact with prospective customers than brand generated advertisements (Talavera 2015).

**Table 5.11: Process of purchase ranking**

	Frequency	Percent
After sales review	44	11.00
Influenced by others about the need for product	41	10.25
Look at alternatives	40	10.00
Look for a place of purchase	85	21.25
Look for better offers in different places	34	8.50
Price comparison	45	11.25
Purchase	34	8.50
Research about the product or brand	40	10.00
Study reviews or ask around for word of mouth feedback	37	9.25
Total	400	100.00

*Source: Primary data*

In the next Table 5.11, the sequence of purchase process can be ranked accordingly. While ranking the purchase process, the most commonly picked response was the search for place of purchase which was at 21 per cent. It needs to be noted here that the design of this question was to rank these processes one after the other and not picked over the other. However, this was not represented in this manner.

**Table 5.12: Most important source of information**

	No of respondents	Percent
Influencer review or feedback	176	44.00
Product description by brand	36	9.00
sales representative feedback	21	5.25
Trending new styles and routines	32	8.00
User review or feedback from own circle	112	28.00
Total	400	100.00

*Source: Primary data*

The Table 5.12 represents the most important sources of information chosen by respondents before their pre purchase and also their purchase. Here, it can be seen that influencer review or feedback is the most popular source at 44 per cent and then followed by user review within their known circle at 28 per cent. The remaining sources are equally negligible below 10 per cent. This question also highlights the importance and relevance given by respondents while evaluation the information received through influencer review or feedback. Influencer feedback and personal reviews are information sources that provide personalized information to customers (Ansari, Essegai&Kohli, 2000). Marketers will benefit from providing recommendations to

online customers, particularly if the source is providing personalized recommendations. Consumers concentrate more on the recommendation source itself than on the type of website on which the recommendation appears (Senecal&Nantel, 2004; Whitler, 2014).

**Table 5.13: Sources of information for current favourite brand**

	No of respondents	Percent
Advertising on newspaper or Television	42	10.5
Influencer review or word of mouth	127	31.75
Sales promotion at stores	105	26.25
Sponsored advertisements Facebook or Instagram or YouTube	98	24.50
Word of mouth and feedback from friends and family	28	7.00
Total	400	100.00

*Source: Primary data*

In the next Table 5.13, respondents are asked to pick the different source of information which led to the choice of their current most used or purchased brand. At 31 per cent, the most common source is influencer review or word of mouth followed closely by sales promotion (26 per cent) and sponsored advertisements on social media (25 per cent). This is another question which cements the growing importance of electronic word of mouth from influencers. As consumers can freely create and disseminate brand-related information and voluntarily display their brand preference to others through their social interactions, social media such as Facebook or Instagram these days represent an ideal tool for eWOM (Boyd and Ellison 2007; Jansen et al. 2009; Knoll 2016; Lyons and Henderson 2005; Dinielli& Morton, 2020).

**Table 5.14: Factors impacting choice of current favourite brand**

	No of respondents	Percent
Attributes of the product	62	15.50
Brand name	43	10.75
Convenience	26	6.50
Influence by social media or friends or influencers	61	15.25
Ingredients	97	24.25
Price of the product	31	7.75
Recommendation by salesperson	25	6.25
Skin requirements	55	13.75
Total	400	100.00

*Source: Primary data*

The following Table 5.14 represents the different factors which impact the choice of their currently most purchased or most used products and brands. The most common response is the ingredient which was reported at 25 per cent. This denotes that respondents irrespective of their level of interest and usage are very conscious of the ingredients that go into the creation of the product. This is followed by attributes of the product and influence by others which are respectively at 15 per cent. It can be noted that recommendation by sales person and convenience are both ranked lowest at 6 per cent. This clearly denotes the mistrust customers have on the sales person or company representatives when searching for product or brand recommendation.

#### 5.2.4 Attitude towards Advertisement

In the next section, the questionnaire was focused to highlight the attitude and opinion respondents have towards advertising in general and towards advertising of skin care and beauty customers. The aim of this section is to highlight if there is correlation between the attitude respondents have towards advertising and advertising of skin care and beauty products.

**Table 5.15: Most accessed media**

	No of respondents	Percent
Email	72	18.00
Newspaper and magazine	86	21.50
Social Media like Facebook or Instagram	198	49.50
Television and radio	8	2.00
YouTube and Google	36	9.00
Total	400	100.00

*Source: Primary data*

Table 5.15 is a representation of the online media which are most popularly accessed by the respondents. This could be either in terms of frequency or duration of access in a day. Amongst the 400 respondents, Social Media like Facebook or Instagram was most popular and was picked by 50 per cent of the respondents. This was followed by Newspaper and Magazine at 22 per cent with a slight gap in between. The least accessed media by our respondents was Television and radio at 2 per cent which clearly indicates the evolvement of media source with the younger generation. With the 62 per cent of the age of respondent between 21 to 35 years of age, the result is highly skewed

towards social media which highlights the change in preference amongst the younger generation.

**Table 5.16: Opinions on advertising for skin care and beauty products**

	No of respondents	Percent
Annoying	27	6.75
Informative	56	14.00
Misleading	86	21.50
Necessary	4	1.00
Neutral	56	14.00
Unrealistic	171	42.75
Total	400	100.00

*Source: Primary data*

The next is Table 5.16 which indicates the opinions of the respondents when it comes to advertisements on skin care and beauty that they are exposed to. The highest response picked out was that these advertisements are unrealistic which 43 per cent of the respondents chose. This is followed by misleading which is at 22 per cent. This shows that majority of the respondents are clearly leaning towards the negative attitude when it comes to skin care and beauty advertisements. The positive responses scored 14 per cent saying these advertisements are informative. Overall, the balance was tilting towards the negative lane. Consumer attitudes toward advertising in general have long been found to be negative. Additionally, Bogart (1990) reports that television is perceived more negatively compared to radio while Yaser, Mahsud and Chaudhry (2011) and Elliott and Speck (1998) report the opposite view. Moreover, Chan (2012) finds that the Internet is perceived more favourably compared to print, radio, and television.

**Table 5.17: Attributes sought after in advertising**

	No of respondents	Percent
Brand Image-centric	68	17.00
Content (Practical and realistic)	221	55.50
Emotional appeal	30	7.50
Humorous and creative	5	1.25
Physical appeal that focus on sound and visual	22	5.50
Testimonial appeal based on reviews and feedbacks	53	13.25
Total	400	100.00

*Source: Primary data*

In the next Table 5.17, respondents were asked to pick which attributes they would seek as most important when it comes to advertising. It can be noted that 55 per cent of the respondents value the content of the advertisement when it is being practical and real. Other attributes like brand centricity and testimonial based were also prioritized at 17 per cent and 13 per cent respectively. Least preferred attributes was the creativity or the humorous appeal of advertisements. Most participants indicated that if they perceive the advertisement to be credible, informative and not annoying by being very repetitive (Xiao, Wang and Chan-Olmsted, 2018); that will improve their attitudes towards advertisements in digital platform.

**Table 5.18: Preferred mode of traditional advertising**

	No of respondents	Percent
Billboards	20	5.00
Magazine and newspaper	152	38.00
Outdoor advertising	24	6.00
Radio	53	13.25
Television	151	37.75
Total	400	100.00

*Source: Primary data*

The next Table 5.18 contains the responses for preferred mode of media within traditional advertising. Magazine and newspaper stands at the top with 38 per cent respondents picking as their preferred media followed by television at 38 per cent. Billboards were the least preferred media with only 5 per cent respondents choosing this response. The preference could be influenced by the access respondents have towards these media. For instance, television and newspaper have more household penetration which could in turn lead to more preference amongst traditional media.

**Table 5.19: Preferred mode of digital advertising**

	No of respondents	Percent
Banner Advertising	50	12.50
Email advertising	20	5.00
Google search	93	23.25
Social Media like Facebook, Instagram	185	46.25
YouTube	52	13.00
Total	400	100.00

*Source: Primary data*

Similarly, Table 5.19 contains the responses for most preferred media within digital advertising and the most picked response was social media at 46 per cent. The least preferred was email advertising which scored only 5 per cent response. Social media is the most preferred because when it is largely content marketing and when it comes to buying a product, the customer focuses more on relevant and consistent content to get a clear image of what the product is all about.

**Table 5.20: Reasons for preference**

	No of respondents	Percent
Explains product or brand the best	30	7.50
Informative	200	50.00
Least annoying	20	5.00
Least invasive	10	2.50
More customer oriented	40	10.00
More realistic	79	19.75
Others (Can't specify)	21	5.25
Total	400	100.0

*Source: Primary data*

When asking their reasons for preferring these selected media, as shown in Table 5.20, respondents have majorly picked informative as the most popular response at 50 per cent. This was leading by a wide margin and then this was followed by more realistic at 20 per cent. The least picked response was least invasive at 2.5 per cent. Consumers have reported that they enjoy advertisements which they find informative and that eventually help and guided them in their purchase decisions (Shavitt et al., 1998).

The next table represents the preference of permission-based advertisements by respondents. By “performance-based”, the implied meaning is those advertisements where advertisers give the option of skipping the advertisements to the viewers.

**Table 5.21: Preference of permission-based advertisements**

	No of respondents	Percent
No	185	46.25
Yes	215	53.75
Total	400	100.00

*Source: Primary data*



Table 5.21 is a tabular representation of the preference of respondents between permission based and non-permission based advertising. The response was split in similar halves with 46 per cent not preferring it and the remaining 54 per cent preferring it. This could be because attitude towards advertisement does not get impacted even when asked permission or could also be because the term ‘permission based’ could also be interpreted differently by respondents.

**Table 5.22: Modes of advertisement which impacts purchase the most**

	No of respondents	Percent
Advertisements on e-mail, search engines and web pages	57	14.25
Print media like newspaper or magazine	64	16.00
Social media advertisement like Instagram or Facebook	211	52.75
Video advertisements in YouTube	36	9.00
Visual and audio like Television and Radio	32	8.00
Total	400	100.00

*Source: Primary data*

Table 5.22 represents the choice of media which respondents believe to induce action the most. According to 53 per cent of our respondents, social media advertisements seem to induce purchase the most. This maybe partially due to the ease and convenience attached to these modes. The next popular answers are online advertisements and print advertisements. However, television and radio advertisements were ranked as least impactful when it comes to actual purchase. While examining the media used by beauty consumers for pre-purchase gathering, Karaleet al., have noted their findings categorically. Internet was prioritized by 67 per cent of the sample size which establishes the superiority and awareness of the use of internet among the beauty consumers.

**Table 5.23: Opinions on different types of advertising**

	Television/ radio		Print		Outdoor		Online		Content	
	No of responses	%	No of responses	%	No of responses	%	No of responses	%	No of responses	%
Not at all interested (annoying)	16	4.0	20	5.0	43	10.75	132	33.0	13	3.25
Slightly interested	20	5.0	47	11.75	109	27.25	29	7.25	21	5.25
Moderately interested	88	22.0	109	27.25	129	32.25	149	37.25	145	36.25

Very interested	255	63.75	111	27.75	108	27.0	69	17.25	167	41.75
Extremely interested	21	5.25	113	28.25	11	2.75	21	5.25	54	13.5
Total	400	100.0	400	100.0	400	100.0	400	100.0	400	100.0

*Source: Primary data*

The next Table 5.23 represents the responses for the opinions respondents have towards the different mode of advertising. According to the responses, 64 per cent of the respondents have said they are very interested in television and radio advertisements while 4 per cent of them find it annoying. When it comes to print advertising, 72 per cent of the respondents were interested albeit at different degrees. When it comes to outdoor advertising, 27 per cent of respondents are only slightly interested and 59 per cent respondents have confirmed that they are interested. For online, a staggering 33 per cent find it annoying while 37 per cent are moderately interested. For content advertising, from the overall response 91 per cent of the respondents have said they are interested in different degrees.

#### **5.2.5 Questionnaire after exposing to advertisement (Post Treatment):**

After section 4, respondents were exposed to an experimental treatment in the form of digital advertising from the respective platforms which they accessed for the questionnaire. Based on that advertising video, few questions are asked in the post treatment questionnaire to evaluate the impact of the treatment.

**Table 5.24: Type of Advertisement watched**

	No of respondents	Percent
E-mail	34	8.50
Facebook	113	28.25
Google ads	41	10.25
Instagram	94	23.50
You Tube	118	29.50
Total	400	100.00

*Source: Primary data*

The next section contains the responses given after they were exposed to the treatment in the form of online advertisements. 30 per cent of the respondents accessed

the advertisement through YouTube platform, 29 per cent through Facebook, 24 per cent through Instagram and the remaining bottom two categories were Google advertisements and E-mail respectively at 10 per cent and 9 per cent. This could be an indicator of the most popular digital platform but certain factors like ease of usage, convenience and mode of access of initial questionnaire also need to be considered.

**Table 5.25: Opinion on Advertisement watched**

	No of respondents	Percent
Annoying	70	17.50
Informative	60	15.00
Necessary	71	17.75
Neutral	60	15.00
Unrealistic	139	34.75
Total	400	100.00

*Source: Primary data*

When it comes to the opinions on the advertisement they were exposed to, as seen in Table 5.25, 34 per cent of respondents feel it was unrealistic. However, 18 per cent felt it to be necessary and annoying respectively whereas 15 per cent have responded as informative.

**Table 5.26: Recall Value**

	Brand		Product	
	No of respondents	Percent	No of respondents	Percent
No	200	50.0	200	50
Yes	200	50.0	200	50
Total	400	100.0	400	100

*Source: Primary data*

When questioned about the recall value of the advertisement, half of them could recall the name of the brand and the product while the remaining half could not recall the brand name or the product name.

**Table 5.27: Whether Brand represents similar values**

	No of respondents	Percent
No	187	46.75
Yes	213	53.25
Total	400	100.0

*Source: Primary data*

In the next Table 5.27, 53 per cent of the respondents feel that the advertisement and the brand were aligned to the values that they feel matter to them whereas 47 per cent of the respondents feel that the values represented do not resonate with theirs.

**Table 5.28: Value of brand according to advertisement**

	No of respondents	Percent
Attributes of the product	58	14.50
Convenience (available readily)	67	16.75
Ingredients	64	16.00
Price of the product	70	17.50
Responsible and eco-friendly	71	17.75
Skin requirements	70	17.50
Total	400	100.00

*Source: Primary data*

The next Table 5.28 represents the responses which illustrates the value perceived by respondents as displayed by advertisement. In reality, what the advertiser wants to display may actually be very different from what the audience perceives. In this case, the responses are evenly distributed which may mean that either the values were all equally displayed by the advertisement or maybe that the values were not distinguished enough, so the respondents may have a difficult time in segregating between them.

**Table 5.29: Respondents' likeliness of skipping the advertisement**

	No of respondents	Percent
No	198	49.50
Yes	202	50.50
Total	400	100.00

*Source: Primary data*

The next Table 5.29 is a tabular representation of how the respondents would react if they were given an option to skip out from watching the advertisement. The

responses were divided in half which means that half of them would not mind watching the entire advertisement while the other half would have chosen to skip out of it.

**Table 5.30: Likeliness of respondents on recommending the product**

	No of respondents	Percent
Maybe	127	31.75
No	140	35.00
Yes	133	33.25
Total	400	100.00

*Source: Primary data*

In following with this sequence, the next Table 5.30 tries to illustrate the classification of the responses when asked if they would recommend the brand to others. This is another question which measures the willingness to take action by respondents. Again, the results were evenly distributed where one third of the respondent were indecisive about it. However, the remaining one third responded that they would while the other third have responded against recommending to others.

**Table 5.31: Advertisement motivates action**

	No of respondents	Percent
No	201	50.25
Yes	199	49.75
Total	400	100.0

*Source: Primary data*

Similarly, in Table 5.31, it can be seen that half of the responded were motivated to move to the action of purchasing the products whereas the other half said they would not be motivated to purchase. There could be a slight misinterpretation of the question as several factors like price of product, requirement of product, etc., are not necessarily clarified which may impact the decision process. However, just from their experience of looking at the video advertisement, half of the sample population are not inclined to take action.

**Table 5.32: Likeliness of respondents to be influenced by apositive feedback**

	No of respondents	Percent
No	113	56.00
Yes	88	44.00
Total	201	100.00

Source: Primary data

This is an extension of the previous question where the questionnaire focused on the 201 respondents who have responded that they were not motivated to purchase. Out of these 201 respondents, 56 per cent have said they would not change their minds even with positive feedback from other users whereas 44 per cent respondents said they could be convinced into changing their opinion if they hear positive feedback about the brand or the product from others. This indicates that even though these respondents were not convinced by the video advertisement, 44 per cent were still inclined to change their opinions and attitude from the feedback from others. Therefore, word of mouth is still ranked high in terms of credibility and relevance.

### 5.3 Testing of Hypotheses

*Hypothesis 1:  $H_1$  There is no significant difference on the impact of various forms of digital advertising for beauty customers.*

**Table 5.33: Observed Data**

Types of digital Advertisement	Impact of Advertisement					Total
	Not At All Interested	Slightly Interested	Moderately Interested	Very Interested	Extremely Interested	
E-mail	6	5	12	6	5	34
Facebook	16	17	46	19	15	113
Google ads	7	9	13	6	6	41
Instagram	9	22	30	15	18	94
You Tube	22	17	38	25	16	118
Total	60	70	139	71	60	400

**Table 5.34 Chi Square Test**

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	11.153 <sup>a</sup>	16	0.800
Likelihood Ratio	11.050	16	0.806
N of Valid Cases	400		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.10.			

