

The Influence of Instagram Marketing by Indian Start-Ups on Generation Z In the Realm of Personal Care Products

Ms Ankita Phogat (Research Scholar), Dr Priyanka Singh (Professor)

Manav Rachna International Institute of Research and Studies, Faridabad

Abstract

The social media platforms have altered the way in which things are advertised. In this study, “The Influence of Instagram marketing by Indian start-ups on Generation Z in the realm of personal care products” we'll concentrate on Instagram because it's growing in importance as a platform for businesses looking to interact with current and potential customers. Personal hygiene product demand has been steadily increasing. We're going to use a mixed-method approach to find out if Instagram works well for selling personal care items. We'll be collecting both quantitative and qualitative data from Gen-Z users. This research can advise companies on which techniques to use for focusing on this specific consumer category. It will also assist organizations in understanding the perspective of Generation Z on the various marketing methods chosen for the promotion of personal care products.

Keywords: Online Shopping, Instagram, Start-ups, Personal Care Products, Influencer, Marketing etc

Introduction

Among the Social media networks that have altered how individuals interact and share content about their lives and other topics in the era of digital is Instagram. When it was first introduced in October 2010, it quickly gained popularity as a location where individuals may exchange movies and photos. On this network, users can converse with friends, family, and strangers furthermore to uploading pictures, videos, and clips. Instagram's success can be attributed due to several elements, such as its innovative features, user-friendly interface, marketing, and communication. Instagram is a flexible platform that offers startups a wonderful chance to market their personal hygiene products to a wide audience. Since people are starting to focus more on themselves and have more disposable income, the market for goods used for personal hygiene in India has grown notably throughout the last couple of years. Concurrently, customer preferences have also changed, and people are growing increasingly mindful about their personal cleanliness and health.

Social media marketing of Personal hygiene goods on Instagram

The act of highlighting products on social media networks is an easy means to define social media marketing. This might be accomplished by creating a brand page, uploading images and videos, writing articles, creating reels, and more. Influencers can be invited to promote the products through ample methods for marketing purposes; working with other businesses is also important, and numerous strategies could be implemented to generate awareness about products among current and potential consumers. This investigation looks at how Indian start-ups using Instagram to market personal care products affect Generation Z. To that end, I'd like to mention a few names of companies which are active on Instagram and sell personal care products and are Top ten India's based startups:

Sugar Cosmetics, Plum Goodness, Colors, Purple, Cure Skin, Nykaa, Elle 18, Mama Earth, Kay Beauty, MyGlamm

Literature Review

Anupama Ray and Dr S. Boopathy in their Research paper titled A Study on Impact of Instagram Marketing on Personal hygiene goods in India concluded that there should be clarity between the business accounts by the established sellers and unproven vendors of personal hygiene goods to know about the authenticity this actually helps the customers to buy the products fearlessly that is information need to place the order is in safe hands and not going to be misused (Anupama Ray and Dr S. Boopathy, 2019).

Muhammad Ashdaq, Dyamsu Alam, Valentino Aris and Nur Fitriayu Mandasari in their study Social Media Marketing's Effect on Consumer Attitudes: An Examination of Cosmetics Products Among Female Generation Z. Total Individuals

involved in the research were 288 people out of which 79.86% said they use cosmetics regularly. And the college-going students said that on average they use three social media platforms. Marketing strategies opted by the cosmetics company had a massive impact on Gen z females in Makassar City (Muhammad Ashdaq, Dyamsu Alam, Valentino Aris and Nur Fitriayu Mandasari, 2023).

Neil Kenneth Pais and Nirmal G in their research study titled Effect of Instagram on Consumer Purchase Intention stated that Retailers and brands may engage with customers in ample ways to obtain direct access to their peer power. Retailers able to post remarks on their customers' posts and add to their enjoyment by adding related articles or data to the comments area. Other choices include tagging products on Instagram with links to their online storefronts. (Pais & Ganapathy, 2021)

Anjali Chopra, Vrushali Avhad and Sonali Jaju in their study titled Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial concluded that Choosing the right influencer is crucial, and worries for marketers is how influencer marketing may be used effectively than with why it is used is priority. The best examples of opinion leaders on LinkedIn having 1000 followers. By sharing their opinions and thoughts, these individuals influence the perspectives of others. As per the marketers, one can get a feeling of the effectiveness of virtual marketing by reading the comment thread, sharing, and reposting. (Chopra et al., 2020)

