

A STUDY OF INDIAN ORGANIC COSMETIC BRANDS WITH REFERENCE TO YOUNG WOMEN USING INSTAGRAM MARKETING

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Abstract

In this era of constant connectivity, beauty products and companies have found a natural home on the web. Brands are increasingly turning to Instagram marketing in an effort to attract and persuade new consumers. This thesis examines the impact of the social media app Instagram on the organic cosmetics business and the purchasing habits of female customers. The goal is to learn what characteristics of Instagram posts are most helpful in conveying the proper message about natural cosmetics to consumers. Different Instagram content elements, such as the organic beauty market, educational content, influencer-follower relationships, brand-follower relationships, and the distinction between marketing and promoting a product, must be taken into account before reliable conclusions can be drawn. What exactly is the procedure for Instagram product placement? Is openness crucial in determining the level of consumer involvement? I was wondering how the bond between a brand and its fans affected ROI. What kind of reputation does Instagram have in the natural cosmetics industry? This study is a two-part investigation of the prevalence of natural and organic cosmetics among today's young women. Examining if Indian Organic beauty companies have made a splash on Instagram and researching whether Instagram marketing has a significant effect on getting young women to buy Indian Organic beauty products.

Paper Identification



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Keyword

Organic Products, Beauty, Products, Instagram, Marketing

Introduction

We're all trying to improve our health in some way. Whether your goal is to lose weight, feel better, live longer, or help the environment, making healthy choices is always the right choice. We need the reassurance that comes from knowing we are providing enough for our loved ones and ourselves. Recent years have seen a rise in the number of cosmetics marketed as "organic," "natural," or "chemical-free" in line with the current health craze. Cosmetics made from organically grown components are the basis of the "Organic Beauty" movement. Ingredients are cultivated without the use of GM organisms, pesticides, synthetic fertilisers, and other potentially harmful chemicals. Natural cosmetics that have been certified organic go above and beyond. You want a cosmetic that hasn't been tested on animals, isn't made with genetically modified ingredients, doesn't include parabens or phthalates, doesn't use artificial colours or dyes, and doesn't contain nanoparticles. It supports biodegradable ingredients, minimum packaging that maximises efficiency, and the preservation of animals and biodiversity, as well as increased quantities of antioxidants.

Instagram's Organic Cosmetics Industry in India

The top organic brands in India, as well as the best organic skin care products in India, are listed here for your convenience. No artificial ingredients or synthetic preservatives are used in any of these products. The top five organic brands in India that made our cut for this research are as follows.

Forestry Fundamentals

Forest Essentials is a high-end ayurvedic brand that has achieved widespread success in India. It is a genuine skincare company that maintains the highest standards of quality since each product is created using the traditional techniques, and it is ranked among the top 5 organic brands in India. The greatest products are made via a synergy of traditional Ayurveda and cutting-edge

science. It asserts that its adherence to Ayurvedic principles results in the most natural, healthful, and superior goods possible.

Soul flower

Soulflower is a top-tier Indian organic company that produces high-quality handcrafted soaps and aromatic essential oils. All of their items are cruelty-free to animals and are based on natural aromas. They've developed a broad variety of items using solely all-natural oils and extracts.

Khadi Natural

This is a relatively unknown organic brand in India. Khadi sells organic goods at reasonable prices. Khadi Natural goods are developed with the assistance of ayurvedic professionals and include herbal components, and they are consistently ranked among the top 5 organic brands in India. Products for your face, hair, body, and even aromatherapy are all available.

Kama Ayurveda

Kama Ayurveda, which began in 2002, is currently one of India's most well-known luxury companies. All of their components and herbs are plant-based and are cultivated naturally. Their products are cruelty-free and do not test on animals; they also do not include any petrochemicals, urea, parabens, or sulphates. Their goods may be a little more expensive than average, but being one of the leading organic companies in India, you can rest certain that you are getting your money's worth.

Ruby's organics

Ruby's is the first company in India to provide a full line of organic cosmetics. Several of their products are designed specifically for Indian skin tones, making them one of the most well-known organic brands in India.

From lipstick to kajal, blush to foundation, they sell it everything. Beetroot extracts and similar substances were employed early on. Furthermore, it initially produced only a few products using equipment like a coffee grinder

The Difference Between Digital and Traditional Marketing.

Sherman from Lyfe Marketing defines digital marketing as the marketing efforts made by a company using the Internet or a digital device (e.g., a mobile phone). Digital marketing allows businesses of all sizes to more effectively communicate with their intended audience, build relationships with potential leads, and ultimately close more sales. Digital marketing encompasses anything from SEM to Facebook ads.