**Table 5.35 Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	0.167	0.800
	Cramer's V	0.083	0.800
N of Valid Cases		400	

The hypothesis is tested through Chi Square Test. The data is analysed by using SPSS version 25. The goal of the analysis is to examine the impact of various forms digital advertisement by examining the reaction of the respondents in the form of reactions to the digital advertisement. The dependent variable is digital advertisement consisting of E-mail, Facebook, Google search advertisements, Instagram and YouTube. The independent variables which we used in this analysis are; the outcomes of the advertisement in terms of impact.

From Table 5.34 representing the "Pearson Chi-Square" row, it can be seen here that  $\chi(1) = 11.153$ ,  $p = 0.800$ . This tells us that there is statistically significant association between types of digital advertisement and the impact of advertisement. Phi is a chi-square-based measure of association that involves dividing the chi-square statistic by the sample size and taking the square root of the result. Cramer's V is a measure of association based on chi-square found to be 0.800. Value more than 0.25 is represented with strong relationship between the variable (Akoglu, 2018). Therefore, the null hypothesis is failed to be rejected.

*Hypothesis 2:  $H_2$  There is no significant difference in preference among the different forms of digital advertising for beauty customers.*

**Table 5.36: Ranks of Digital Media**

Digital Media	No of respondents	Mean Rank
Banner Advertising	50	271.09
E Advertising	20	213.20
Google search	93	217.77
Social Media	185	180.64
YouTube	52	167.53
Total	400	

**Table 5.37: Test Statistics**

	Opinion on DM
Kruskal-Wallis H	33.194
df	4
Asymp. Sig.	0.000

- a. Kruskal Wallis Test
- b. Grouping Variable: Digital Media

The preference of different forms of digital advertising is measured by examining the opinions of digital media and advertising used by the beauty product consumers and by using the Kruskal Wallis H Test. The mean rank (i.e., the "Mean Rank" column in Table 4) of the opinion score for each digital advertising group can be used to compare the effect of the different advertisement treatments. In order to examine the effectiveness and preference of the advertisement, the opinion scores can be assessed using the Test Statistics Table 5 which presents the result of the Kruskal-Wallis H test. That is, the chi-squared statistic (the "Chi-Square" row), the degrees of freedom (the "df" row) of the test and the statistical significance of the test (the "Asymp. Sig." row). Table 5 shows that there was a statistically significant difference in preference of various forms of digital advertising,  $\chi^2(4) = 33.194$ ,  $p = 0.000$ , with a mean rank opinion and preference score of 271.09 for banner advertising, 213.20 for E Advertising, 217.77 for Google search, 180.64 for social media and 167.53 for YouTube. Therefore, the null hypothesis is accepted.

#### **5.4 Discussion on Preferred media for gathering pre-purchase information by beauty customers (Objective 3)**

1. While analysing the overall customers' feedback on the preferable choice of media for purchase of beauty products, it can be seen that majority of the respondents prefer "influencer review or feedback (44 per cent of respondents) (Table 5.12) followed by user review or feedback from own friend circle (28 per cent) (Table 5.12). Digital marketing tools like electronic media and social media has helped the business communicate information about the products to clients in matter of short time.



2. In terms of source of information for consumption of currently used beauty products (Table 5.13), the preference is directed towards “influencer review or word of mouth” (31.75 per cent) followed by “sales promotion at store” as evidenced by 26.25 per cent and “sponsored advertisement in social media” by 24.50 per cent. While examining the media used by beauty consumers for pre-purchase gathering, Karale al., have noted their findings categorically. Internet was prioritized by 67 per cent of the sample size which establishes the superiority and awareness of the use of internet among the beauty consumers. 72 per cent of the respondents answered that they preferred visiting the company website dedicated to the product or approaching e-portals while 27 per cent customers preferred approaching stores first. In response as to which medium influences the respondent to make a strong buying decision, it is observed that only 45 per cent respondents can make a strong buying decision based on what they see on digital channels and 47 per cent of the respondents make a strong buying decision based on word of mouth and references.
3. Factors impacting choice of current brand of beauty products shows “ingredients” of the product as first important factor (24.25 per cent of respondents) followed by ‘influence by social media or friends or influencers’ represented by 12.25 per cent (Table 5.14). One of the most visible impacts of digital marketing techniques have had on the women skincare sector in India over past few years is that now results can be measured in real time. It is observed that a majority of customers visit the company's digital media channels in order to gather information about a particular product. The most preferred channel being E-commerce websites like Nykaa, Amazon allows the digital marketing manager to get a clear view number of customers clicking on, customers visiting these sites.
4. It is also evidenced from most accessed media (Table 5.15) that the respondents of social media prefer Facebook or Instagram (49.50 per cent), followed by newspaper and magazines (21.20 per cent) and email (18.00 per cent) represents the inclination towards digital media over the traditional media. When asked whether the respondent finds digital media sources accurate, reliable and useful

95 per cent of the customers were positive and 95 per cent of respondents gave a positive response in agreeing that digital marketing done by company can change the opinion towards buying a product. This shows that having a strong digital presence in today's world can change a normal customer into a potential customer.

5. On further examination of the preferred mode of traditional media (Table 5.18), it was evidenced that "Magazine and newspapers" and "television" are the preferred mode of advertising as showed by 38.00 per cent and 37.75 per cent respectively. The digital form of advertising is mostly preferred in social media (46.25 per cent) followed by Google search (23.25 per cent) as found in Table 5.19.
6. From the above tables and findings, it is evidenced that majority of the respondents prefers digital media over traditional media for purchase of beauty products. It is also evidenced that among the digital media, the choice of information is through social media, friends and word of mouth and to some extent the ingredients of the products. The reasons for the preference of digital media is given as information (50.00 per cent) and more realistic (19.75 per cent) (Table 5.20). Opinions on the mode of advertisements which affects the purchase of beauty products (Table 5.22), the respondents feels that social media affects mostly (52.75 per cent) followed by print media (16.00 per cent) and advertisements in digital media (14.25 per cent).

Multiple studies focus on how brands can identify the right social influencers for their marketing strategies and how to leverage their power (Cakim, 2009; Freberg et al., 2010). The Internet has caused a severe increase in information for consumers to browse through and interpret. This does not only make it difficult for consumers to decide which information path to follow, but also provides a challenge for researchers to determine how consumers make their buying decisions and which pieces of information they deem relevant and therefore use in their decision-making process (Khaniwale, 2015).

Baker and Churchill Jr. (1997) conducted study on the perception and reaction of a consumer about another person, in relation to physical attractiveness. The authors argue that buying involves three different decisions: (1) to try a product, (2) to buy a product when you come across it in a store and (3) to actively seek out to buy a product in a store. The results of their study show the effectiveness of these three measurement levels including the reliability of the scale, and therefore their argumentation is important to consider in assessing buying intentions in this study. YouTube is chosen as the platform to best analyse social influencers due to the business potential of the platform that is created by the different advertisement possibilities. Buying intent is included in the analysis as the dependent variable and source credibility, social attractiveness, physical attractiveness, openness to experience, conscientiousness, agreeableness and extraversion are included as the independent variables or predictors.

In a survey conducted by C.E. Ten, when skin care and beauty customers are exposed to social media influencer review and feedback, certain characteristics of the influencers are key factors which can impact either negative or positive action. Source credibility, social attractiveness, physical attractiveness, homophily and openness to experience were attributes which were all found to positively influence consumer-buying intent. Current literature has however focused either on the impact of eWOM (Cheung and Thadani, 2012), the effects of eWOM on consumer-buying intent (Fan and Miao, 2012) or on determinants of how customers get involved through eWOM (Chu and Kim, 2011). Findings from previous studies indicated that agreeableness was a special personality trait in which extreme ratings (strongly agree or strongly disagree) would positively impact consumer-buying intent (Biel and Gatica-Perez, 2013). The regular agreeableness scale showed that when a social influencer is found more kind, sympathetic and forgiving, the buying intent of the consumer does increase.

The experience a consumer has with social media influencer also significantly impacts consumer-buying intent in a negative manner, meaning that the more often a consumer watches the videos, the less intended she is to buy the products. It could be speculated that this indicates that increased knowledge of the consumer on marketing and promotional practices by social media influencer, leads to decreased effectiveness of

this influence. Finally, product familiarity seems to be an important factor throughout the study and it was the only control variable that continuously showed to have both positive and significant impact on consumer-buying intent. Results show that the more familiar a consumer is with a product, the more intended she becomes to buy it when a social media influencer discusses it. However, when someone has prior knowledge on the product being discussed, they will already have increased buying intent concerning that product, despite the influence of the advertisement.

Overall it can be said that the perceived kindness, and therefore attractiveness as a friend or conversation partner is the most important influence of consumer-buying intent in electronic word of mouth or feedback. Throughout all analyses conducted this dimension is found to have a positively and significant impact.

#### **5.5 Discussion on Impact of various form of digital advertising in beauty industry (Objective 4)**

Digital marketing relies on the principle that the performance of marketing expenditures should be measured in the long term, taking into account the accumulated effect and that Internet will have a positive effect on the efficiency of marketing expenditures (Brackett and Carr, 2001; Hollis, 2005; Sharma and Sheth, 2004). Furthermore, this study complements the results of Klein and Ford (2003), Ratchford, Lee and Talukdar (2003), and Yoon and Kim (2001), demonstrating that the gains of the Internet are not only on the consumer side; the firms can also obtain efficiency gains through online advertising. However, consumer involvement with the product category has been considered an important factor in measuring the efficiency of advertising effectiveness and it can affect the motivation to process information, the amount of effort put into the search and buying process, and thus, the way consumers respond to a specific type of advertising (Balabanis and Reynolds, 2001). Therefore, similar studies with different product categories may help in better understanding the role of the Internet for achieving advertising efficiency.

A study conducted by Darbanand Li (2012) concluded that online social networks impact every step of purchasing decision process to different extent. They also

found that convenience was the main reason but these platforms allow customers to interact with brands and other customers and reach to comments on the social media accounts of the brands. The study by Gros (2012) aimed to explain the influence of social media on purchasing decision making process of consumers and if the influence has different levels at the various stages of this process. The study concluded that the influence of social media has different levels according to the stages where the consumers showed to be more or less influenced by social media. Sema (2013) found that the use of social media in service industry also influence experience positively. Also there is a positive relationship between the level of experience with social media and sharing experiences on social media. Study conducted by Sano (2014) showed that customer satisfaction influenced by social media behaviour intention is stronger than positive word of mouth. Ahmed and Zahid (2014) indicated that customer's purchase intention increased when brands care about them, engage emotionally with the brand, as well as customer's awareness about the brand, satisfaction and word-of-mouth enhance the customer's purchase intentions which are all commonly through social media advertising. Study carried out by Chandio et al., (2015) revealed that in the context of the social media marketing word of mouth showed a positive significant relation with purchase intention because this variable carried trust with itself. All these studies lean heavily towards the superiority of social media advertising as the most significant and impactful media amongst digital media.

A local study by Medabesh (2015) revealed that digital advertising positively affected buying behaviour. Another local study of Khatibi (2016) found that the influence of social media has different levels when customer goes through various stages of the consumers' purchasing decision making process. The research by Akhtar et al. (2016) showed that there is a positive relationship between social media marketing and consumer purchase intention. It approved that as the firms increase their spending on marketing on social media, the profitability of the firms also enhanced. Social media marketing assists the firms to gain competitive edge and enhance the profitability of companies. Study by Zhung (2017) assessed that when customer perceived the information in the social media as worthy and unbiased; they would acquire this information in their decisions.

A study done by Al-Najjar (2017) on Instagram showed positive attitudes from followers towards the brands, through positive comments about the brand and its practicality influenced consumers to believe the brand to be beneficial and therefore emotional attachment towards the brands were shown. Moreover, results showed that positive comments can be treated as positive electronic word of mouth and it is in return favourable for the brand's economic value. Another researcher Khoosbu and Ho (2019) found positive relationship between impact of social media marketing activities in enhancing brand equity, value equity and relationship equity, specifically among cosmetic users. Fatima and Lodhi (2015) found that advertising in social media has a significant impact on skin care and beauty sales. Another researcher Agneta (2018) found that a marginal change in sales enhancement would lead to a corresponding increase in the social media advertisement growth. To summarize the analysis of the literature, the authors found that digital media advertising has a stronger effect on the buying behaviour of consumers in beauty industries.

Overall, what all these papers and also our current study indicate is that digital media advertising and marketing at large influence the customer purchase intention positively. Digital media marketing should be appropriately planned and implemented to increase the sales and profit. Amongst these digital media platform, social media advertising seemed to stand out in terms of its importance, effectiveness, convenience and consistency.

## **5.6 Discussion on Preference of form of digital media advertising for beauty products (Objective 5)**

Roberts et al., (2014) indicated that most consumers in current generation spend an average of ten hours a day with different types of media amongst which social media sites are the most visited. With this generation of customers being a large and lucrative market segment with high disposable income to spend on varied goods and services, including skin care and beauty products, companies in the skin care and beauty products industry can best get female customer attention and product interest on social media. On social media, millennials do not only consume contents, they also create them and pass-along the contents to their peers (Bolton et al., 2013).

The South African Social Media Landscape 2015 report shows that Facebook is the most popularly used social media platform amongst the millennials, but it was the attention drawn by YouTube and Instagram advertisements, and not Facebook advertisements, which affected skin care and beauty products interest. Shen and Bissell (2013) asserted that Facebook is a good platform for marketing skin care and beauty products and beauty brands. More so, Duffett (2015) found that Facebook advertisements create awareness and provides knowledge of brands advertised. So, if Facebook advertisements create knowledge of brands as Duffett's (2015) study found, one would expect a positive and significant relationship between Facebook advertisements and product interest. While Facebook is prominent, one cannot ignore the growing importance of other social media platforms, such as YouTube, Instagram and Twitter. In the report for example, the use of YouTube and Instagram rose to 53 per cent and 65 per cent respectively between 2014 and 2015. With the growing popularity of these two platforms, especially among millennials, skin care and beauty products advertisements on them could have received more attention to the point of igniting product interest. This interest is better stimulated by e-WOM received from social media platforms. This could be because they are mostly from friends and acquaintances, who may be more trusted and who testify their actual experience with the product (Chu and Kim, 2011).

In a study by Voorveld et al., (2018), respondents were exposed to advertising on all social media platforms, and commented that consumers were generally not highly against it. Advertising was evaluated most negatively on YouTube, followed by Facebook; all of these scored significantly below the midpoint of the scale. Consumers were most positive about advertising on Google. There are many differences between the social media platforms but the most striking differences were found in the negative motions related to the platform dimension. Almost 30 per cent of respondents were annoyed or felt confused by the advertising on YouTube, and more than 20 per cent had these experiences with advertising on Facebook. On the entertainment dimension, Instagram scored 12 percentage points higher than any other social media platform. On the practical use dimension, Google scored highest. Although the scores for topicality

were generally high relative to other dimensions, YouTube, Instagram, and Facebook scored considerably lower on topicality than other platforms, especially Google.

For YouTube, an explanation for the high negative emotion might be that advertising in this platform is unavoidable and often intrusive for users; on many occasions, users have to wait several seconds to be able to skip the advertisement and continue to the video content (Belanche, Flavian and PerezRueda, 2017). Furthermore, advertising on Instagram is experienced as more entertaining compared to other platforms; advertising on Google stands out for practical use (Phillips, Miller and McQuarrie, 2014). Thus, it demonstrates that not only does social media engagement differ itself but also social media advertising engagement differs across platforms. Because of this, advertising in different forms of digital media are also given different levels of preference and attentiveness.

Therefore, it can be concluded that there may be clear preferences between the different forms of digital media advertising. This could be because of different factors like credibility, reliability, trustworthiness, intrusiveness and perceived transparency.

## **5.7 Conclusion**

This chapter tried to explain the empirical findings of the data collected over online questionnaire. The primary data were analysed by using descriptive statistics to examine the responses from the data collected. The aim was to integrate a narrative, numerical and tabular presentation of the outcomes of the study. The first section of the chapter explains the demographic profile of the respondents with the aim to understand the responses and opinions better. It also helps in correlating data using certain demographic attributes as base and contains tabular display of the usage and habits and preferences of the respondents in skin care and beauty products. This includes their pre-purchase information gathering process, leading up to the actual process, their attitude towards advertisement and reasons for their preferential opinion towards selective digital media. It also captures the responses after respondents were exposed to the treatment in order to evaluate the effectiveness of the advertisement. The next phase explains the process and results found after both the hypothesis have been tested. After this, the chapter moves on to the secondary data which supplements the findings for



each objective. As per the findings, it can be noted that even though there is not much difference in the impact of advertising effectiveness amongst the different platforms, there is a difference in preference between the media choice for advertisement among respondents.