Gyan Prakash Yadav and Jyotsna Rai in their study The Generation Z and their Social Media Usage: A Review and a Research Outline concluded that The analysis's authors hope that decision-makers and civic policy makers will be inspired to identify and develop unique products and services that benefit people, businesses, and society as a whole. The workplace, society, and virtual marketplace have already altered as a result of the active use of social media platforms; this will progressively open the door for the development of novel products, services, and business models. However, some worry about how Gen Z's use of social media may impact individual, organizational, and societal outcomes in a variety of settings. We feel that the solutions will benefit consumers, legislators, and civic policy makers, thus we are asking marketing analysts to look into some of the challenges that the authors have tried to identify in their work. (Yadav & Rai, 2017)

Ekta Lalwani, G Uday Kumar and Ms Meena Rani in their mentioned that rapid rise in online media usage over the past few years has facilitated brand communication with both present and potential consumers. Businesses are concentrating on enhancing and broadening their presence on social media network, allows them to concentrate more on creating and launching new social projects. This study's goal was to investigate how social media influences generation Z's purchasing decisions in three major cities: Bangalore, Hyderabad, and New Delhi. Because they raised with digital technology, meaning they grew up with a level of technical acquisition and knowledge that's pretty new to the market, generation Z consumers are one essential target market for marketers under these circumstances.

social media network provide marketers a chance to profit from their bet on Generation Z. After the study's conclusion, it was discovered that, of all the social media platforms accessible to Generation Z, Instagram is largest influential website. For many brands, being online has become the new normal in recent years.

Furthermore, the analysis said that utilizing social media for shopping promoted quick access to product information, trouble-free shopping, lessened the stress of in-person discussions and bargaining, enhanced customer satisfaction, and boosted communication between merchandisers and buyers. Out of all those buyers who utilise social media, 48.9% do not use it to make product purchasing decisions, whereas 51.1% do. This is the result of an assessment of the effect of social media on consumer shopping behavior. (Lalwani et al., 2021)

Parth Salunke and Varsha Jain in their research paper Instagram Marketing (2015-2021): A Review of Past Trends, Implications and Future Research stated that for indicating the direction for future study considering the ADO framework, this chapter gave the hybrid-based review (narrative and framework) for the previous trends in Instagram marketing. After 76 publications were examined between October 2015 and October 2021 for the literature study, the chapter created a wide classification based on previous trends. The narrative review comprised several contexts of the literature on Instagram marketing and was created based on categories. The study offers five crucial insights. It begins by classifying and analysing the several antecedents that the literature has employed according to the ADO framework. Second, the gaps and factors employed within the scholarly works are explicitly presented during the narrative review. Third, it develops the critical

aspects that influence the customer's decision-making process based on previous publications and current trends. Fourthly, it determines the results by satisfying the marketing goals of different corporate entities. Fifth, it outlines the future lines of inquiry that researchers will pursue to close the knowledge gap within the scholarly works on Instagram marketing. In general, it offers industry practitioners insights to help them develop their Instagram marketing strategy. It aids them in outlining the numerous preconditions pertaining to what they are providing to the clients. Usage of strict criteria to complete this hybrid evaluation was a restriction. Only journal papers classified as A or A* on the ABDC list were included. Furthermore, the search query had only the terms "INSTAGRAM" AND "MARKETING," which may result in the omission of pertinent articles. Nonetheless, the review was successful since it adds useful information and recommendations for the future to the body of knowledge on Instagram marketing. (Salunke & Jain, 2022)

Jagrati Tiwari in her study titles Role of Social Media for Start-Ups in India in the findings essentially confirm that a complex interplay of factors is required for the successful integration of social media tactics within the start-up ecosystem, highlighting the significance of agility, cultural sensitivity, ethical behavior, and a well-rounded strategy to fully leverage the power of social media platforms in India's dynamic entrepreneurial landscape. This research provides useful data for well-informed decision-making and the advancement of a strong social media presence within the Indian start-up ecosystem, as start-ups continue to traverse various dimensions. (Tiwari, 2023)

Objectives

- 1. To determine how successful Instagram marketing is for startups selling personal hygiene goods.
- 2. To understand Gen Z's preferences for Instagram marketing.

Research Methodology

50 members of Generation Z are surveyed using a well-structured questionnaire which is meant to collect data. There has been use of convenience sampling to choose respondents based on their practicality and accessibility.