The Internet is rapidly becoming one of the most utilised resources, which is why digital marketing is so important for businesses today. People are increasingly turning to the internet for their day-to-day needs, and this includes making purchases. Online advertising has exploded in popularity during the last decade. There is no doubt that online marketing is more effective than conventional methods.

For a company's marketing efforts to provide a positive ROI, they must establish strong connections with potential buyers. Since the vast majority of people today (especially Millennials) are online, it makes sense for your company to reach out to them there. The realm of digital marketing expands in tandem with the development of technology and the actualization of novel digital concepts. It's success may be attributed, in part, to the fact that it's an inbound marketing strategy. That's right; instead of you actively seeking for companionship, it comes to you. It's all about getting your name out there and drawing in customers, whether you're advertising on Google or writing a blog post on marketing.

The objective is to raise one's profile. The more people are exposed to your online presence, your brand, and the goods you provide, the more comfortable they will be with your goals. Which ultimately results in trusting relationships and strong bonds.

As a company, you can use the power of the Internet to become a recognised leader in your field and expand your online presence in ways that were previously impossible.

Production of Beauty Related Content on Instagram

Although most beauty-related posts on social media focus on the company's wares, the fact that they also provide some sort of value to their followers prevents this from coming across as excessive or annoying. Instead, companies use tutorials and guides to teach their audience new skills. Instructional videos like this are a great way to demonstrate how a product may be used. Instagram and the cosmetics business favour amusing, brief how-to videos over comprehensive ones.

You won't simply find tutorial videos on our site. It's indisputable that in today's beauty industry, instructional content is valued more highly than advertising. Every beauty company can create a variety of content for Instagram, including static photographs showcasing one or more products, content with their in-house specialists discussing beauty for the perfect skin, coverage of promotional events and activities, global beauty trends, and much more. User-generated content, trends, video marketing, influencer campaigns, tactical tagging, and more are all popular ways for brands to interact with their followers on Instagram.

'Natural' and 'organic' cosmetics Which are more popular in India

The ET bureau conducted a poll on consumer attitudes towards beauty items in September of 2016. According to the data, natural and organic components were the two most popular choices among customers.

According to the results of this poll, items in each given category that made claims about using natural or organic ingredients fared better in the marketplace than those that made no such claims. Consumers were swayed by labels proclaiming "natural" and "organic" components, respectively, by 71 and 57%.

Supermarket and e-commerce shop executives have reported that sales of 'natural' items have increased by 20–25% year over year, compared to only 10% for conventional products. Customers want things to be as easy as possible. Devendra Chawla, president-food and FMCG, Future Group, stated, "Brands with too much complexity and claims are hard to understand, and they need to revisit their consumer proposition." The 'naturals' market has become very competitive in recent months.

Indian Organic Beauty Market Taking Off

The market share of organic cosmetics companies in India is growing. Marketers are responding to shoppers' desires for more morally responsible goods by launching brands like Organic Harvest, Divine Organics, and Just Herbs. RedSeer estimates that the market for organic skincare products in India is worth \$125 million and is expanding at a rate of 25% annually. The industry has been expanding thanks, in part, to rising consumer awareness about the dangers of synthetic chemicals like sulphates, parabens, perfumes, etc. Additionally, younger consumers in the country are much more aware of the benefits of healthy chemical-free products and the global beauty and personal care market trends.

Young women's perspectives and practises about organic cosmetics

In her thesis, Carmen Annis of Miami University investigated whether or not young women were prepared to switch to using organic cosmetics. The willingness to purchase and use organic cosmetics and to read cosmetics labels was measured in research 1, a cross-sectional research, using the Trans-theoretical Model. Case study 2 included semi-structured interviews and cosmetics tracking for two college-aged women. Customers were both in the store (49.2%) and perusing product information (32.4%).

There is a premium placed on organic goods. Consistent with consumer research on organic products, this finding indicated that participants held positive attitudes towards organic products and saw them as more wholesome and better for the environment.

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

An Elia-authored thesis titled "Instagram product placement influence on consumers from the beauty industry" argues that in today's age of pervasive technology, influencers are thriving across all platforms. Instagram influencers are increasingly being employed by marketers as a means of reaching and influencing new consumers. Her research analyses the Swiss market and female customers with an emphasis on the cosmetics industry's use of influencer marketing on the social media app Instagram. Her research aimed to uncover the effects of sponsored posts on audience participation and identify ways in which influencer marketing methods may be enhanced. Consumers were shown to be persuaded by the product placement postings' visual appeal, as well as the knowledge and insight they provided. The survey also highlighted the fact that people preferred short DIY material that promoted the proper components for different sorts of skin issues. The research concluded that customers were more likely to believe the claims made by the brand's influencers on Instagram compared to the brand's own static postings.

New Media Theory

New media theory provides a framework for understanding the effects of digital technology, from the novel social and political forms made possible by computer-mediated communication to the aesthetic and cultural significance of digital culture. When the World Wide Web first started to gain popularity in the early 1990s, that's when this essay is set.