## **CHAPTER 6**

### **FINDINGS, CONCLUSIONS AND SUGGESTIONS**

#### **6.1 Introduction**

This chapter discusses the results from the previous chapters and draw conclusions from the findings of the study. Since, a large part of study is descriptive in nature; this chapter also aimed at in-depth discussion of all the objectives with the support of both primary and secondary data collected. The findings triangulated in relation to the statement of the problem and research questions stated in the first chapter. This section also noted some of the researcher's observations in the form of findings and conclusions. The limitations of the study, future scope of the study as well as conclusions is included at the end of this chapter in order to provide some guidance for future research.

#### **6.2 Findings**

While analysing the primary data collected, there are few key points which stand out. Some of the summarized findings of this study are:

1. Since the qualifying filter used for the questionnaire was gender, 100 per cent of the respondents were female with 62 per cent between the age of 21 to 35 years (Table 5.1). Therefore, the percentage analysis of their replies to different survey questions indicated that their opinions regarding online advertising are comparable.
2. Online advertising is delivered through different mode of internet platform of their choice. An understanding of internet accessibility and usage patterns of the respondents is thus imperative for comprehending the functioning of online advertising in India.
3. The samples collected for this study were based out of 12 towns and cities all over India (Table 5.1). This spread was limited to these cities due to convenience more than anything else since instructions had to be given accurately for a two-part survey. Therefore, in order to make sure that the aim and purpose of each

question was met, certain groups of people were focused on while picking the sample size. The location, age and income group indicate that the sample collected is fairly representative of the population of Indian skin care and beauty product users.

4. The participants in this study belonged to considerably prosperous section of the society with nearly half of them having monthly income (Table 5.1). This sample composition increased the probability of reaching to the people who have access to internet and are exposed to online advertising as internet in India is still available regularly to a certain section of the population. In order to try to understand preference of online advertisements, examining the patterns of usage and accessibility is necessary. Thus, preferred media and the device preferences are factors which should be considered to put users' perspective of online advertisements in context.
5. According to the respondents of the survey, the second section clearly exhibits that all of the respondents have some form of usage or purchase habit when it comes to skin care and beauty products which was very helpful for the research (Table 5.3). The average expenditure was also mostly in between Rs.500 to Rs.2000 which indicates that we are targeting the right set of samples. Research activities also find that with a significant number of the audiences, there is no perceptible difference between their interest levels when it comes to skin care or beauty products though majority of the respondents were showing basic level of interest in both areas.
6. When asked about the place of purchase preference, majority were still opting for retail stores which is a bit odd with the boom in online shopping (Table 5.8). If segregated properly, this data could also be skewed since beauty consumers may be more inclined to touch and feel the physical attributes of the product before buying.
7. The next section saw the emphasis and relevance these respondents give to influencer from their circles or social media when it comes to information gathering during pre-purchase and actual purchase (Table 5.10). When asked to rank the attributes of brand or products of choice, responses were distributed

equally amongst options (Table 5.11) but the response solidified when asked which most impactful source of influence or information was – word of mouth (Table 5.9 & Table 5.12). The least trusted source were company or brand representatives which clearly shows that consumers will trust a neutral party to give honest product feedback while they expect biased recommendations from the brand.

8. A detailed analysis of the data collected through the survey conducted as part of this study revealed that most of the respondents, irrespective of the time spent on accessing internet, are exposed to significant amount of online advertising on a day to day basis. Current most accessed media is no longer television or newspaper but social media (Table 5.15). This could be impacted by the lower age group who represent majority of the sample population.
9. Majority of the respondents deem advertising to be unrealistic and annoying. However, some respondents also perceive online advertising as an impediment to the source of information and necessary (Table 5.16). Most of them are willing to be more receptive to online advertising, if it were permission based (Table 5.21). That is, the users want an option and would have a more favourable disposition towards online advertisements, if these were delivered to them with their consent. Putting these insights from the analysis of the data collected during this study together, it can be inferred that the relevance of online advertising, in terms of its consonance with the convincing skin care and beauty consumers, rely heavily on the quality of content and its informativeness and accuracy.
10. According to the respondents of this study, a significant proportion of internet users find online advertising useful at least sometimes, but the number of those who always find it useful is limited (Table 5.23). As per the data, the audiences do not always consider online advertising more appealing than the advertising delivered through the conventional media, generally. Some of the users do find online ads more appealing than conventional advertising every time, but their number is limited. Analysing the data collected during the study, it was found that the sampled respondents consider television advertising and social media advertising to be the most popular forms of advertising. They are followed by

radio advertising, while print advertising is considered to be the least intrusive in nature.

11. In the last section of the questionnaire, the respondents were asked to evaluate the quality of the advertisement they watched by evaluating the recall value of the brand and products (Table 5.26). Overall, one third of the respondents found it to be unrealistic and only half of them could recall the brand and product. Half of the respondents have watched it till the end voluntarily (Table 5.29) and even though 40 per cent were not motivated to take any action (Table 5.31), half of that population has inferred that they could be motivated to change their opinions with positive word of mouth (Table 5.32). Thus, proving that word of mouth carries tends to be more credible rather than advertisements.
12. When testing the hypotheses, what stood out was that in the first case, there was no significant difference between the different media used for digital media advertising when it comes to impact of advertising (Table 5.35). This can mean that customers measure or evaluate the impact or effectiveness of digital advertising in similar ways regardless of the platform used by advertiser. This means that advertisers can focus on reaching the right audience within the demographics without having to worry about if one platform will impact more than the other.
13. The second hypothesis testing has concluded that there was clear preference amongst the consumers in their choice of platform (Table 5.37). This means that not everyone will have access to all the platforms which increases the importance of finding the right media within digital platforms. Overall, it can be summarized that reaching the right audience through their preferred mode of digital media should take precedence since the impact of advertising remains the same once customer is exposed to it. The findings of this study have significant implications for the online advertisers as well as the audiences. These will help the online advertisers in comprehending the current attitudes and perceptions of the audiences towards online advertising enabling them to develop better future strategies regarding their campaigns. The audiences will get an idea about the factors that may render online advertising useful for them and how they can use

these advertisements to get information about brands and products and how to distinguish between organic and sponsored contents.

Another supplementary study that would support these findings would be the comprehensive study on the beauty industry (Shallu, 2013), which was conducted in India with the objective of demonstrating the most important factors that influenced consumers' behaviour and the purchase intention. This study shows that advertising has the ability to attract the attention of 48 per cent of beauty consumers, the rest of the consumers are influenced by peers' opinions (23 per cent), family (18 per cent), and people they work with (11 per cent). An interesting result was the fact that 44 per cent of people who saw a beauty advertisement would purchase the product advertised, and 43 per cent may potentially buy it, demonstrating the strong efficacy of advertising in growing markets such as the Indian one. When respondents were asked if celebrities had an influence on their purchase intention, 47 per cent said that they may purchase the product thanks to a celebrity, and 26 per cent confirmed the influence on their purchase intention. Lastly, another interesting aspect presented in this article is the association between quality expectation of the product and celebrity endorsement; 55 per cent of people believe that the image of an endorser might translate into a good quality product, whereas for another 27 per cent of respondents it is definitely a guarantee.

A more recent study (Parul, 2015) conducted in New Delhi confirms what the previous study claimed, reporting that: 79 per cent of 250 people believe that the personality of the endorser matters for promotional activities. 91 per cent of respondents reckon that the image of the celebrity must match the image of the brand (in order to have a positive effect on the consumer). 95 per cent of people believe that the popularity of the endorser is important to build the image of the brand. Lastly, 65 per cent of people think that the attractiveness of a celebrity is necessary in order to promote a product.

## **6.3 Conclusions**

### **6.3.1 Evolution of advertising from traditional to digital media in beauty industry (Objective 1)**

The first widely approved definition is considered to be Daniel Starch's in 1923 as "selling in print" (Richards and Curran, 2002; Nan and Faber, 2004). With the evolution of TV, the definition of advertising also evolved. This led to the replacement of "print" with "mass media" (Nan and Faber, 2004) and this definition would persist in various forms. Richards and Curran (2002) summarize this as: "paid non personal communication from an identified sponsor, using mass media to persuade or influence an audience"—a definition that was used popularly until the beginning of the 2000s. As discussed in the previous chapters, this study grouped the advertisement era into five large phases:

- i) Pre-1990's where the advertising theories were largely defined around print media.
- ii) 1990's to 2000's where the introduction of television and radio has impacted a shift in the media used for advertising. This has even called for redefining advertising in order to encompass the new practices and technologies.
- iii) Early 2000s are where internet was initially introduced. This proved to be a learning curve for advertisers as well as customers. The spread was fast, however, the depth of impact was still lower and the dependency on other mass media was still predominant.
- iv) 2014-2020 – Although, hard to pinpoint, by the second half of this decade, the importance of digital media especially social media could not be ignored. The level of customization, the speed and cost at which messages could reach their target audience, the ease and convenience at which customers could access, the engagement value it provides, etc were no match for other traditional advertising methods. Therefore, social media marketing bloomed during this period.
- v) Post 2020 – An unprecedented Covid-19 has changed the nature of advertising in a way that could not have been predicted. Brands were forced to adapt to digital media as their survival depended on it. This led to increasing social media engagement, rising demand for video and micro-video contents, surge in demand for OTT (Over The Top) platforms content, shifting from Key Performance Indicators (KPI) expectations to lifetime value and increase in demand for online creative contents.

### **6.3.2 Does advertising of beauty products through digital media support AIDA model (Objective 2)**

AIDA seems to be a model which is being used in reality today. Most advertisers have AIDA in the back of their head when creating an advertising campaign for the organization. Brierley (2002) writes that AIDA is being one of the strongest models within advertising today and even customers see AIDA as being a model which has strong roots in reality. However, customers do not assume that the advertising takes them through all of the steps in the AIDA design. They feel that an advertisement can create interest and attention for the organization as an organization or their products, but it would be inconclusive to determine that the advertisement is the sole factor which leads them to the actual purchase. This, however, is a viewpoint that differs between the various age groups. The younger audience appears to believe marketing does influence them while the older audience states they are not.

According to many customers, the advertisements job is to take the customer through the two lower steps (Awareness and Interest), and it is then up to sales representatives and direct marketing etcetera to create a desire and lead them to purchase. This thinking is additionally found in the literature in which Butterfield (1997) writes that the advertising world has lately transformed into focusing much more on the two main behavioural responses; interest and attention. However, Butterfield (1997) writes in the literature that AIDA is seen or viewed as highly persuasive and that the model unconsciously affects our thinking which creates interest in the brand and product subsequently.

AIDA may be the model said to be the strongest within advertising, but it seems hard to apply the model to the market today. The steps are clear and customers do go through them, but not in the way that the model claims they should do. The model is of high relevance to reality, but again, the steps must be adapted to the market as it is today. It's also clear that the different age groups that can be found on the market today have different opinions on how much advertising does affect them. The same concern applies in digital media advertising as well. Another important evolution is that the sole objective of advertising is not limited sales but equally important activities like building



customer base, getting feedback, growing community and following, etc. Customer engagement and retention is given as much importance in the recent years. Thus a model like AIDA, whose end goal is sales, may not be as relevant in measuring the effectiveness of advertising. The process of digital advertising may still follow the same as those of AIDA, but difference in the objectives of the advertising may lead to certain additional processes.

### **6.3.3 Preferred media for gathering pre-purchase information by beauty customers (Objective 3)**

One of the most interesting find is that most of the customers (55 per cent) prefer researching about a product online before actually buying it (Table 5.12) and the most popular and influential choice of information is review and feedback from social media influencer and from their own circle (Table 5.10). This shows that though digital mediums are preferred by most of the customers for researching about a particular product but when it comes to making a strong buying decision customer rely more on feedbacks and word of mouth from existing users. This is one key factor which digital media has emphasized on especially in beauty and skin care industries where electronic word of mouth stands superior compared to other strategies.

According to the study done by Karale et al., the most influential digital channel for gathering information was social media according to 52 per cent of respondents and 40 per cent of the respondents found that the most influential marketing activity was content marketing through social media marketing followed by affiliate marketing and interactive marketing. Content marketing through social media is the most preferred because when it comes to information gathering and buying a product, the customer focuses more on relevant, realistic and consistent content to get a clear image of what the product is all about. This particular finding states that developing a creative and effective online marketing strategy like content marketing makes a very high impact on the women skincare sector in India. This is because online content marketing has reduced the dependence on costly advertising channels such as print media, television and radio etc. One of most important finding is that though digital marketing activities have made a positive impact, it is also observed that digital marketing alone is still not

able to fully influence the customer to make a strong buying decision when it comes to the act of purchasing and still require traditional strategies like feedback and word of mouth. Therefore, if digital advertising can incorporate these factors in their marketing communication plan, it will create more impact in influencing customers to purchase their products.

#### **6.3.4 Impact of various form of digital advertising in beauty industry (Objective 4)**

The hypothesis testing failed to reject the null hypothesis which states that there is no significant difference on the impact of various forms of digital advertising for beauty customers. This could also mean that there is indeed significant difference on the impact of different forms of digital advertising. When studying the impact of social media advertising, Fauser et al., (2011) found that consumers felt that information sharing, collaboration and relationship building was necessary to support ongoing communication. Social media marketing allowed organisations the opportunity to be in the position to offer additional sources of information regarding product benefits, product features and provide real time feedback to consumers. Social networks were found to be most suitable information sharing platform at the beginning of the consumer purchase decision as many consumers relied on social recommendations; and many consumers used Facebook reviews and ratings (“likes”) as the means to seek recommendations, peer advice and find product information. For this reason, it seems to have the most impact even within the digital media.

Bati (n.d.), while studying attitudes of young consumers towards social media marketing, found that 66.9 per cent of the participants think that using social media tools for advertising is useful; 54 per cent of the participants follow at least one company or brand; 42.8 per cent of the participants trust brand websites and mini-sites; and 47.5 per cent of the participants like social network advertising very much. Similarly, Chi (2011) noted that social networking online is the main reason users keep spending time with social media while studying social media marketing responses in Taiwan. Therefore, users perceive and respond to marketing venues, such as advertising and brand communities, in a different way than they do to traditional media. Yaakop et al., (2012) suggested that there are three online factors that significantly influence

consumers' attitudes towards advertising which are perceived interactivity, advertising avoidance and privacy. Social media ranks highly in these factors. For all these and more, within the realms of digital media platforms for advertising, social media advertising seems to have the most impact and relevance when it comes to beauty and skin care industry.

### **6.3.5 Preference of form of digital media advertising for beauty products (Objective 5)**

A notable theoretical implication derived from this finding is that social media should not be treated as an umbrella concept. While this concept is common among advertising scholars (e.g., Muntinga, Moorman and Smit, 2011), it is clear that not all platforms are created equal. To talk of “digital media” essentially disregards the prominent qualitative differences between the platforms. But language matters, and when we continue to use an all-purpose term such as “digital media” meaningfully advancing our understanding of this multifaceted phenomenon is unlikely to occur. Instead, each digital platform should be studied separately (Phillips, Miller and McQuarrie, 2014; Schweidel and Moe, 2014; and Smith, Fischer, and Yongjian, 2012). Alternatively, social media could also be classified along the lines of their features and characteristics, such as media richness, degree of self-disclosure, type of self-presentation, nature of the relationships, and nature of information (e.g., see conceptual papers by Kaplan and Haenlein, 2010; Kietzmann et al., 2011; and Zhu and Chen, 2015). Perhaps interestingly in this respect, a recent volume comprising the latest thinking on interactive advertising conspicuously avoids using “digital advertising” in its title and instead specifically speaks of “social media” (Rodgers and Thorson, 2017). Each platform provides a unique set of experience dimensions, which is related to how positively (or negatively) advertisements are evaluated.

Theoretically, however, another interesting implication of the current study is that it is important to take into account not only engagement with a medium when discussing the relation between digital engagement and advertising effectiveness (as was done in, e.g., Calder, Isaac, and Malthouse, 2016; and Calder, Malthouse, and Schaedel,

2009) but also engagement with the advertising itself. Thus, social media advertising engagement plays a key role in learning how advertising on social media works.

Therefore, while it is true that there may be preferred form of digital media forms, it is more complicated in nature. Certain business or brands may be better fitted for certain media, in the same way that certain media may appeal to a particular generation of customers. Similarly, another observation found was that certain products and industries are also suited better for specific platforms. Thus “preference” may be too broad of a term as it is derived by taking into considerations many underlying factors such as target audience, products, industry, budget, objective of the advertising plan, etc.

## **6.4 Suggestions**

### ***6.4.1 Suggestions for conventional advertisers:***

**Credibility:** In order to survive, conventional media must be able to maintain credibility and trust in the information presented. This credibility and public trust can only be built by the spirit of professionalism of journalists who adhere to journalism ethics, namely presenting factual and well-verified information. This is a strong offer for the print media to survive. Jarvis in Sugiya (2012) said that the media industry, especially print media, must make changes if do not want to be marginalized.

**Digital presence:** Another strategy carried out by the print media is by integrating newspaper content into electronic tablets. This competitive strategy pattern in the print media industry is a form of innovation and adaptation to technological advances (Wikan, 2012). The transformation of print media towards convergence is a form of reaction as well as an anticipatory attitude towards a number of predictions by experts about the future of newspapers. There is a tendency that tablet computers are widely used by print media publishers in various parts of the world (Trivono, 2012).