Information Analysis For this study, 50 respondents who regularly purchase personal hygiene products from online platforms were carefully chosen, and the analysis that follows is according to the responses these individuals gave.

How often do you use Instagram?
50 responses

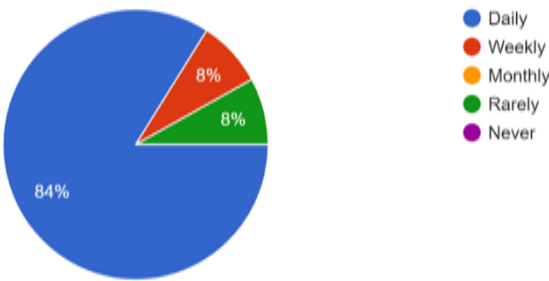


Table 2. Percentage of Instagram users form Gen Z

Interpretation: In the light of the information gathered from the questionnaire, 84% of respondents are active on Instagram every day, 8% are active once a week, and 8% are infrequent users.

How many hours a day you remain active Instagram?
50 responses

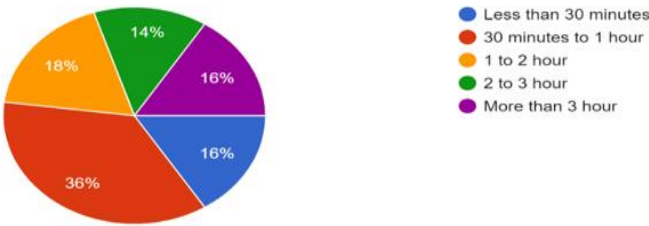


Table 3. Percentage of active screen time on Instagram users form Gen Z
Interpretation: Considering the data gathered, 36% of respondents stated to be active on Instagram for between 30 and an hour each day, 18% declared to be active for between one and two hours, 16% claimed to have been involved for under 30 minutes and 16% cited as active for two to three hours.

Do you use personal care products (e.g. Cosmetics, Skincare, Grooming Products etc)
50 responses

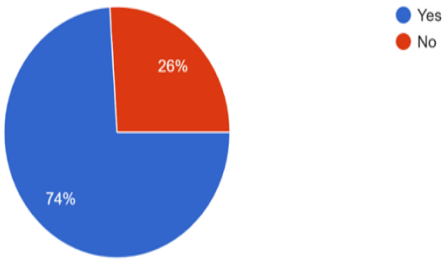


Table 4. Percentage of personal hygiene goods users form Gen Z
Interpretation: Of the respondents, 74% stated they use personal hygiene goods, 26% stated they don't. From the data that was gathered, this information was obtained.

If yes please specify the kind of personal care products used by you:
50 responses

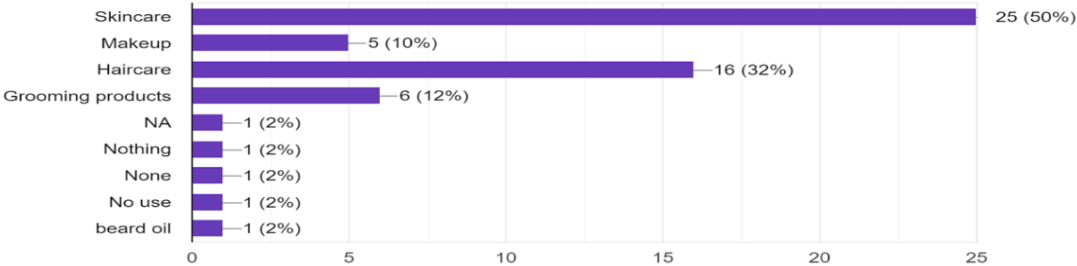


Table 5. Percentage of specific personal care product users form Gen Z
Interpretation: Considering the data gathered, skin care is the product that respondents use the most 50% of them use it, followed by hair care (32%), grooming goods (12%), and makeup (10%).

Have you ever consumed or come across any personal care product from a start-up brand in India?

50 responses

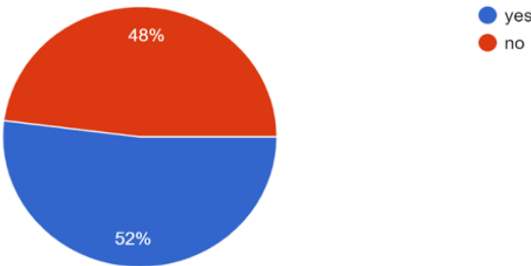


Table 6. Percentage of personal care product buyers from startup India brand

Interpretation: Of the respondents, 52% claimed to have found and used a personal care product from a startup firm in India via Instagram, while 48% disagreed.