Thematic framing

Gregory Bateson proposed the idea of framing in 1972. "spatial and temporary bonding of a set of interactive messages" is how Bateson (1972) defined psychological frames. The whole act of communicating, he explains, is framed. Story and post material are "framed" when considered in a familiar framework.

Semiotic Theory

The study of how signs and symbols are used is what semiotics is all about. Anything that conveys meaning does its job as a sign. Any set of signs—in texts, images, performances, multimedia productions, road signs, clothing, daily life, etc.—can be described using general semiotics.

Circuit of Culture

Within the framework of media and circuit of culture, 'shared meanings' are central to the study of culture. The media has become the most important vehicle for spreading ideas and values in the contemporary world. This theory offers the circuit of cultural models as a means of

comprehending the dissemination of skillsets via the medium of language in the context of the representational system'.

Uses and gratification theory

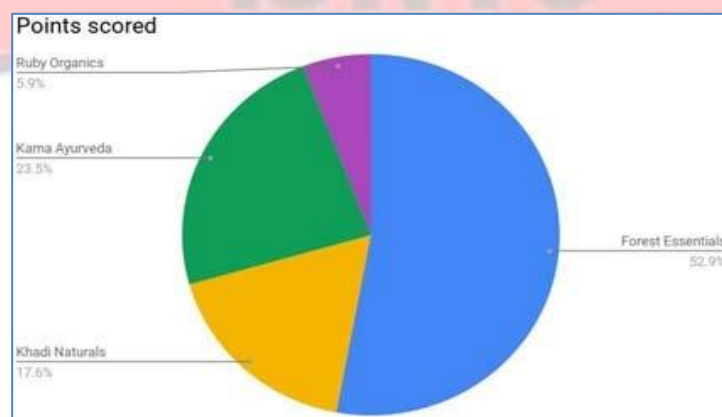
Benefits and enjoyment The theory of communication describes why and how individuals employ various forms of communication. The primary function of media in human life is the satisfaction of desires. Media is used not just for interpersonal contact but also as a source of information, socialisation, relaxation, awareness, escape, and amusement.

Research Methodology

The study's overarching goal is to learn whether or not individuals prefer Instagram marketing to more conventional means of advertising, and how Indian organic beauty firms convey the concept of organic beauty on the platform. In this study, we utilised a combination of quantitative survey data from 35 participants and qualitative interview data from 2 subject-matter experts to draw our findings. A survey of 35 people and two in-depth interviews with marketing professionals were used to learn about "the influence of Indian organic beauty brands on young women via Instagram marketing." Convenience sampling is used for the sampling process. A questionnaire served as the method of data collection. A questionnaire was sent to collect information. Excel sheets and charts were used for the analysis of the data gathered. These graphs were created to examine the Instagram engagement rates of several Indian organic cosmetics firms.

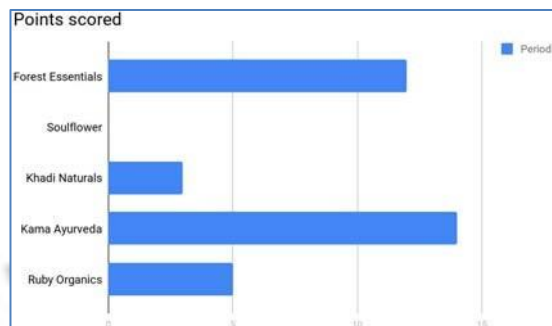
Finding And Observation

Usage of Indian Organic Beauty Brand



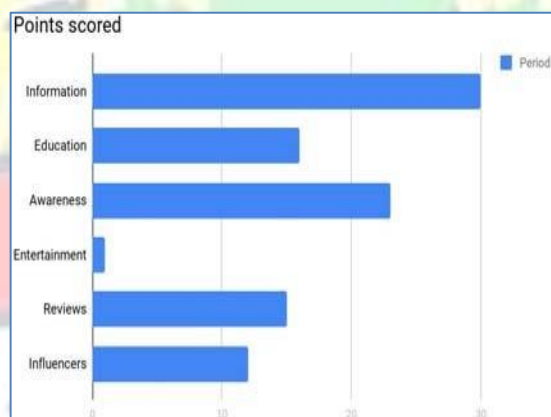
Forest Essentials has 52.9% market share, followed by Kama Ayurveda with 23.50% and Khadi Naturals with 17.6%. However, only 5.9% of readers are Ruby Organics customers. You can see a visual depiction of the same data in the pie chart up above.