**Media convergence:** This is a necessity that print media publishers absolutely need to anticipate through increasing the human resources of press companies. While there are limits to what the industry itself can control, there is a clear need for advertisers and agencies to adapt to an environment that has dramatically almost

overnight. The effect of the pandemic varies significantly by industry (e.g. airline vs. flour manufacturer), medium (e.g. digital vs. magazines), and primary market served (business to business vs. consumer) (Taylor, 2019). The need to adapt quickly to a changing environment is essential to many in the advertisement and marketing business.

#### ***6.4.2 Suggestion for Advertisers:***

**Credibility and accountability:** In their qualitative study, Djafarova and Rushworth (2017) found that information pass-along or e-WOM in social media will drive purchase behaviour if they are coming from credible and non-traditional influencers. They report that customers are “perceptively aware and prefer to follow Instagram profiles that intentionally portray positive images and provide encouraging reviews”. Thus, as much as users and followers post their comments, King et al., (2014) suggest that companies should monitor, interpret and guide conversations on social media platforms, so that mutually-beneficial (i.e., benefit for customer and company) information can be shared and relationship building interactions are made. Holt (2016) contends that this can improve payoff from stakeholders’ investments in social media marketing, which have often been unsatisfactory. The pandemic Covid-19 has brought ample changes in the priority of people. After the outbreak of the pandemic, engagement of people on various social media platforms has drastically been increasing as they find lots of time to spend on. Marketers should take advantages from such people to scale up digital marketing. But most importantly, the marketers have to ensure that they act with responsibility and be accountable for the messages and contents conveyed.

**Right choice of representation:** As discussed, since the impact of social media influencer is high, one of the most important decisions for commercial businesses is determining which social media influencer would best fit their brand, and would be perceived as socially attractive by their target group. Additionally, for beauty brands, finding a social media influencer who is enthusiastic, energetic, active and assertive would, according to the results of this study, also have a positively influence on consumer-buying intent and thereby increase it. Where looks and appearance are often seen as a large determinant of the success of a beauty vlogger, the real influence can be largely contributed to kindness and attractiveness as a social partner. Social

attractiveness influences consumer-buying intent to the largest extent followed by extraversion and conscientiousness. As many studies argue that feeling close to someone else in order to be influenced by this person is an important aspect of interpersonal influence (Langner, Hennigs and Wiedmann, 2013; Khaniwale, 2015), this study finds that perceiving social media influencer to think the same way or having a lot in common does not matter.

**Interactive platforms and programs:** Dover and Kelman (2017) analysed constant interactivity and connection aspect and outlines that the interactions between people - that belong to the community – could be represented as trees of messages and replies: the more people answer to the initial message the more levels will be formed, leading the tree to grow multiplicatively. For this reason, the growth of online communities depends strongly on people's responsiveness. Therefore, to achieve success, cosmetic brands should understand how to create and maintain commitment to the digital community. Consumers that participate in online communities are likely to transfer a positive attitude toward a specific brand - especially when spreading positive e-WOM (Kim et al., 2008: 426). The beauty community now counts on a group of millions of women that get informed through videos about cosmetics categories and beauty techniques. The purposes of those videos, however, are not only informational but also serve to express people's identity.

**Impact on consumer attitude:** Consumer attitudes towards advertising has an important role in determining the effectiveness of the advertisements as the more the consumers like the advertisement, the more attention they pay to it and are persuaded by it (Mehta, 2000). Historically, research that examined attitudes towards traditional forms of advertising has shown that consumers have favourable attitudes towards digital advertising (Bauer and Greyser, 1968; Shavitt et al., 1998). Consumers reported that they enjoy the advertisements and find it informative; advertisements also helped and guided them in their purchase decisions (Shavitt et al., 1998). It appears that the consumer attitudes towards advertising varies across different advertising channels; for example a research conducted to examine consumer attitudes towards internet advertising showed that the consumers in general hold a positive attitude towards the

internet advertising than the advertising in other media channels (Schlosser et al., 1999). Accordingly, the internet appears more effective than other media for attracting potential consumers or for developing positive brand attitudes (Gordon and De Lima-Turner, 1997). Therefore, while planning the advertising media and content, brands should take into consideration certain steps and process to increase the positive attitude towards brands.

**Permission – based advertisements:** As per the data collected during the current study, involuntary exposure to online advertisements is almost always perceived as interfering by most of the users. They are more agreeable to the idea of receiving permission-based relevant online ads because such advertising is not expected to be interfering with their primary internet motives. They are also willing to part with their personal information in order to enable them to deliver relevant online ads if the advertisers are willing to ensure safe and fair usage of their personal information. They also want advertisers to take explicit prior permission from them before collecting their personal data. The online advertisers will have to address privacy concerns of the audiences on a priority basis and ensure that exposure to online ads does not interfere with the primary internet usage objectives of the audiences.

**Right platform for brand or products:** Since the findings indicated that even though consumers feel that the impacts of most digital advertising are similar, there is a clear preference amongst the different platforms. So, for an advertiser, it will be wise to select the right mode of media. The preference may differ based on the age group of the consumers, the type of products and services, or the industry or even geographical and regional locations. Therefore, more research can be done before choosing the media even within digital advertising.

**Rise in demand of Artificial Intelligence based like Chat-bots:** During lockdown periods, users of chat-bots have been increasing as the people found it as a useful service. In order to create awareness of goods and services by using an application installed on a computer, chat-bot is one of the tools used to communicate between the clients and the brands in modern days. Going ahead in the future, marketers will have to invest more on such artificial intelligence based technologies as there is an

advantage for virtual assistant to the customers easily. This gives customers feeling of convenience since they can easily reach out to brands at any given point of time.

**Quicker and more gripping content:** One of the social media marketing payoffs to be gained is the product interest developed and the willingness to purchase the advertised products, as well as pass-along the products information as the current study has proven. Brands should therefore devise creative and eye-catching marketing communications which can quickly arouse interest among the large and lucrative consumer segment. This is particularly important; because they reportedly have an average attention span of 8 seconds (McSpadden, 2015). Bevan-Dye (2013) found that the values the respondents get from web-based advertisements are credibility, informativeness, consumer benefits and entertainment. Informativeness and consumer benefits (i.e., in terms of the help the advertisements provide for audience to become better consumers and decision-makers) were the strongest drivers of these consumers' positive attitudes towards web-based advertisements.

#### ***6.4.3 Suggestion for consumers:***

**Due diligence:** The Internet is a great place for keeping consumers current. They can seek out information and consume it quickly. It's a great way for consumers to access relevant and engaging content with information that's important to them. This also helps customers get in touch with their preferred brands too. If there are changes with your business or your industry, consumers expect to be able to find it immediately. They want to know relevant information as it emerges. Internet marketing benefits consumers because they build a relationship with companies. They get better customer experience and feel more valued as consumers. But customers also need to be aware of what is exposed to them in order to avoid digital fraud. Proper information search, thorough background check, detailed study of the brand and advertiser, buying from an established channel, etc will help in avoiding fraud and unlawful practices.

**Consumer privacy and consent:** When it comes to consumer privacy and consent in the context of digital marketing, customers need to take precautions in order to protect themselves. Privacy preservation can be of two types (Acquisti et al., 2016):



(1) privacy as protection against undesirable access of personal information, i.e., securely storing data collected from consumers and (2) privacy as control over collection and usage of consumer data, i.e., whether or not to obtain consumer data and how to use it. However, privacy concerns have been heightened in the past two decades and this has led to the passing of privacy regulations addressing data security and privacy rights. After these regulations, a significant minority of consumers have chosen to not provide consent for their data to be collected, used and shared. However, most consumers still may not properly understand the key implications of privacy policies of firms, and more efforts are needed in that regard. Therefore, it is strongly suggested that customers take utmost care while giving out personal information and taking necessary precautions when it comes to data security and privacy concerns.

#### ***6.4.4 Suggestion for regulating authorities:***

**More stringent regulations:** With the increase in volume and importance of digital media advertising, the rise in digital advertising fraud also increases. This is a collection of practices that misrepresent advertising inventory or disguise machines as humans to steal advertising budgets. It is fundamentally difficult or impossible to measure, but it appears to be widespread. Therefore the responsibilities of the government and regulating authorities have increasingly intensified. Davies (2019) reported that “28 per cent of global mobile media budgets are wasted on fraud.” Sweeney (2018) reported that 95 per cent of marketing executives surveyed said that digital media must become more reliable and 21 per cent said they have cut advertisement spend due to inaccurate, questionable, or false reporting.

Publishers may over report or misrepresent audience metrics to increase revenues, firms may commit detectable advertising fraud, advertisers may not be clear in stating that it is advertisement, firms or individuals may create fraudulent profiles on social networks to falsify measures of influence, advertisement clicks, or seemingly organic discussions (astroturfing), etc. Therefore, the regulatory authority needs to be more vigilant in coming up ways to regulate these frauds that are impacting both advertisers as well as the consumers. E-marketing companies should not misuse the user data that how user are getting access to the web. Companies having the facility to track

individual user's movement through many software related to tracking. Cookies related to browser may reveal much information about the user. Smart user may use the software like cookies cutter, spyware, spam butcher etc., login information is stored on system hard disk and some information related to frequently visiting website information are available by smart software from cookies.

**Need for redefining advertising:** The American Marketing Association's (AMA) Committee on Definitions, in 1961, argued for uniformity of marketing terms, so authors would not need to defend their own personal definitions (Bennett 1995,) and to propagate a common language, allowing practitioners from geographically disparate locations to understand one another. As Andreasen (1994) noted, "Careful definition of any field is important to the advancement of scholarship and the training of future researchers." If the lines of these definitions are drawn too narrowly, growing disciplines like sales promotion, direct marketing, and new media will result in elimination of traditional advertising methods. However, very broad definitions could also pose problems by subjugating direct marketing as mere forms of advertising and by expecting practitioners to have a broader range of knowledge and skills.

This study also agrees with the finding that new and more inclusive definition of advertising has become necessary since the scope of digital advertising has not only change the nature of advertising but also the objective of advertising as well. It has become clear that for certain brands building a community can be considered as equally important as making sales. This is even more prominent in industries like beauty industry where customer voice and input is given a lot of priority and importance. Therefore, when measuring the effectiveness of advertising, within the umbrella of advertising, one may see different scales against which different brands measure the success of the advertising. Until this point, theories presented wide discussions on how people were persuaded, but little about what made people stay persuaded.

The question of advertising effectiveness had become even more complex and the ways in which consumers interacted with traditional and new media also changed. One result of the technological revolution was that both media and vehicles within media could take different forms. In a review of the advertising industry, the Economist

(1990) suggested that advertising was never the powerful force as suggested and its limitations were becoming more obvious. This meant that advertising had to be viewed from different perspectives and that the past may not be a useful guide to the future.

**Security and ethical practices:** One of the key advantages of social media is the wide reach i.e., a message on social media spreads to millions of people within just a couple of minutes which is also a serious concern when it comes to safety issues. It is indicated in the results that consumers are getting information from social websites; therefore, the lack of authenticating messages and content on these platforms is proving to be another limitations. Marketers often fail to take care of the family values, privacy and rules preferred when sharing information on such social sites. There is issue of fake products and services advertised, wrong or incomplete information and claims levied, unethical collaborations which are not transparent, etc are some of the questionable practices found in the recent years. If the personal information is used by hackers or people with cruel intentions, such people may use their information for the wrong purposes.

Researchers should deal with challenges identified with confidentiality, security, and consent when online life tools are utilized in related research. There are certain risks of extensive social networking like loss of privacy and sharing too much information as well. Ethical issues with respect to e-marketing involve web tracking, privacy preserve, paid advertisement etc. Security and protection worries, alongside e-business administrative issues have turned out be more predominant. It has become hard to make sense of who you can trust on the web, which sites are sheltered to visit, alongside all the exploitative, illicit, Internet showcasing plans, website streamlining, web index promoting, and web publicizing fakes and a wide range of e-business email tricks to battle with.

## **6.5 Limitations of the Study**

This study was undertaken to describe the evolution of online advertising for skin care and beauty products in India. This is probably the one of the very few research studies carried out in the field of online advertising for this industry in India till this

date. Thus, the researcher had to depend upon the works of the foreign researchers in order to provide some reference points for interpretation of the results. Since most of the studies carried out by foreign researchers are based on foreign samples, they may not be applicable to the Indian context. Even the number of such studies is very limited and therefore, arriving at concrete conclusions is difficult.

Secondly, data was collected from only female participants. While women are the prime consumers of skin care and beauty products, men are beginning to consume skin care and beauty products according to Shen and Bissell's (2013) report. In addition to the likelihood of men responding differently to advertisements displayed on the social media platform studied here, they may also respond differently to social media advertising, or may not be able to skilfully interact, develop UGC and share product information in these platforms. This would have allowed comparing and contrasting the effectiveness of various social media advertising across wider age groups across wider geography.

Most of the respondents of this study have an urban background. This means that rural Indian populace has not got adequate representation in the sample. Another demographic group that does not find representation in the sample is youngsters aged less than 20 years.

Another major limitation of the study pertains to the fact that online advertising is a comparatively nascent phenomenon and users may not have been completely aware of its functioning and structures. Consequently, their responses may have been based on perceptions rather than concrete facts. Also, many respondents were new to online survey and Google form also had certain limitations. Since the survey also had two phases, respondents faced technical difficulties and access issues while filling up the forms as well. The coverage of each and every dimension of online advertising was out of the scope of this study. Online advertising is a complex phenomenon and is influenced by multifarious factors. Computer mediated environment is complex in itself. This study may not be expedient in clarifying the manner in which the questions are being asked or what the research was aiming to identify.

## **6.6 Scope for Future Research**

The amount of research carried out in the field of online advertising in India is inadequate to provide comprehensive understanding of the phenomenon. Most of the research studies in the field are carried out by foreign scholars and with foreign samples. This research work proffers interesting findings that may be expedient in understanding the framework of online advertising in India. However, supplementary research studies may be carried out in order to provide further validation to these findings. The findings of this study may be tested with bigger and more diverse samples. Researchers may also investigate various dimensions of interactivity and the role it plays in processing of online advertising by the audiences. Role of 'trust' in the advertiser as well as online advertising as whole, and 'authenticity' of the advertisement delivery vehicle on formation of perceptions and attitudes in the minds of the audiences may be investigated. Researchers may conduct a comparative evaluation of ads delivered through different media in the process of brand building. An exploration of the effects of various online ad formats on perception and reception of online advertising by the audiences would be useful from the point of view of the audiences as well as the advertisers.

Research on attitude towards online advertising (ATOA) is both scarce and recent because previous studies primarily focus on consumer attitudes toward traditional media, scholars are in agreement that ATOA could substantially impact subsequent consumer behaviours toward the advertised brand or product and their purchase intentions (Drossos et al., 2013; Wolin & Korgaonkar, 2003; Tsang et al., 2004). Consumers often consider online advertising intrusive (Bright and Daugherty, 2012; Rejon-Guardia and Martnez-Lopez, 2014; Shavitt et al., 2004) since they feel "they have lost the freedom to be engaged in particular behaviours and/or may feel they've lost control of their own behaviours" (Morimoto and Chang, 2006, p. 4). This can be also looked at from a more recent perspective angle.

Consumers visit social media sites to seek for information, increase awareness and knowledge about products and services, and to reduce the perceived risk inherent in purchase decisions (Duffett, 2015) either through UGC (User Generated Content) or CGC (Company Generated Content). While consumers are likely to engage with this range of content, research has shown that consumers are more likely to trust the UGC and they are deemed as more credible due to the fact that it is produced by fellow unbiased consumers, motivated by altruism (Lee and Kim, 2011) and with no commercial interests while CGC only communicates the positive attributes of their products to serve their commercial interests. But this can be very misleading since of late, many CGC are often disguised as UGC in the hope of misleading their customers. Thus more research work can be done to separate and distinguish between the two and to educate customers in ways to identify the difference between them.

Overall, with digital media being a dynamic and exponentially blooming industry, the scope for future research is growing endlessly. Future research can pick up any of the newer developments but without a solid defining foundation, it will be difficult to draw the boundary. Therefore, according to the findings of this research, one of the most important scopes for future research would be working on redefining advertising in order to incorporate the recent practices.

## **ANNEXURE-I**

### **Questionnaire**

#### **Evolution and Effectiveness of Digital Media Advertising:**

#### **A Study on Beauty Products in India**

Dear Respondent,

My name is Kc Lalramchuani and I am a research scholar in Mizoram University. I am doing a study on the impact of advertising on skin care and beauty products. This is a two-phase study composed of this questionnaire followed by an interactive video. I would really appreciate it if you would do the honor of completing the entire survey. I assure you that this will be purely for educational purpose and your responses will be kept confidential. I thank you for your time and your response.

Regards,

K.C. Lalramchuani

#### **SEC 1: DEMOGRAPHICS**

1. Age Group: Below 20, 21-25, 26-30, 31-35, 36 to 40, Above 40
2. Gender: Male/Female
3. Occupation: Student, Employee, Unemployed, Homemaker, Entrepreneur, Others
4. Monthly Income: Less than 20K, 20K-40K, 40K-60K, 60K-100K, Above 100K
5. Location:

#### **SEC2: HABITS AND USAGE**

1) How often do you use skin care products?