How frequently do you notice personal care product Advertisement or Promotion on Instagram?

50 responses

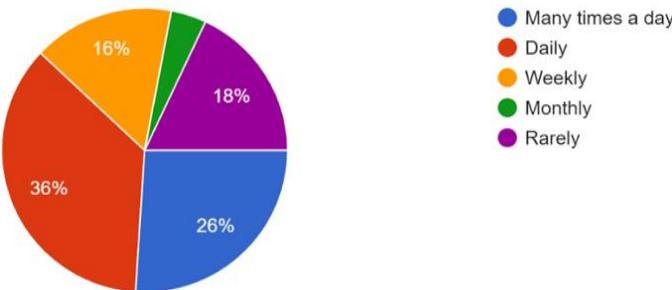


Table 7. Percentage of personal care product advertisement noticed by Gen Z

Interpretation: Considering the data gathered, from the participants, 36% said they frequently Watch advertisements or promotions for personal hygiene goods on Instagram. 18% said they watch infrequently, 16% said they watch weekly, and 26% said they notice it frequently.

Which kind of Instagram post grabs your attention the most?

50 responses

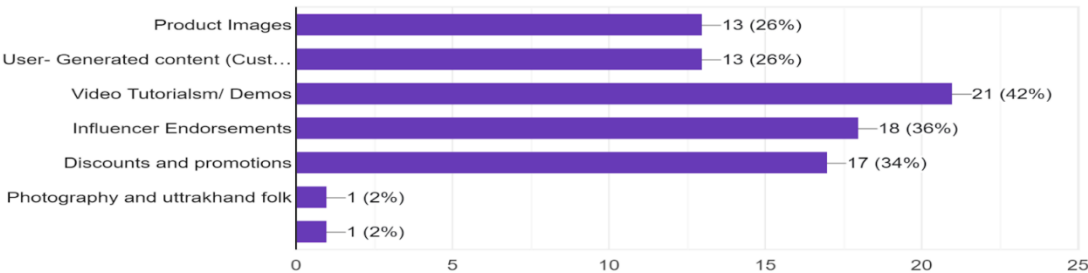


Table 8. Percentage of which part grab the attention of Gen Z in advertisements.

Interpretation: The Instagram posts that grab their interest the most are the demos and video tutorials, which are follow by user-generated content, influencer endorsements, discounts, and product photos.

Have you ever purchased any personal care product after seeing their advertisement on Instagram?
50 responses

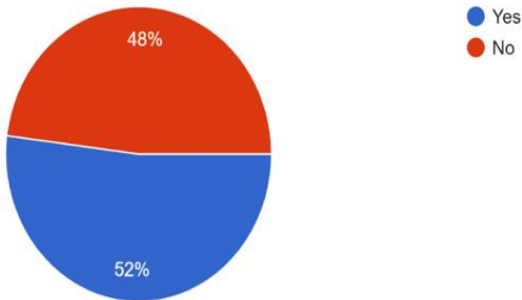


Table 9. Purchase percentage after seeing the advertisements of personal hygiene products
Interpretation: After seeing the Instagram advertising, 52% of the participants claimed they had bought personal care goods.

Which factor motivated you the most to buy the product after seeing the advertisement on Instagram?
49 responses

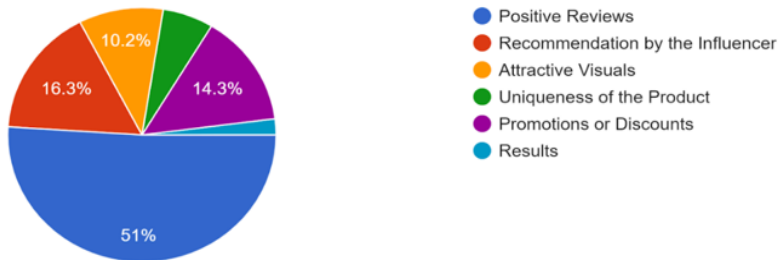


Table 10. Percentage of motivating factors before buying the item
Interpretation: Considering the data gathered, most respondents (51%), stated that positive reviews persuades them to buy personal hygiene product after seeing the Instagram commercial.