Brands followed on Instagram



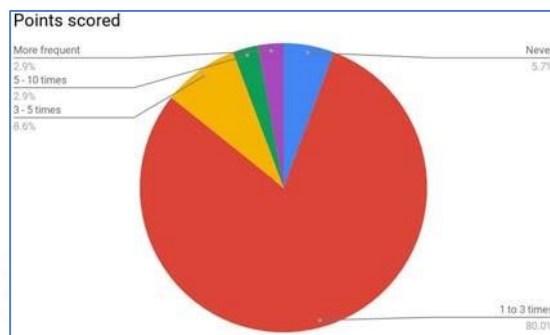
Forest Essentials has a 64.7% audience follow them on Instagram, while Kama Ayurveda has a 41.2% audience follow them. There are 14.7% of people who follow Ruby Organics on Instagram and 5.9% who follow Khadi Naturals. Zero percent of the study population followed Soul flower on Instagram, which was a really interesting finding. However, the two most popular brands among the audience are Forest Essentials and Kama Ayurveda. You can see a visual depiction of the same in the chart up above.

Engagement factors used by Indian Organic beauty brands on Instagram



Information was identified as the main manner in which Indian organic beauty firms keep their audience engaged by 88.2% of respondents to the poll. Awareness received votes from 67.6% of the audience, while education received votes from 47.1%. Reviews received 44.1% of the vote, while Influencer actions received 35.3%. Contrarily, just 2.9% of viewers chose "entertainment" as their first pick. However, the audience believes that the brands keep them engaged with information, education, and awareness as the top three voted factors. You can see a visual representation of this data in the chart up above.

User buying behaviour for Indian organic beauty brands by the influence of Instagram



Eighty percent of the survey's respondents reported buying an Indian organic beauty product once to three times in the previous year after discovering it on Instagram. Only 8.6% of the crowd reported only making one purchase in the previous 12 months. Two percent and a half of the respondents put the number between 5 and 10 occasions in the last year. When asked if they have purchased any Indian organic beauty products after seeing them on Instagram, 5.7% of the audience responded no. Of the total audience, however, 94.3% reported making a purchase of an Indian organic beauty product after learning about it on Instagram.

Content Creators' Instagram advertising of Indian organic cosmetics to young women.

Response for Indian organic brand-centric content

According to MadhaviIrani, Instagram posts have moved from promoting organic beauty in the traditional sense to promoting natural beauty in a more desirable, modern, and forward-thinking way.

According to Hitesh Malhotra, the reaction over the previous 12 months has been positive since viewers have a 92% higher approval rating when they watch organic companies speak on Instagram. For the next three to five years, India will catch up to the rest of the world in the booming organic beauty industry.

Content that professionals prefer pushing on Instagram - Luxury categories include Kama Ayurveda, Forest Essential Oils, and 100% Indian Organic, says Hitesh Malhotra. As a result, the brand and its intended consumers take precedence over the category and its consumers in any and all communication. While premium influencer content tends to perform well in the luxury market, the mass market responds best to promotional pricing. Nonetheless, we are gaining knowledge daily, and as our audience matures, we can hopefully speak with one voice. MadhaviIrani argues that it is crucial to educate people on the importance of taking care of one's skin and hair in addition to the environment, the land, and the soil. Promoting this kind of material has a significant impact on Instagram's viewership.

Interpretation

The study's overarching goal is to learn how Instagram may be used for marketing purposes to reach young women between the ages of 18 and 35 who are interested in Indian organic beauty goods. The goals of this research are (1) to learn how organic beauty businesses in India use Instagram to reach consumers, and (2) to learn whether or not consumers enjoy and find Instagram content useful when making purchases. Whether or whether Instagram helps Indian organic cosmetic firms connect with their target demographic remains to be seen.

There was a time limit on the study, but we were still able to get a definitive conclusion. Two experts were interviewed over the phone, and 35 survey respondents provided their thoughts on whether or not Instagram marketing is persuasive enough to sway women towards making a purchase. Users and satisfaction theory is also discussed, namely how it ensures the demands of users for knowledge, understanding, and instruction. According to the new media and media convergence hypothesis, the survey also helped uncover how much time young women spend on Instagram perusing organic beauty material. In light of the circuit of culture theory, we were able to see how the visual depiction of knowledge and education might aid in spreading the word. According to the thematic and semiotics theory, it shed light on how organic beauty products engage with their target audience via the use of symbols like organic flowers and natural aspects in the Instagram post. And this supports the validity of H1.

This research aims to answer the question, "Does Instagram marketing help brands to influence young women and help them initiate purchases?" within this demographic.

I conducted two telephone interviews and a survey with a total of thirty-five respondents to get the information I needed for my research. My research uses a descriptive analysis method to determine the impact Instagram marketing has had on getting young women interested in Indian organic brands. This approach is more audience and platform centric. However, a survey was the best way to accomplish this study's goals and get reliable data.

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