- ☐ At least twice a day
- ☐ Once a day
- ☐ Once in two days
- ☐ Once a week
- ☐ Less than once a week

2) How often do you use beauty products?

- ☐ At least twice a day
- ☐ Once a day
- ☐ Once in two days

- Once a week
  - Less than once a week
- 3) How much do you spend on skin care and beauty products in a month (approximately)?
  - Less than or equal to 500
  - 501-2000
  - 2001-5000
  - Above 5000
- 4) Please rate your interest in skin care products
  - Not Interested
  - Indifferent
  - Slightly Interested
  - Interested
  - Very Interested
- 5) Please rate your interest in beauty products
  - Not Interested
  - Indifferent
  - Slightly Interested
  - Interested
  - Very Interested
- 6) What is the main reason you use skin care and beauty products? Choose most relevant option
  - To improve or maintain the skin quality
  - Hygiene and physical attributes
  - Medical reasons
  - To look more attractive
  - To boost self confidence
  - To keep up with current trends
- 7) Which routine best describes your most regular skin care routine?
  - Basic Products like normal Cream
  - Sun Protection
  - Day/Night Moisturising cream
  - Special Treatment like acne, pigmentation, etc



- Skin Brightening Products
  - Special Treatment Plan like Kbeauty, etc
  - Whatever is available
- 8) Where do you buy your skin care and beauty products from?
- Manufacturer's website or stores (Eg: Lakmeindia.com, esteelauder.in, etc)
  - Independent online stores (not necessarily own brand like Nykaa, Myntra, etc)
  - Retail stores (Shoppers Stop, etc)
  - Special beauty stores (MAC, Sephora, etc)
  - Catalogues / Dedicated sales people (Avon, Oriflame, etc)
  - Others

### SEC3: PURCHASE AND PRE-PURCHASE PROCESS

- 9) What impacts your choice of skin care and beauty products/brands?
- Brand
  - Affordability / Price of the product
  - Natural ingredients
  - Skin compatibility to the product
  - Previous usage experience
  - Convenience / availability at ease
  - Influence by celebrities / social media / friends
  - Effectiveness
  - Others
- 10) Who influences your choice of product or brand the most?
- Social media reviewers
  - Yourself
  - Friends and family
  - Experts
  - Sales representatives
  - Endorsers/Celebrity ambassadors
  - Others

11) Rank your process of purchase in a product or brand

Need for product \_\_\_\_\_

Influenced by others about the need for product \_\_\_\_\_

Research about the product or brand \_\_\_\_\_

Look at alternatives \_\_\_\_\_

Price comparison \_\_\_\_\_

Study reviews or ask around for word of mouth feedback \_\_\_\_\_

Look for most convenient place of purchase \_\_\_\_\_

Look for better offers in different places \_\_\_\_\_

After sales review \_\_\_\_\_

12) What is your most important source of information on skin care and beauty products?

- ☐ Customer feedback (Internet, verbal, etc)
- ☐ Friends
- ☐ Advertisements
- ☐ Sales people in stores
- ☐ Manufacturer's website
- ☐ Media like TV, beauty magazines, social media
- ☐ Others

13) What is your all time favorite brand? Either in skin care or beauty product \_\_\_\_\_

14) How do you hear about this brand?

- ☐ Advertising on newspaper or Television
- ☐ Sponsored advertisements Facebook or Instagram or YouTube
- ☐ Influencer review in social media or word of mouth
- ☐ Word of mouth and feedback from friends and family
- ☐ Sales promotion at stores

15) What attracts you to this brand? Pick more than one if necessary

- ☐ Brand name and reputation
- ☐ Price of the product or brand
- ☐ Skin requirements/ingredients/attributes of the product
- ☐ Influenced by friends, social media or celebrities
- ☐ Convenience (available easily)
- ☐ Recommended by sales people
- ☐ Brand is responsible, green and eco-friendly

#### SEC4: ATTITUDE TOWARDS ADVERTISEMENT:

16) Please tick the type of media you have access to most regularly

- Newspaper and magazine
- Television and radio
- Email
- Social Media like Facebook or Instagram
- YouTube and Google

17) What is your opinion on advertising for skin care and beauty products?

- Annoying
- No opinion
- Indifferent
- Interesting
- Necessary

18) Attributes sought after in advertising – components

- Humorous and creative
- Natural content - practical and realistic
- Emotional Appeal - Sexual, Fear, Morals, Feelings
- Brand Appeal - Ads that focus on the brand (Eg: Apple, Starbucks, etc)
- Testimonial Appeal - Based on reviews/feedbacks
- Beauty and Physical Appeal - Ads that focus on the visual and sound attributes
- Others

19) Most preferred mode of traditional advertising

- Newspaper
- Magazine
- Television
- Radio
- Billboards
- Other Outdoor advertising

20) Most preferred mode of digital advertising

- Google advertisement
- YouTube
- Social Media like Facebook, Instagram
- Banner Advertising
- Email advertising

21) Reason for preference

- Informative
  - Least invasive / I can skip or watch according to my preference
  - More customers oriented
  - More realistic content and practical
  - Least annoying
  - Explains product or brand the best
- 22) Do you prefer permission based advertisements? Yes/No
- 23) Which mode of advertising results in your purchase of skin care and beauty product the most
- Print media like Newspaper or Magazine
  - Visual and audio like Television or Radio
  - Video advertisements in YouTube
  - Advertisements on e-mail, search engines and web pages
  - Social media advertising like Instagram or Facebook
- 24) Opinions on television and radio advertising
- Very Interested
  - Indifferent
  - Interested
  - Not Interested
  - Annoying
- 25) Opinions on newspaper and magazine advertising
- Very Interested
  - Indifferent
  - Interested
  - Not Interested
  - Annoying
- 26) Opinions on billboard and outdoor advertising
- Very Interested
  - Indifferent
  - Interested
  - Not Interested
  - Annoying
- 27) Opinions on internet or online (Google, e-mail, etc) advertising

- Very Interested
- Indifferent
- Interested
- Not Interested
- Annoying

28) Opinions on content advertising like YouTube, Instagram, Facebook, etc

- Very Interested
- Indifferent
- Interested
- Not Interested
- Annoying

#### POST-EXPERIMENT QUESTIONNAIRE

29) Type of Advertisement: Instagram, Facebook, YouTube, E-mail

30) What is your opinion on the advertisement you watched?

- Annoying
- Not that Interesting
- Indifferent
- Interesting
- Very Interesting

31) Do you remember the name of the brand? Yes/No

32) Do you remember the product? Yes/No

33) Do you think the brand represents the values you look for in a brand? Yes/No

34) If 'Yes', which one identifies the brand the most in your opinion

- Realistic
- Quality Products
- Clear and specific
- Natural and organic brand
- Good pricing
- Interesting brand image/advertisement

35) Given a choice to skip the advertisement after 5 seconds, would you have done it? Yes/No

36) Do you think you will recommend the brand to others? Yes/No

37) After seeing the advertisement, do you think you would try out the brand? Yes/No

38) If 'No', do you think positive feedback from previous users will change your mind? Yes/No

## ANNEXURE-II

Questionnaire (Online Format)

Advertisement and Interactive Questionnaire



Figure 1: Video Ad for Skincare Product

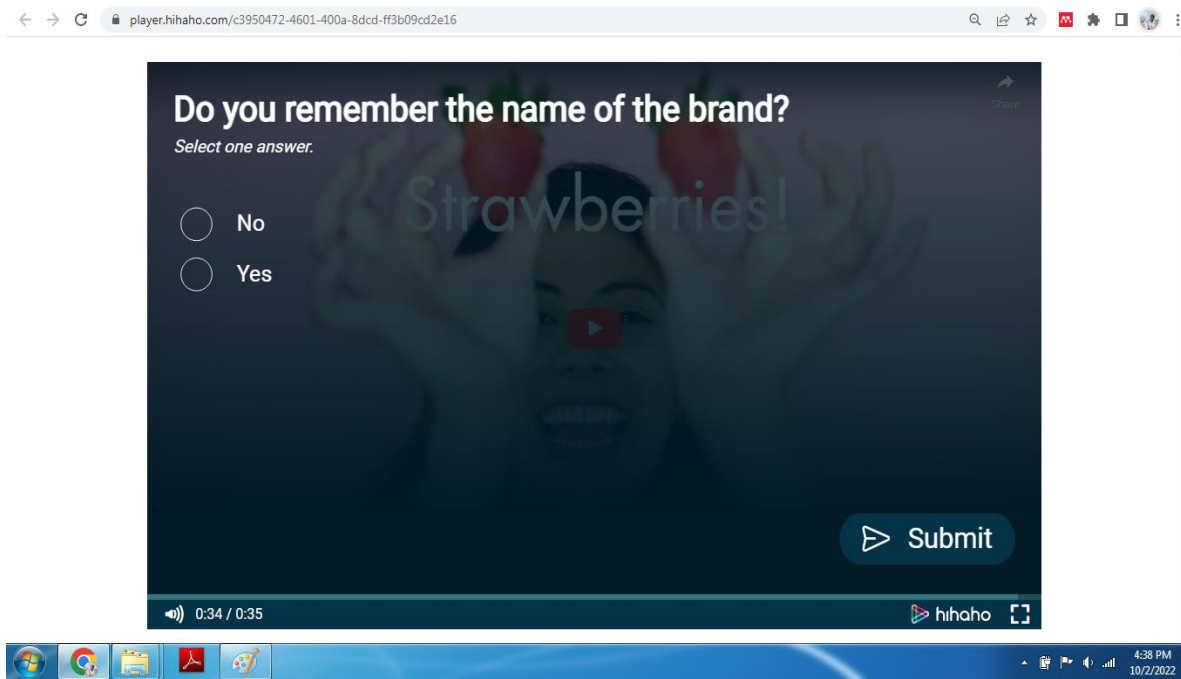


Figure 2: First interactive Question after the video ad

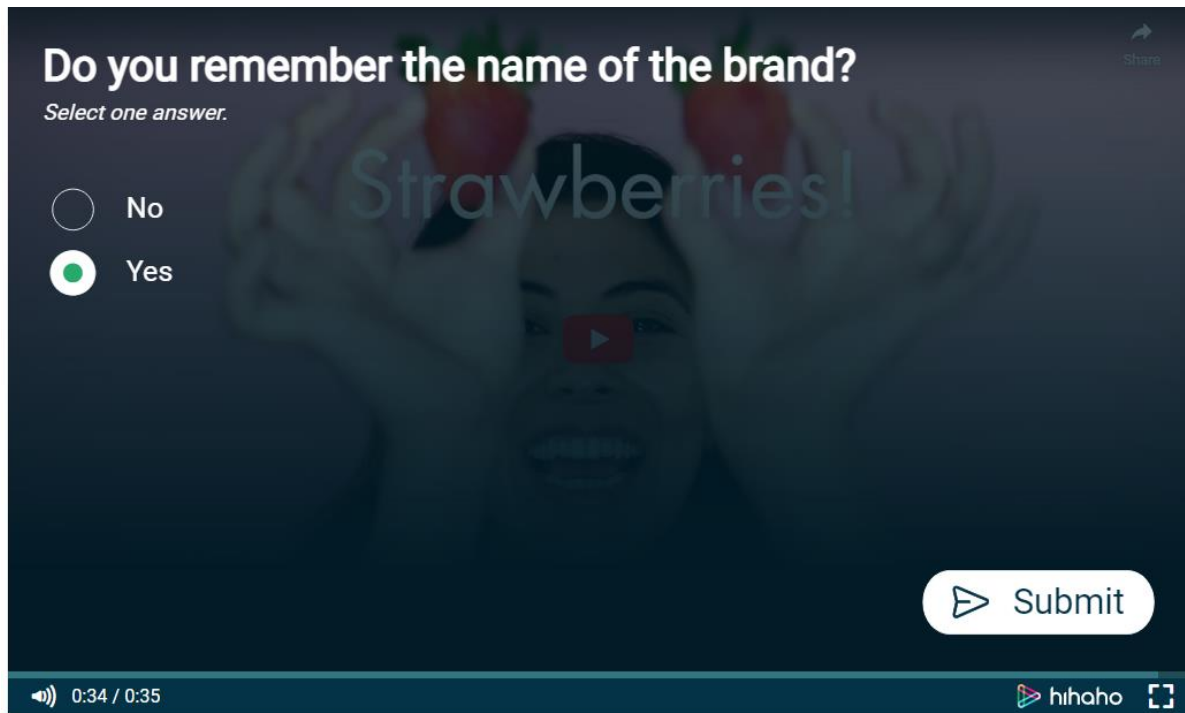


Figure 3: Video Advertisement comes with an interactive answer option

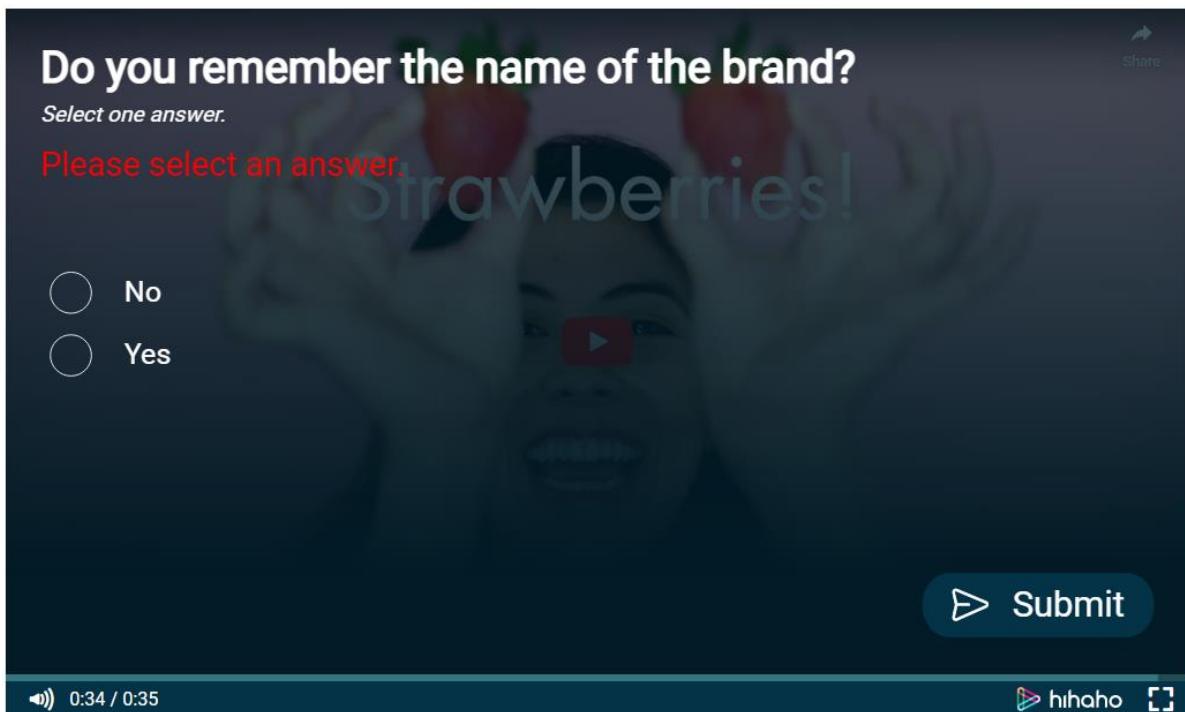
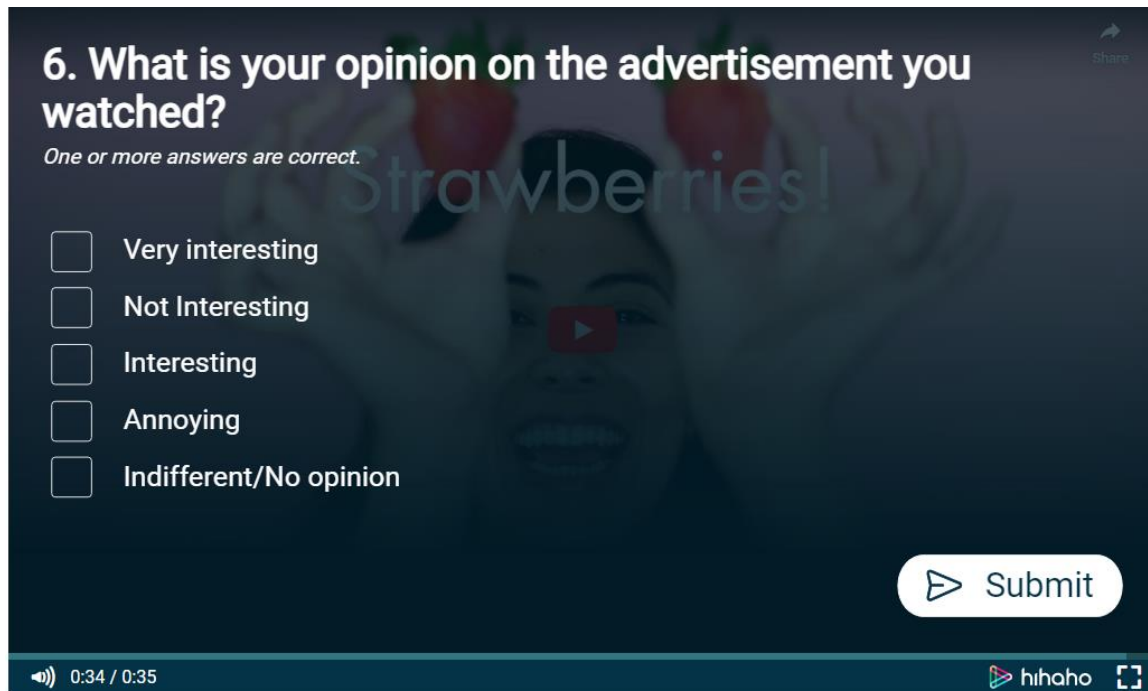


Figure 4: Mandatory questions will prompt answers





6. What is your opinion on the advertisement you watched?

*One or more answers are correct.*


☐ Very interesting

☐ Not Interesting

☐ Interesting

☐ Annoying

☐ Indifferent/No opinion

 Submit

0:34 / 0:35 hihaho

The background of the video player shows a woman smiling and holding up two strawberries. The word 'Strawberries!' is written in large, light blue letters across the center of the image.