Do you really think start-up brands actually comeup with unique products?
50 responses

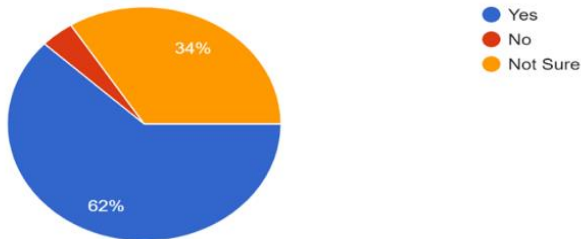


Table 11. Percentage of believer’s startups having unique products
Interpretation: According to 62% of respondents, startup brands genuinely offer distinctive items.

How likely would you like to buy personal care products from a start-up brand on Instagram after getting influenced by Instagram marketing?

50 responses

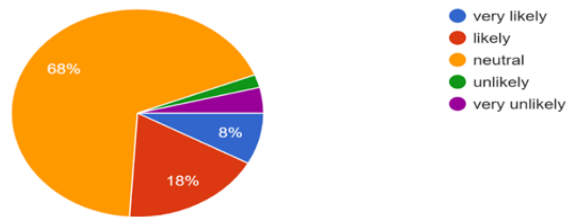


Table 12. Percentage of purchasing personal hygiene product influenced by Instagram advertisement.

Interpretation: After being influenced by Instagram marketing, 68% of respondents stated they prefer to buy personal hygiene goods from a startup brand on the platform.

Conclusion

Without a doubt, A recent trend is social media marketing that start-ups selling personal care products are embracing. As mentioned in the Table above, many businesses are start-ups with headquarters in India that are active on Instagram. More are there but are not included here, but the important thing is that they are trying their hardest to ensure both current and potential customers are aware of their products.

50 participants from Generation Z are the part of research, and it was from them that the data was gathered using the questionnaire. Males made up 52% of the responses, while females made up 48%. It is very evident that 84% of them use Instagram daily, 16% of the participants invest more than three hours single day on the site and 36% of the participants exclaimed they use it for between thirty and sixty minutes to an hour each day. These statistics demonstrate how important social network is to Generation Z. 74% of the participants reported using personal care goods, 50 said they enjoyed purchasing skincare products, 16 said they preferred haircare products, 5 said they purchased makeup products, and 6 said they purchased grooming items.

References

1. Ray, Anupama & Boopathy, S (2019), A study on Impact of Instagram Marketing on Personal Care Products in India.
2. Ashdaq, Muhammad et al. (2023), The Impact of Marketing through Social Media on Brand Attitudes: A Study of Cosmetics Products in Female Generation Z.
3. Pais, N. K., & Ganapathy, N. (2021, July 1). The Influence of Instagram on Consumer Purchase Intention. ResearchGate.
https://www.researchgate.net/publication/354947207_The_Influence_of_Instagram_on_Consumer_Purchase_Intention
4. Chopra, A., Avhad, V., & Jaju, A. S. (2020, June 15). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. Business Perspectives and Research.
<https://doi.org/10.1177/2278533720923486>
5. Yadav, & Rai. (2017, June). The Generation Z and their Social Media Usage: A Review and a Research Outline. www.researchgate.net. Retrieved May 4, 2024, from https://www.researchgate.net/publication/318005826_The_Generation_Z_and_their_Social_Media_Usage_A_Review_and_a_Research_Outline
6. Lalwani, E., Kumar, U., & Rani, M. (2021, July 21). THE INFLUENCE OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF GENERATION -Z PJAEE, 18(9) (2021) THE INFLUENCE OF. . . ResearchGate.
https://www.researchgate.net/publication/353356864_THE_INFLUENCE_OF_SOCIAL_MEDIA_ON_BUYING_BEHAVIOUR_OF_GENERATION_-Z

[Z PJAE 189 2021 THE INFLUENCE OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF GENERATION -Z](#)

7. Salunke, & Jain. (2022, November). Instagram Marketing (2015-2021): A Review of Past Trends, Implications and Future Research . www.researchgate.com. Retrieved May 5, 2024, from https://www.researchgate.net/publication/366013101_Instagram_Marketing_2015-2021_A_Review_of_Past_Trends_Implications_and_Future_Research
8. Tiwari. (2023, August 8). Role of Social Media for Start-Ups in India. Retrieved May 5, 2024, from <https://ijert.org/papers/IJCRT2308431.pdf>