Figure 5: Multiple Choice Questions



## A Study on Impact of Digital Advertising for Beauty and Skin Care Products In India

Facial skin care habits, practices, choices and preferences for purpose of understanding current trends

**PILOT SURVEY**

Hello, my name is Kc and I am doing a pilot study on impact of digital advertising of beauty products for consumers in India. These beauty products mainly include skin care products and cosmetics. This is a pilot survey and I would be grateful if you could answer them completely. This is purely for academic purpose and will not be shared or used in any other form.

**Name \***

Short-answer text

**Location \***

Short-answer text

Figure 6: Google Form Pilot Survey Sample

Section 1 of 3

# Evolution And Effectiveness Of Digital Media Advertising: A Study On Beauty Products In India


Hi,  
My name is Kc Lalramchuani and I am a research scholar in Mizoram University. I am doing a study on the impact of advertising on skin care and beauty products. This is a two-phase study composed of this questionnaire followed by an interactive video. I would really appreciate it if you would do the honor of completing the entire survey.  
I assure you that this will be purely for educational purpose and your responses will be kept confidential.  
I thank you for your time and your response.

Regards,  
Kc Lalramchuani

Age \*

- Below 20 years
- 21-25
- 26-30
- 31-35



Figure 7: Google Form Questionnaire Sample



## Evolution And Effectiveness Of Digital Media Advertising: A Study On Beauty Products In India

Hi,  
My name is Kc Lalramchuani and I am a research scholar in Mizoram University. I am doing a study on the impact of advertising on skin care and beauty products. This is a two-phase study composed of this questionnaire followed by an interactive video. I would really appreciate it if you would do the honor of completing the entire survey.  
I assure you that this will be purely for educational purpose and your responses will be kept confidential.  
I thank you for your time and your response.

Regards,  
Kc Lalramchuani

 [lalramchuani.kc@gmail.com](mailto:lalramchuani.kc@gmail.com) (not shared) [Switch accounts](#) 

**\*Required**

Age \*

Below 20 years ▼

Figure 8: Google Form Questionnaire Preview – how a respondent will view

### ANNEXURE-III

#### References for Systematic Literature Review for Objective 1

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## ANNEXURE – IV

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## WORK EXPERIENCE

### BHARTI AIRTEL LIMITED

#### Zonal Sales Manager (Sales)

Jan'14 – till date

- Handle sales and prepaid business for Mizoram state with 7 direct team members, 65 indirect team members and 120 partners.
- Ranked no.1 in terms of 4G customer base against competition in India for past 3 years continuously, 100% digitization of process.
- Worked closely with other departments and act proactively as business owner and liaison point with all other external parties.

#### Territory Sales Manager (Sales)

Feb'13 – Jan '14

- Handled Prepaid Distribution for Shillong – 4 urban distributors having **1000** outlet base and annual turnover of **INR 6 billion**.
- Achieved **annual growth** of - 15% on revenue, 20% on customer base, 3% on market share and **300% on 2G and 3G revenue**.
- Re-launched Airtel money and delivered up to **900% growth** in user base in 8 months resulting in **Airtel Money Gold Award**.
- Restructured distribution channel, focus on quality customers, **increased outlets by 10%** and re-launched **6** dormant tower sites.

#### Data & Device Manager (Marketing)

Feb'12 – Mar '13

- Initiated **Project Alex** which resulted device user base by **550% in 2 months** and convert **57** Tata Indicom service outlets to Airtel resulting in **Best Circle Award** for data in the country. Revenue per user has grown by **47% after customization of products**.
- Introduced **third party sales channel system** with 28 outlet new partnership resulting in revenue increase by 28% annually.
- Initiated internal and external schemes which increased revenue from focus data products by **35% annually**.

#### Management Trainee (Cross Functional Training & CSR)

Jun'11 – Jan '12

- Project based training on all functions - Networks & Technical (6weeks), Customer Service or CSD (8weeks) and Sales (6weeks).
- CSD : Introduced standard checklist which brought repeat calls from 14% to 9% resulting in SLA for entire circle above 90% from 65%.

### BIRLA SUNLIFE INSURANCE

#### Internship (Marketing)

Apr '10 – Jun '10

- Project: **Changing customer perception of the company and increasing brand awareness and visibility**.
- Research on ideal channel, SWOT analysis and introduced interactive and new approach to advertisements, promos and PR.

### GOVT OF MIZORAM, AH&VETV DEPT

#### Administration

May '08 – Nov '08

- Ownership of official website, maintenance of inventory & logistics, preparation of official documentation & reports.

## ENTREPRENEURIAL EXPERIENCE

### Dear Shoes (2011 – 2014) – Online retail Venture

- Co-founded an **online store** for apparels in 2011 operating through digital media which was further bought by a venture company.
- Reached customer base growing at average of 25% annually, 5 employees & annual turnover of INR 25-30L by December 2014.

## ACADEMIC & PROFESSIONAL QUALIFICATIONS

2018-till date	Ph.D (Research Scholar)	Mizoram University		
2009-2011	MBA (International Business)	IIFT	Deemed University	3.34/4.33
2010	Exchange Program	Ecole de Management	Strasbourg France	79.4%
2005-2008	B Com (Marketing)	St. Joseph's College of Commerce, Bangalore	Autonomous	76.94%
2003-2005	PUC (Class 12)	Krupanidhi Pre-University College	Bangalore University	88.33%
2001-2003	HSLC (Class 10)	St. Paul's Higher Secondary School, Aizawl	MBSE	90.8%

## INTERNATIONAL COURSES

### Ecole de Management Strasbourg,

France

Jan'10 - Apr'10

- Completed several innovative courses like Destination Marketing, Strategic Innovation and International Entrepreneurship.

### London College of Fashion, University of Arts

London, United Kingdom

Apr'11-Jun'11

- Diploma in Luxury Brand Management and Marketing - history, dominant players and strategies, planning, pricing and relevance.

## ACADEMIC ACHIEVEMENTS

- **Merit cum Need based Scholarship** - Ministry of Tribal Affairs entailing full tuition waiver & allowance. ( 2009-11)
- Merit Certificate for **Excellence in Marketing** in B.Com. (2007)
- **Dr. Ambedkar Citation of Merit Scholarship** for academic performance in HSLC. (2003)
- **Proficiency Awards** for academic excellence: Paulians' Alumni Association (2003), Krupanidhi Pre-University College. (2004-05)
- 6th rank in HSLC Examination, Mizoram (2003).

## PROJECTS AND ACADEMIC PAPERS

- Thangjam Agro Food, Manipur - "Verification and Evaluation of Vendors for expansion of Thangjam Agro Industries" .(2011)
- Presented a paper – "A Study on Carbon Footprint of Telecom in India" at a national seminar in MZU on 30<sup>th</sup> September, 2018 which was published in 'Agribusiness and Carbon Management' in November 2018.
- Presented a paper – "Girl Child Abuse in Mizoram" at a national seminar organized by Sociology Department on Mizoram University in November 2018, which was a case study on seven girl child survivors of different kinds of abuse.
- Participated at the **Harvard Project for Asian and International Relations Conference** in February, 2019 at Harvard, MA, USA.

## PARTICULARS OF THE CANDIDATE

NAME AND ROLL NO.: LALRAMCHUANI KC

DEGREE: DOCTOR OF PHILOSOPHY

DEPARTMENT: MANAGEMENT

TITLE OF THE THESIS: EVOLUTION AND EFFECTIVENESS OF  
DIGITAL MEDIA ADVERTISING: A STUDY  
ON BEAUTY PRODUCTS IN INDIA

DATE OF ADMISSION: 1<sup>ST</sup> AUGUST, 2017

APPROVAL OF RESEARCH PROPOSAL:

1. DRC: 18<sup>TH</sup> APRIL, 2018

2. BOS: 24<sup>TH</sup> APRIL, 2018

3. SCHOOL BOARD: 2<sup>ND</sup> MAY, 2018

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**ABSTRACT**  
**EVOLUTION AND EFFECTIVENESS OF DIGITAL MEDIA ADVERTISING:**  
**A STUDY ON BEAUTY PRODUCTS IN INDIA**

**AN ABSTRACT SUBMITTED IN PARTIAL FULFILLMENT OF**  
**THE REQUIREMENTS FOR THE DEGREE OF**  
**DOCTOR OF PHILOSOPHY**

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**DEPARTMENT OF MANAGEMENT**  
**SCHOOL OF ECONOMICS, MANAGEMENT AND INFORMATION SCIENCES**  
**NOVEMBER, 2022**

**EVOLUTION AND EFFECTIVENESS OF DIGITAL MEDIA ADVERTISING:  
A STUDY ON BEAUTY PRODUCTS IN INDIA**

**BY**

**Lalramchuani K.C.**

**Department of Management**

**Supervisor: Prof. L. Shashikumar Sharma**

**Submitted**

**In partial fulfillment of the requirement of the Degree of Doctor of  
Philosophy in Marketing of Mizoram University, Aizawl**

## **1.1 Introduction**

The term advertisement predominantly refers to print and TV advertisements but also includes radio, direct mail or outdoor billboards. Traditional advertising is usually well-established, universal and measurable in terms of viewership and exposure. However, it also has become expensive with high investments spent on the media and placement especially in larger markets and more often regulated. A traditional advertisement usually meets the norms and standards of the media in which it is placed. Marketers have used traditional media such as print, radio, TV and outdoor advertisements to reach consumer markets ever since.

One of the dramatic changes in advertisement is the attitude of customers towards the message and content of the advertisement. The advertisement messages in traditional advertisements are often generic and not customized and therefore, it does not feel inclusive or direct (Mole, 2015). Another issue is the lack of platform for voices of customers to be heard which can lead to doubts and cynicism. However, modern digital media like social network advertising has filled these gaps because the digital media inherently is a two-way communication system. Consumers now prefer natural content, shared and selected by peers – something that the consumers can relate, that sounds personal and authentic even at a humorous level (Hausman, 2014). Rather than getting direct brand messages, there is a feeling of de-commercialization of brands when messages are shared through friends and fellow consumers. De-commercialization simply means that brand messages no longer carry the gleam of the brand, but reflect the opinions and feedbacks of friends and others (Mayrhofer, 2019). Social media often work through word-of-mouth and amplify the reach by catering to a different set of audience every time it is shared.

All these developments and evolution over the years have led to the birth and growth of digital media advertising which is also known as content advertising. Digital advertising is the promotion of products, services or brands across electronic media and digital technologies that involve the use of the internet as a medium and deliver marketing messages to the right customers through platforms like mobile phones, computers, laptops, tablets, display advertising, and any other digital medium. Digital advertising's development since the late 1990s has changed the way brands and businesses use technology for marketing communications.



## **1.2 Relationship between Digital Media Advertising and Beauty Industry**

Many beauty brands have discovered the direct and indirect advertising potential of social networks, and make great use of the consumer engagement and visual medium to increase sales and intensify brand loyalty. Digital mediums have currently become the source to gather information about beauty and personal products before making the purchases. In order to enhance the appeal and popularity of products and brands, many beauty brands have started creating advertisement contracts with social media celebrities (Brady and Lerigo-Jones, 2017) and YouTubers (Illera and Benito, 2017) to promote either directly or indirectly on their personal social media handles

In summary, majority of the beauty and personal care products are consumed by young and tech-savvy consumers who are linked with the digital world. These customers no longer browse through magazine or television channels for recommendations on beauty products; instead rely on online product reviews, customer comments, word of mouth from other customers and vloggers, ratings and reviews and recommendations by influencers (Brady and Lerigo-Jones, 2017). With these current changing scenarios in the beauty industry, this study aims to explore the significant change in the advertising trends from traditional media advertising to digital media advertising and highlight the differences.

## **1.3 Research Design**

The purpose of this research study is to study the evolution of advertising from traditional mode to digital mode in India and on the basis of that evaluation study the impacts and preferences within the digital advertising. This thesis is planned as a mixture of descriptive and empirical research study. The researcher has attempted to approach the study from an empirical perspective. Descriptive survey research was used to delineate the online behaviour of the audiences and their attitudes and responses towards online advertising. Extensive online and offline library searches and historical research was employed to construct a basic framework for the study. Research methodology employed for this study is a combination of qualitative and quantitative approaches and the focus is on providing a qualitative description of the phenomenon of online advertising in India with some quantitative data support.

### **1.3.1 Significance of the study**

The increasing size of the online advertising industry in India is the first indicator that advertisers are shifting a portion of their publicity and promotion budget to the online platform and the audiences are responding positively to online advertising messages at least to some extent. Yet, the extent of this transition is not clear. Indian consumers and markets may not be comparable with consumers worldwide owing to widespread socio-economic, socio cultural and socio-religious diversities prevalent in India. Nevertheless, they provide a basic framework for understanding the general characteristic and interactions between various constituents of the online advertising environment.

There is little information available on the motives, attitudes and behaviour of the online audiences. Internet usage motives of the audiences may be completely different from their conventional media usage motives. Most of the research in the field of online advertising carried out in India is either industry sponsored or is done from the perspective of the advertisers. Little academic research concerning online advertising is available in India. This may lead to a lopsided presentation of the facts with little or no representation of the audiences. Also, the research available in the field of online advertising is scattered and not interlinked. This might lead to formation of incorrect or incomplete assumptions towards the framework and the functioning of online advertising in India.

With the sudden digital media boom, marketers are now slowly shifting their focus, resources and investments on driving innovation and technology integration through digital media advertisement. This study aims to find out the extent in which the development of digital media has affected advertisement media for both marketers and customers and its effectiveness.

### **1.3.2 Research Questions**

This research study was conceptualized in order to gain insights into the evolution of advertising in India over the past few decades. The study focused on the role played by technology in the modernization of advertisement especially in the skin care and beauty industry.

- How does the development of digital technology affect the advertising media in beauty industry?
- Does advertising of beauty products through digital media support AIDA (Awareness-Interest-Desire-Action) model of advertising?

- Do beauty customers rely on digital media or traditional media advertising for pre-purchase information gathering?
- What are the impacts of various forms of digital advertising in beauty industry and amongst them, what are the most effective and preferred forms of digital media?

### **1.3.3 Objectives**

The study attempted to achieve these objectives through a combination of qualitative and quantitative research methods such as survey research, library research and historical research.

1. To explore the extent of evolution of advertising from traditional to digital media in beauty industry.
2. To determine whether advertising of beauty products through digital media support AIDA (Awareness-Interest-Desire-Action) model of advertising.
3. To examine the media used by beauty consumers for pre-purchase gathering.
4. To evaluate the impact of various form of digital advertising in beauty industry.
5. To examine the various forms of digital media advertising preferred over the others for beauty products.

### **1.3.4 Hypotheses**

*H<sub>1</sub>: There is no significant difference on the impact of various forms of digital advertising for beauty customers.*

*H<sub>2</sub>: There is no significant difference in preference among the different forms of digital advertising for beauty customers.*

### **1.3.5 Methodology**

#### **1.3.5.1 Type of Research**

This study is qualitative and quantitative in nature, with hypotheses testing based on the empirical support backed up by qualitative study. It is also exploratory in nature as its main objective is to gain better understanding of digital media advertising of beauty products. The epistemology of the study is concerned with the assumptions about acceptable knowledge of preference of digital advertising media amongst beauty consumers. It is inclined towards subjectivism in its approach since it highly emphasizes the opinions and narrations from

consumers. It does not believe in compartmentalized generalisations and does not limit its findings to facts and numbers but considers the attitudes and feedbacks of consumers. The approach it aims to follow in development of theory is deduction where data will be collected to evaluate the proposed hypotheses related to existing theory on digital advertising media.

#### **1.3.5.2 Sampling Plan and Selection**

For this study the aim was to collect data from 400 respondents selected through non probability convenience sampling procedure. The researcher first shared to over 700 respondents through different media platforms out of which 480 (69 per cent) responses for both the pre and post treatment data was recovered. Out of these 480 responses, only 400 could be considered finally since there were gaps and misses found in the remaining responses. The biggest hurdle faced was the difficulty in explaining the exact process and data required in the case of online questionnaire. For example, there was one question which required the respondents to list of the steps in chronological order which many respondents misinterpreted and gave single option answers, etc.

Consequently, convenience sampling, which is a non probability sampling technique, was chosen for the purpose of this study. The sample selected was very diverse and spread across the length and breadth of the country. This sample was planned to fulfill the purpose of this study which is to examine the existing relationships between or amongst various variables involved in the process of online advertising instead of proposing generalizations applicable to larger populations. For the respondents, certain cities were targeted to represent certain clusters of the population and there were restrictions in the geographical spread of the location of respondents. Cities like Bangalore and Chennai largely represent the southern part of India, Delhi to represent the north and central India whereas Kolkata to represent the western part of India. Larger part of the respondents were from North Eastern cities like Aizawl, Lunglei, Shillong, Imphal etc., which is mainly related to the convenience of the researcher.

#### **1.3.5.3 Pilot Study**

A pilot research was conducted with 40 respondents to identify the validity and practicality of the questionnaire and to filter out possible gaps if any. This also helped in accurately picking out the demographics, mapping out the direction of the study within the field

and weeding out unnecessary subjects within digital advertising. After analyzing the responses from the pilot survey, certain findings were noted which helped in setting the boundaries for the current study.

#### **1.3.5.4 Data Collection**

##### ***Primary Data:***

The primary data for the purpose of this study was collected through a self-administered questionnaire through various digital modes. Online questionnaire was preferred to collect primary data for this study due to its inexpensive nature, freedom from the bias of the interviewer and also the relevance of digital mode of media exposure. The data collected was analyzed through descriptive statistics and analyzed within the interpretive paradigm. The empirical study is conducted within pan India.

Primary data was collected through pre and post questionnaire using an experimental method by introducing an intervention in the form of an advertisement of a beauty product. Respondents were exposed to questionnaire in any convenient mode – mostly through social media platforms and other digital mode like e-mail, etc. Once these questionnaires are submitted, a link is given at the end of the form where they have the option of accessing an advertisement video through the digital platform of their choice. Upon clicking on this link, they are all exposed to the same advertisement video which acts as an experimental treatment. In these studies, existing brands are carefully selected on the basis of their suitability for the research objective at hand.

Once the video is over, it is then followed by questions built around the advertisement the respondent has witnessed. This phase has questions embedded on the video which can be answered by clicking on the options given within the video itself. These responses are automatically collected via this platform which then sends the accumulated response through e-mail. The purpose of this post survey questionnaire is to understand if there is any change in their attitude and observation of the advertisement.

##### ***Secondary Data:***

Secondary data for the purpose of this study was collected through content analysis of previous works done in the field and literary works. Research articles published in reputed

journals, research reports published by industry bodies, reference books on online advertising published by reputable national and international publishers and online resources such as e-books, open source publications, online knowledge repositories, etc. were reviewed by the researcher to create foundations for this study. It also included relevant published works in related fields such as consumer psychology, marketing and corporate communications in order to understand the phenomenon of online advertising in India from different perspectives.

Secondary data was primarily used for the findings related to first and second objectives. The techniques used were qualitative based analyses using Systematic Literature Review method and thematic analysis. Data was based from Scopus database and Google Scholar Database. The findings of the questionnaire, supported by secondary data on earlier studies were helpful in deriving conclusions and establishing the stance of the hypothesis. This study used a combination of both theoretical as well as empirical mode of research.

## **1.6 Scope of the Study**

In recent years, traditional advertisements have slowly paved way for new media platform in the form of digital mode. The everyday lives of consumers are bombarded with advertising and most consumers have developed mental shortcuts to deal with this clutter. Hence, the consumers tend to be skeptical toward advertising by default and wary of its influence (Dahlen 2005; Friestad and Wright 1995; Goodstein 1993). Speck and Elliott (1998) suggest that consumers' attitudes toward advertising continue to grow more negative due to increasing advertisements which had negative effects on both the media and their advertising content. To overcome these problems, advertisers and media need to find new ways to reach consumers.

Dahlen and Rosengren (2016) highlighted that the advertising world is filled with new media and new consumer behaviors and the need to consider the broader or extended effects of advertising. They defined this as outcomes other than persuasion which served to expand the number of measures that may help inform advertising decisions and knowledge about how advertising works. Therefore, the research observed in this study has highlighted some of those developments as well as direction in which advertisers or brands need to make their next move. The common belief is that traditional mass media advertising began to diminish, while the new intelligent and individualized advertising gained prominence. This study explored the ways in

which advertising verticals had to adapt to these changes and embraced many non-traditional forms of marketing communications

This study is expected to provide a broader framework for understanding the phenomenon of online advertising in India. It would be expedient for the advertisers as it would enable them to put their advertising budgets in perspective. That is, the findings of this study would help them in gaining insights into the process of online advertising and the variables involved. Also, they would be able to have an enhanced understanding of the manner in which online advertising is processed by the audiences and how they form different perceptions and attitudes towards the advertised products or services as a result of this processing. This would enable the online advertisers to modify their online advertising practices in order to make them compatible with the behaviour of the users resulting in more value for their advertising expenditure.

The study would be beneficial for the audiences also, as it would enable them to understand the process of online advertising and how they are affected by it. It would also apprise them of their role in determining the effectiveness of online advertising. The findings of this study would also help the audiences in finding out ways in which they may use online advertisements to achieve their goals. This study might help the online advertisers in aligning their objectives with the internet usage motives of the users leading to formation of positive attitudes towards online advertising and formation of a symbiotic relationship between the advertisers and the audiences.

Another important factor to consider is that Covid-19 pandemic has truly transformed how businesses carry out operations and resulted in complete digital transformation in business overnight even in India. According to a survey done by IBM, 59 per cent of the small businesses accelerated their digital marketing efforts and 66 per cent of them completed digital marketing tasks that previously seemed to be a huge challenge (Shah, 2022). They delivered more results as well and saved on various traditional marketing costs. Many say that the Covid-19 pandemic has really brought about permanent changes in operations and the workings of an organization. Therefore, this has increased the significant leap that advertising has taken towards digitalization and this paper identified the extent of that evolution.

## **2. Literature Review:**

### **2.1 Advertising:**

Advertising may be defined in several ways with its flourishing increase in meaning and capacity. It might be defined as a marketing process, a communication process, a social process, economic, information and influential process or a public relations process (Arens, 1996).

Dunn et al., (1978) defined advertising as any paid, non-personal communication by means of various media by business organizations or individuals that are identified or promoted in the message conveyed with the hope of persuading a particular segment of an audience, while keeping in mind the functional perspectives of advertising, Morden (1991) opines that advertising establishes a fundamental awareness of the product or service in the thoughts of the prospective clients and works on increasing their knowledge about it. According to Kotler (1988) who states advertising as one of the four main tools organizations use to guide persuasive communications to pursue customers and public, remarks that “it consists of non-personal forms of communication conducted through paid media under clear sponsorship”. He further noted that the aim of advertising is to improve the responses of prospective buyers to the companies and its offering, laying emphasis on the fact that advertising seeks to provide information by creating desire, and by providing reasons on why particular offers are preferred.

### **2.2 Digital Media Advertising**

Digital marketing is the practice of advertising products as well as services using digital distribution channels. Digital marketing is also called e-marketing and includes online or digital marketing, which provides marketing messages to clients. Companies are expected to spend more than \$60 billion on digital advertising and marketing by 2011 (Lane, 2008). Reaching consumers through digital media is regarded to be the most promising area of improvement for advertising in the upcoming ten years (Okazaki, Katsukura and Nishiyama, 2007).

### **2.3 Advertising Effectiveness**

Advertising effectiveness is usually assessed as attitude towards the marketed product/service, attitude towards the advertisement, and intention to purchase the advertised product/service. The development of the internet has led to a heightened interest in the effects of media in marketing (Ducoffe, 1996; Briggs and Hollis, 1997; Singh and Dalal, 1999; Dahlen and



Bergendahl, 2001; Dou et al., 2001; Chen et al., 2002; Cho, 2003; Pashupati and Lee, 2003). However, few studies feature a comparison of the effectiveness of traditional media with interactive media and internet (Brackett and Carr, 2001; Gallagher, Foster and Parsons, 2001; Parsons and Foster, 2001; Yoon and Kim, 2001; Kaid, 2002).

## **2.4 AIDA: Advertising Theory**

AIDA model is a theory of communication model proposed in 1898 by E. St. Elmo Lewis which is short for Attention, Interest, Desire and Action. It's popularly and widely used in the marketing world where it's known as the four (4) steps that advertisers follow to be able to promote a successful marketing strategy. The initial and first stage will be to get the attention of segmented customer or the mass that is essential in order for products or brands to be recognized by customers. Once attention is actually garnered, the next step will be to maintain their interest in the product or services offered. As soon as interest is established, the next step will be creating desire to be able to encourage the potential buyers to take required action which will be the last step.

## **2.5 Pre-Purchase Information**

If a gap or a need develops that has to be fulfilled by a service or a product, the next phase is normally information search to make a productive and accurate decision. The consumer will make an effort to collect accurate and proper information of the various products, brands, their qualities, price options available in the marketplace and where to buy them. Customers frequently start with the product or services they require, within which there may be a myriad of product variations and alternatives, which then maybe limited by the cost range within which customers would limit themselves as well as the product or service brands. This information search may depend on various physiological, geographical, economic, gender or other such factors.

## **3.1 History of Advertising**

Broadly, the history of advertising and marketing may be divided into six periods or stages as follows:

- a. Pre-printing period, prior to the Fifteenth century.
- b. Early printing period from the Fifteenth century to approximately 1840.
- c. Period of expansion, from 1840 to 1900.

- d. Period of consolidation from 1900 to 1925.
- e. Period of scientific development, from 1925 to 1945; and
- f. Period of business and social integration from 1945 to the present.

### **3.3 Beauty and Skin Care Industry**

The global beauty market is generally divided into five main business segments: skincare, hair care, colour (make-up), toiletries and fragrances. These segments are complementary and through their diversity they are able to satisfy all consumers' expectations and needs with regard to cosmetic products. Beauty products could be additionally subdivided into premium and mass production segments, according to the brand prestige, cost and distribution channels used.

### **3.4 Consumer Profile of Beauty and Skin Products in India**

The growth of a large middle class, fairly new urbanized elite youth population with increasing disposable income, a growth in the number of working women, changing lifestyles, increased affordability of lifestyle-oriented and luxury products, mounting aspirations, penetration of satellite television, increasing appetite for western goods, and greater product choice and availability given the booming e-commerce market in India are the primary drivers of demand for imported cosmetics products in India. The strong growth of organized retail and e-commerce in India is also producing a demand for more imported cosmetics products even in second tier cities, where disposable incomes are larger but demand has been subdued due to want of options and choices.

#### **3.4.1 Urban and Rural Cosmetic Consumers**

The purchasing power of Indian consumers is increasing thereby shaping the aspirations and lifestyles of consumers, who are upgrading to good value products at prices that are affordable. While rural India contributed to growth in volume terms, the urban population contributed 69 per cent of value sales in 2005 especially for sophisticated products. These high quality added-value niche products include mascara, toners, body wash/shower gel, depilatories, sun care and deodorants, amongst others which are unaware to the rural users. Sales are almost completely generated from the urban pockets, concentrated within the key metropolitan areas of New Delhi, Chennai, Mumbai and Calcutta.

### **3.4.2 Price and Indian Cosmetic Consumers**

There is high maturity and price competition in established mass market toiletries such as bar soap and toothpaste. Since the average Indian household continues to be highly price sensitive, these popular mass-market products are likely to have the lion's share of cosmetics and toiletries sales. The cosmetics and toiletries market are also dealing with competition from other consumer durables (computers, mobile phones, home theatres and automobiles) as well as the housing sector. Being value conscious, there is a limit to the amount that the average customer will spend on luxury items such as fragrances.

### **3.4.4 Income Households and Indian Cosmetic Consumers**

Cosmetics and toiletries have witnessed a growing demand from the low and lower middle income households. The premium labels are being used in urban areas, whereas regional and national brands in the rural areas, in which close to 70 per cent of the Indian population resides & price determines purchasing decisions.

### **3.4.5 Distribution Channels and Marketing of Indian Skincare and Beauty Products**

Cosmetics brands have remained innovative on selling methods. An increasing amount of cosmetics companies are dealing with consumers directly through exclusive counters in department stores chains like Lifestyle, and Shoppers Stop, and malls featuring their own beauty consultants. Exclusive one-stop stores for just imported cosmetic brands, foreign multi-brand cosmetics shops like Sephora, and company-owned and operated retail outlets like Health & Glow have also come up in major Indian cities. Some foreign and Indian businesses have set up exclusive franchised beauty hair salons across the nation to promote their products.

Capitalizing high on the changing global trends and easy online presence, some international brands have also entered Indian market via leading online retail platforms such as Flipkart, Amazon India, Snapdeal and others. For a new imported brand to get product sales through e-commerce is challenging unless the brand name has some recognition in India. There's also the general trade channel, comprising of small neighbourhood stores, where bulk of the Indian population still shops. Private label in the India cosmetics market is currently negligible restricted to a handful of brands, and there's a possible opportunity for private label manufacturers to expand in this market down the road.

## **4. Data Analysis**

**Qualitative Analysis:**

For the first two objectives where qualitative study is opted, in order to understand the objectives better, Systematic Literature Review system was used to filter, evaluate and classify the different secondary data collected. The process starts off by designing a review process to ensure a transparent and rigorous selection of studies. Since academic discussions on over different platforms, the review started with a broad range of keywords to capture the full bandwidth of studies entirely on advertising related studies over the years. A Boolean search was carried out in two complementary databases, Scopus and Google scholar. Two separate primary reference databases were constructed and it was ensured that there is no overlap between the two datasets.

To begin with, literature was selected to include only reviews, editorials and peer-reviewed papers. Second, the sample was filtered to written papers published in English from 1997 to 2021 from the social sciences and business and management domain. This is further filtered to only publications in the relevant field of study to remove undirected papers. After this, the abstracts were further sorted based on the reasons and directions on advertising and articles published from all over the world were also included to have a global understanding of the objective. Then going forward, the first objective was derived by doing a thematic study in Mendeley Desktop software while the second objective was analyzed using MAXQDA software.

**Quantitative Analysis:**

The third objective was analyzed from the questionnaire itself. While analysing the overall customers' feedback on the preferable choice of media for purchase of beauty products, it can be seen that majority of the respondents prefer "influencer review or feedback (44 per cent of respondents) (Table 5.12) followed by user review or feedback from own friend circle (28 per cent) (Table 5.12). In terms of source of information for consumption of currently used beauty products (Table 5.13), the preference is directed towards "influencer review or word of mouth" (31.75 per cent) followed by "sales promotion at store" as evidenced by 26.25 per cent and "sponsored advertisement in social media" by 24.50 per cent. Factors impacting choice of current brand of beauty products shows "ingredients" of the product as first important factor (24.25 per cent of respondents) followed by 'influence by social media or friends or influencers'

represented by 12.25 per cent (Table 5.14). One of the most visible impacts of digital marketing techniques have had on the women skincare sector in India over past few years is that now results can be measured in real time. It is observed that a majority of customers visit the company's digital media channels in order to gather information about a particular product.

From the above findings, it is evidenced that majority of the respondents prefers digital media over traditional media for purchase of beauty products.

### **Hypothesis Testing:**

*H<sub>1</sub>: There is no significant difference on the impact of various forms of digital advertising for beauty customers.*

The hypothesis is tested through Chi Square Test. The data is analysed by using SPSS version 25. The goal of the analysis is to examine the impact of various forms digital advertisement by examining the reaction of the respondents in the form of reactions to the digital advertisement. The dependent variable is digital advertisement consisting of E-mail, Facebook, Google search advertisements, Instagram and YouTube. The independent variables which we used in this analysis are; the outcomes of the advertisement in terms of impact. From table 5.34 representing the "Pearson Chi-Square" row, it can be seen here that  $\chi(1) = 11.153$ ,  $p = 0.800$ . This tells us that there is statistically significant association between types of digital advertisement and the impact of advertisement. Cramer's V is a measure of association based on chi-square found to be 0.800. Therefore, the null hypothesis is failed to be rejected.

*H<sub>2</sub>: There is no significant difference in preference among the different forms of digital advertising for beauty customers.*

The preference of different forms of digital advertising is measured by examining the opinions of digital media and advertising used by the beauty product consumers and by using the Kruskal Wallis H Test. The mean rank (i.e., the "Mean Rank" column in table 4) of the opinion score for each digital advertising group can be used to compare the effect of the different advertisement treatments. In order to examine the effectiveness and preference of the advertisement, the opinion scores can be assessed using the Test Statistics table 5 which presents the result of the Kruskal-Wallis H test. That is, the chi-squared statistic (the "Chi-Square" row), the degrees of freedom (the "df" row) of the test and the statistical significance of the test (the

"Asymp. Sig." row). Table 5 shows that there was a statistically significant difference in preference of various forms of digital advertising,  $\chi^2(4) = 33.194$ ,  $p = 0.000$ , with a mean rank opinion and preference score of 271.09 for banner advertising, 213.20 for E Advertising, 217.77 for Google search, 180.64 for social media and 167.53 for YouTube. Therefore, the null hypothesis is accepted.

## 5. Findings

According to the respondents of the survey, the second section clearly exhibits that all of the respondents have some form of usage or purchase habit when it comes to skin care and beauty products which was very helpful for the research (Table 5.3). Research activities also find that with a significant number of the audiences, there is no perceptible difference between their interest levels when it comes to skin care or beauty products though majority of the respondents were showing basic level of interest in both areas. When asked about the place of purchase preference, majority were still opting for retail stores which is a bit odd with the boom in online shopping (Table 5.8).

The next section saw the emphasis and relevance these respondents give to influencer from their circles or social media when it comes to information gathering during pre-purchase and actual purchase (Table 5.10). When asked to rank the attributes of brand or products of choice, responses were distributed equally amongst options (Table 5.11) but the response solidified when asked which most impactful source of influence or information was – word of mouth (Table 5.9 & Table 5.12). The least trusted source were company or brand representatives which clearly shows that consumers will trust a neutral party to give honest product feedback while they expect biased recommendations from the brand.

A detailed analysis of the data collected through the survey conducted as part of this study revealed that most of the respondents, irrespective of the time spent on accessing internet, are exposed to significant amount of online advertising on a day to day basis. Current most accessed media is no longer television or newspaper but social media (Table 5.15). This could be impacted by the lower age group who represent majority of the sample population. Majority of the respondents deem advertising to be unrealistic and annoying. However, some respondents also perceive online advertising as an impediment to the source of information and necessary (Table 5.16). Most of them are willing to be more receptive to online advertising, if it were

permission based (Table 5.21). Putting these insights from the analysis of the data collected during this study together, it can be inferred that the relevance of online advertising, in terms of its consonance with the convincing skin care and beauty consumers, rely heavily on the quality of content and its informativeness and accuracy.

According to the respondents of this study, a significant proportion of internet users find online advertising useful at least sometimes, but the number of those who always find it useful is limited (Table 5.23). Analysing the data collected during the study, it was found that the sampled respondents consider television advertising and social media advertising to be the most popular forms of advertising. They are followed by radio advertising, while print advertising is considered to be the least intrusive in nature. In the last section of the questionnaire, the respondents were asked to evaluate the quality of the advertisement they watched by evaluating the recall value of the brand and products (Table 5.26). Overall, one third of the respondents found it to be unrealistic and only half of them could recall the brand and product. Half of the respondents have watched it till the end voluntarily (Table 5.29) and even though 40 per cent were not motivated to take any action (Table 5.31), half of that population has inferred that they could be motivated to change their opinions with positive word of mouth (Table 5.32). Thus, proving that word of mouth carries tends to be more credible rather than advertisements.

When testing the hypotheses, what stood out was that in the first case, there was no significant difference between the different media used for digital media advertising when it comes to impact of advertising (Table 5.35). This can mean that customers measure or evaluate the impact or effectiveness of digital advertising in similar ways regardless of the platform used by advertiser. This means that advertisers can focus on reaching the right audience within the demographics without having to worry about if one platform will impact more than the other.

The second hypothesis testing has concluded that there was clear preference amongst the consumers in their choice of platform (Table 5.37). This means that not everyone will have access to all the platforms which increases the importance of finding the right media within digital platforms. Overall, it can be summarized that reaching the right audience through their preferred mode of digital media should take precedence since the impact of advertising remains the same once customer is exposed to it. The findings of this study have significant implications for the online advertisers as well as the audiences. These will help the online advertisers in

comprehending the current attitudes and perceptions of the audiences towards online advertising enabling them to develop better future strategies regarding their campaigns. The audiences will get an idea about the factors that may render online advertising useful for them and how they can use these advertisements to get information about brands and products and how to distinguish between organic and sponsored contents.

## **5. Conclusion**

### **Obj.1: Evolution of advertising from traditional to digital media in beauty industry**

The first widely approved definition is considered to be Daniel Starch's in 1923 as "selling in print" (Richards and Curran, 2002; Nan and Faber, 2004). With the evolution of TV, the definition of advertising also evolved. This led to the replacement of "print" with "mass media" (Nan and Faber, 2004) and this definition would persist in various forms. Richards and Curran (2002) summarize this as: "paid non personal communication from an identified sponsor, using mass media to persuade or influence an audience"—a definition that was used popularly until the beginning of the 2000s. As discussed in the previous chapters, this study grouped the advertisement era into five large phases:

- i) Pre-1990's where the advertising theories were largely defined around print media.
- ii) 1990's to 2000's where the introduction of television and radio has impacted a shift in the media used for advertising. This has even called for redefining advertising in order to encompass the new practices and technologies.
- iii) Early 2000s are where internet was initially introduced. This proved to be a learning curve for advertisers as well as customers. The spread was fast, however, the depth was impact was still lower and the dependency on other mass media was still predominant.
- iv) 2014-2020 – Although, hard to pinpoint, by the second half of this decade, the importance of digital media especially social media could not be ignored. The level of customization, the speed and cost at which messages could reach their target audience, the ease and convenience at which customers could access, the engagement value it provides, etc were no match for other traditional advertising methods. Therefore, social media marketing bloomed during this period.
- v) Post 2020 – An unprecedented Covid-19 has changed the nature of advertising in a way that could not have been predicted. Brands were forced to adapt to digital media as their



survival depended on it. This led to increasing social media engagement, rising demand for video and micro-video contents, surge in demand for O.T.T. platforms content, shifting from Key Performance Indicators (KPI) expectations to lifetime value and increase in demand for online creative contents.

**Obj.2: Does advertising of beauty products through digital media support AIDA (Awareness-Interest-Desire-Action) model of advertising?**

AIDA (Awareness-Interest-Desire-Action) model of advertising seems to be a model which is being used in reality today. Most advertisers have AIDA in the back of their head when creating an advertising campaign for the organization. Brierley (2002) writes that AIDA is being one of the strongest models within advertising today and even customers see AIDA as being a model which has strong roots in reality. However, customers do not assume that the advertising takes them through all of the steps in the AIDA design. They feel that an advertisement can create interest and attention for the organization as an organization or their products, but it would be inconclusive to determine that the advertisement is the sole factor which leads them to the actual purchase. This, however, is a viewpoint that differs between the various age groups. The younger audience appears to believe marketing does influence them while the older audience states they are not.

According to many customers, the advertisements job is to take the customer through the two lower steps (Awareness and Interest), and it is then up to sales representatives and direct marketing etcetera to create a desire and lead them to purchase. This thinking is additionally found in the literature in which Butterfield (1997) writes that the advertising world has lately transformed into focusing much more on the two main behavioural responses; interest and attention. However, Butterfield (1997) writes in the literature that AIDA is seen or viewed as highly persuasive and that the model unconsciously affects our thinking which creates interest in the brand and product subsequently.

AIDA may be the model said to be the strongest within advertising, but it seems hard to apply the model to the market today. The steps are clear and customers do go through them, but not in the way that the model claims they should do. The model is of high relevance to reality, but again, the steps must be adapted to the market as it is today. It's also clear that the different age groups that can be found on the market today have different opinions on how much

advertising does affect them. The same concern applies in digital media advertising as well. Another important evolution is that the sole objective of advertising is not limited sales but equally important activities like building customer base, getting feedback, growing community and following, etc. Customer engagement and retention is given as much importance in the recent years. Thus a model like AIDA, whose end goal is sales, may not be as relevant in measuring the effectiveness of advertising. The process of digital advertising may still follow the same as those of AIDA, but difference in the objectives of the advertising may lead to certain additional processes.

### **Obj.3: Preferred media for gathering pre-purchase information by beauty customers**

One of the most interesting find is that most of the customers (55 per cent) prefer researching about a product online before actually buying it (Table 5.12) and the most popular and influential choice of information is review and feedback from social media influencer and from their own circle (Table 5.10). This shows that though digital mediums are preferred by most of the customers for researching about a particular product but when it comes to making a strong buying decision customer rely more on feedbacks and word of mouth from existing users. This is one key factor which digital media has emphasized on especially in beauty and skin care industries where electronic word of mouth stands superior compared to other strategies.

According to the study done by Karale et al., the most influential digital channel for gathering information was social media according to 52 per cent of respondents and 40 per cent of the respondents found that the most influential marketing activity was content marketing through social media marketing followed by affiliate marketing and interactive marketing. Content marketing through social media is the most preferred because when it comes to information gathering and buying a product, the customer focuses more on relevant, realistic and consistent content to get a clear image of what the product is all about. This particular finding states that developing a creative and effective online marketing strategy like content marketing makes a very high impact on the women skincare sector in India. This is because online content marketing has reduced the dependence on costly advertising channels such as print media, television and radio etc. One of most important finding is that though digital marketing activities have made a positive impact, it is also observed that digital marketing alone is still not able to fully influence the customer to a make a strong buying decision when it comes to the act of

purchasing and still require traditional strategies like feedback and word of mouth. Therefore, if digital advertising can incorporate these factors in their marketing communication plan, it will create more impact in influencing customers to purchase their products.

#### **Obj.4: Impact of various form of digital advertising in beauty industry**

The hypothesis testing failed to reject the null hypothesis which states that there is no significant difference on the impact of various forms of digital advertising for beauty customers. This could also mean that there is indeed significant difference on the impact of different forms of digital advertising. When studying the impact of social media advertising, Fauser et al (2011) found that consumers felt that information sharing, collaboration and relationship building was necessary to support ongoing communication. Social media marketing allowed organisations the opportunity to be in the position to offer additional sources of information regarding product benefits, product features and provide real time feedback to consumers. Social networks were found to be most suitable information sharing platform at the beginning of the consumer purchase decision as many consumers relied on social recommendations; and many consumers used Facebook reviews and ratings (“likes”) as the means to seek recommendations, peer advice and find product information. For this reason, it seems to have the most impact even within the digital media.

Bati (n.d.), while studying attitudes of young consumers towards social media marketing, found that 66.9 per cent of the participants think that using social media tools for advertising is useful; 54 per cent of the participants follow of at least one company or brand; 42.8 per cent of the participants trust brand websites and mini-sites; and 47.5 per cent of the participants like social network advertising very much. Similarly, Chi (2011) noted that social networking online is the main reason users keep spending time with social media while studying social media marketing responses in Taiwan. Therefore, users perceive and respond to marketing venues, such as advertising and brand communities, in a different way than they do to traditional media. Yaakop et al., (2012) suggested that there are three online factors that significantly influence consumers’ attitudes towards advertising which are perceived interactivity, advertising avoidance and privacy. Social media ranks highly in these factors. For all these and more, within the realms of digital media platforms for advertising, social media advertising seems to have the most impact and relevance when it comes to beauty and skin care industry.

### **Obj.5: Preference of form of digital media advertising for beauty products**

A notable theoretical implication derived from this finding is that social media should not be treated as an umbrella concept. While this concept is common among advertising scholars (e.g., Muntinga, Moorman and Smit, 2011), it is clear that not all platforms are created equal. To talk of “digital media” essentially disregards the prominent qualitative differences between the platforms. But language matters, and when we continue to use an all-purpose term such as “digital media” meaningfully advancing our understanding of this multifaceted phenomenon is unlikely to occur. Instead, each digital platform should be studied separately (Phillips, Miller and McQuarrie, 2014; Schweidel and Moe, 2014; and Smith, Fischer, and Yongjian, 2012). Alternatively, social media could also be classified along the lines of their features and characteristics, such as media richness, degree of self-disclosure, type of self-presentation, nature of the relationships, and nature of information (e.g., see conceptual papers by Kaplan and Haenlein, 2010; Kietzmann et al., 2011; and Zhu and Chen, 2015). Perhaps interestingly in this respect, a recent volume comprising the latest thinking on interactive advertising conspicuously avoids using “digital advertising” in its title and instead specifically speaks of “social media” (Rodgers and Thorson, 2017). Each platform provides a unique set of experience dimensions, which is related to how positively (or negatively) advertisements are evaluated.

Theoretically, however, another interesting implication of the current study is that it is important to take into account not only engagement with a medium when discussing the relation between digital engagement and advertising effectiveness (as was done in, e.g., Calder, Isaac, and Malthouse, 2016; and Calder, Malthouse, and Schaedel, 2009) but also engagement with the advertising itself. Thus, social media advertising engagement plays a key role in learning how advertising on social media works.

Therefore, while it is true that there may be preferred form of digital media forms, it is more complicated in nature. Certain business or brands may be better fitted for certain media, in the same way that certain media may appeal to a particular generation of customers. Similarly, another observation found was that certain products and industries are also suited better for specific platforms. Thus “preference” may be too broad of a term as it is derived by taking into considerations many underlying factors such as target audience, products, industry, budget, objective of the advertising plan, etc.

## 6. Suggestions

### *Suggestions for conventional advertisers:*

**Credibility:** In order to survive, conventional media must be able to maintain credibility and trust in the information presented. This credibility and public trust can only be built by the spirit of professionalism of journalists who adhere to journalism ethics, namely presenting factual and well-verified information. This is a strong offer for the print media to survive.

**Digital presence:** Another strategy carried out by the print media is by integrating newspaper content into electronic tablets. This competitive strategy pattern in the print media industry is a form of innovation and adaptation to technological advances. The transformation of print media towards convergence is a form of reaction as well as an anticipatory attitude towards a number of predictions by experts about the future of newspapers.

**Media convergence:** This is a necessity that print media publishers absolutely need to anticipate through increasing the human resources of press companies. While there are limits to what the industry itself can control, there is a clear need for advertisers and agencies to adapt to an environment that has dramatically almost overnight. The effect of the pandemic varies significantly by industry (e.g. airline vs. flour manufacturer), medium (e.g. digital vs. magazines), and primary market served (business to business vs. consumer) (Taylor, 2019). The need to adapt quickly to a changing environment is essential to many in the advertisement and marketing business.

### *Suggestion for Advertisers:*

**Credibility and accountability:** Thus, as much as users and followers post their comments, King et al., (2014) suggest that companies should monitor, interpret and guide conversations on social media platforms, so that mutually-beneficial (i.e., benefit for customer and company) information can be shared and relationship building interactions are made. The pandemic Covid-19 has brought ample changes in the priority of people. After the outbreak of the pandemic, engagement of people on various social media platforms has drastically been increasing as they find lots of time to spend on. Marketers should take advantages from such people to scale up digital marketing and act with responsibility and be accountable for the messages and contents conveyed.

**Right choice of representation:** As discussed, since the impact of social media influencer is high, one of the most important decisions for commercial businesses is determining which social media influencer would best fit their brand, and would be perceived as socially attractive by their target group. Additionally, for beauty brands, finding a social media influencer who is enthusiastic, energetic, active and assertive would, according to the results of this study, also have a positively influence on consumer-buying intent and thereby increase it.

**Interactive platforms and programs:** The growth of online communities depends strongly on people's responsiveness so in order to achieve success, cosmetic brands should understand how to create and maintain commitment to the digital community. Consumers that participate in online communities are likely to transfer a positive attitude toward a specific brand - especially when spreading positive e-WOM (Kim et al., 2008: 426).

**Permission – based advertisements:** As per the data collected during the current study, involuntary exposure to online advertisements is almost always perceived as interfering by most of the users. They are more agreeable to the idea of receiving permission-based relevant online ads because such advertising is not expected to be interfering with their primary internet motives. They are also willing to part with their personal information in order to enable them to deliver relevant online ads if the advertisers are willing to ensure safe and fair usage of their personal information. They also want advertisers to take explicit prior permission from them before collecting their personal data. The online advertisers will have to address privacy concerns of the audiences on a priority basis and ensure that exposure to online ads does not interfere with the primary internet usage objectives of the audiences.

**Right platform for brand or products:** Since the findings indicated that even though consumers feel that the impacts of most digital advertising are similar, there is a clear preference amongst the different platforms. So, for an advertiser, it will be wise to select the right mode of media. The preference may differ based on the age group of the consumers, the type of products and services, or the industry or even geographical and regional locations. Therefore, more research can be done before choosing the media even within digital advertising.

**Quicker and more gripping content:** Brands should create creative and eye-catching marketing communications which can quickly arouse interest among the large and lucrative consumer segment. This is particularly important; because they reportedly have an average

attention span of 8 seconds (McSpadden, 2015). Bevan-Dye (2013) found that the values the respondents get from web-based advertisements are credibility, informativeness, consumer benefits and entertainment.

***Suggestion for consumers:***

**Due diligence:** Customers also need to be aware of what is exposed to them in order to avoid digital fraud. It can be in the form of fake advertisements, incomplete information, intentionally defrauding customers or fake parties impersonating genuine brands etc. Proper information search, thorough background check, detailed study of the brand and advertiser, buying from an established channel, etc will help in avoiding fraud and unlawful practices. It is the duty and responsibility of customer to do their due diligence and protect themselves against such practices.

**Consumer privacy and Consent:** When it comes to consumer privacy and consent in the context of digital marketing, customers need to take precautions in order to protect themselves. However, privacy concerns have been heightened in the past two decades and this has led to the passing of privacy regulations addressing data security and privacy rights. Most consumers still may not properly understand the key implications of privacy policies of firms, and more efforts are needed in that regard. Therefore, it is strongly suggested that customers take utmost care while giving out personal information and taking necessary precautions when it comes to data security and privacy concerns.

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