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To Identify the Factors That Influence Digital Marketing of Sunscreen Products among Men

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ABSTRACT: A survey was conducted to identify the factors which contribute to the development of digital marketing strategies. The demographic factors and questions related to participant's perception about digital marketing techniques and strategies was part of the analysis. The focus of this study was to analyse and identify the most important factors that help to create digital marketing strategies that can be used to promote sunscreen products among men. This study is aimed to assess the possible digital marketing strategies that can be adopted by skincare brands to promote sunscreen products.

KEYWORDS: Digital Marketing, Educational Engagement, Marketing Channels and Influencer Platforms.

I. INTRODUCTION

In the yesteryears, skin care and beauty were only associated with women. However, now the scenario has changed with more and more men getting conscious about their grooming and skin care routines. This shift in consumer behaviour has prompted marketers to develop suitable strategies to cater to this segment and lure them to buying skin care products. One such strategy, is digital marketing through channels and other online modes to promote skin care products for men.

Though skin protection earlier was only associated with the female consumers, the general awareness that the skin has to be protected irrespective of gender has led to the male population also being conscious about this fact.

The digital platform is thus a suitable media for marketing skin care products, shaping their perceptions and triggering purchase decisions.

Digital marketing includes a wide range of channels, including social media, online advertisements, and content marketing. In this research an attempt is made to gather and analyse the various ways in which these channels contribute to altering the narrative surrounding the use of sunscreen products among men, an understanding the psychological and behavioural aspects on how men respond to digital marketing efforts is very vital for those brands who achieve success. The influencers play a significant role in influencing consumer opinions and effectively minimize the variance between authenticity and promotion.

This study aims to look into the impact of digital marketing on sun screen products among the male population and how this consumer base can be effectively reached so that they are converted from probable buyers to potential buyers.

It also provides valuable insights to both persons marketing skin care products and researchers in this field thus help them in fine tuning strategies to significantly promote the use of sunscreen products among men

Objective of the study

To identify the factors which contribute to the development of digital marketing strategies.

II. LITERATURE REVIEW

- A research was conducted on March 2016 on the topic 'A study on impact of Instagram marketing on personal care products in India' which mainly focused on personal care product consumption in Bangalore, India. This study explored the factors influencing consumers decisions to purchase personal care items through Instagram, focusing on discounts, prices, advertising, online purchases, and influencer marketing. The reliability analysis indicated an acceptable data consistency and regression analysis revealed a significant positive impact of Instagram marketing on personal care product consumption. Several recommendations included that of enhancing trust through authentic reviews, tailoring marketing strategies to target audiences, addressing consumer hesitations, and promoting Instagram as a viable alternative for personal care product purchases. These findings will surely contribute to valuable insights for businesses aiming to optimize their Instagram platform.
- In the year 2019 a research on the topic 'Online sunscreen purchases: impact of product characteristics and marketing claims was carried out. This survey investigated into the factors influencing online sunscreen purchases. About 100 best-selling sunscreens from an online retailer were considered and the key variables were cost,

formulation, product claims, ingredients, consumer ratings, and the number of reviews. This study using ordinal logistic regression, including the number of reviews revealed that significant influencers of sunscreen sales and their claim decreased the risk of skin cancer and early aging. Dermatologists should be aware that online sunscreen consumers prioritize high review counts and unregulated marketing claims, providing valuable insights for optimizing recommendations in this evolving retail landscape.

- In the year 2021, a study was conducted on the topic 'Men's Attitudes and Behaviours about Skincare and Sunscreen use' wherein an assessment of the men's motivations, behaviours and preferred product characteristics towards daily sunscreen use was done. The survey was carried out on an online mode and the sample consisted of about 705 men from the age group of 20 to 70. On analysing the data so collected, it was found that majority of men did not use sunscreen daily. One of the motivating factors for the use of sunscreen was that it reduced the risk of skin cancer and made them look younger. The sample analysis also preferred that sunscreen included moisturising and non-irritating properties. There were however some who stated that the sunscreen lotion was too oily. This study underlined the need for concentrated campaigns to increase men's interest in daily sunscreen use and an adherence to skin cancer prevention measures.
- In a research that was conducted in March 2021 on 'MS GLOW for men: digital marketing strategy on men's facial care products which explored into the digital marketing strategy of MS Glow for Men, a skincare brand tailored for Indonesian men, particularly focusing on its Instagram presence. About 46 Instagram posts during the period from January 1 to January 15, 2021 were analysed. This study indicated a dominant emphasis on promotion within the posts, with a strong focus on advertising and sales promotion strategies. Men were found to utilize giveaways, challenges, and interactive content, thus, leveraging the power of social media marketing to communicate product benefits and encourage participation
- In a study conducted 'Digital marketing communication of skincare products to develop men's consumptive behaviour' in the year 2022 which delved the transformation of masculinity into metro sexuality, challenging traditional gender norms, and contributing to the emergence of men, the consumptive behaviour in the context of skincare products, particularly focusing on Scarlett products were considered. This research employed the content analysis of Instagram posts under the hashtag #scarlettlakilaki to explore how digital marketing communication shapes men and their attitudes towards skin care consumption. This analysis revealed a high level of dependence, and indicated the credibility of the findings and the fact that digital marketing strategies not only promote skincare products but also play a role in reshaping societal perceptions of masculinity. The brand blurs gender biases and reinforces the idea that achieving an attractive appearance through skincare is now an inclusive cultural norm transcending traditional gender boundaries.
- A study on impact of digital marketing on consumer behaviour was carried out in a research paper. This study explored the role and effectiveness of digital marketing in influencing consumer behaviour, with a focus on online shopping and e-commerce. This study establishes the significance of marketing in meeting consumer needs and emphasizes the impact of technology, specifically digital marketing channels. This review delves into various studies on e-shopping behaviour, online consumer characteristics, and the changing perceptions brought about by e-commerce. This conceptual model outlines the factors influencing m-commerce usage activities, including trust, perceived value, and positive reviews. The research methodology employed an interpretivist approach with a survey research strategy, and the study mainly aimed to understand the relationship between digital marketing and consumer behaviour. The results and analysis showcase the significance of trust, perceived value, and positive reviews in predicting consumers buying behaviour in digital marketing contexts. The findings also emphasized the need for businesses to understand and leverage these factors to enhance their online marketing strategies.
- In another research the impact of digital marketing on consumer buying behaviour in India, which focused on various aspects such as age, gender, occupation, income, and motivation factors were explored. This study, which was based on data gathered from 72 respondents, revealed that the majority of consumers in the age group of 20 to 30 years are inclined towards online shopping, with the males showing a higher interest. Private employees constituted the primary occupation group, and most of the consumers fell within the income range of 20,000 to 30,000. Motivation factors include easy payment and the convenience of not having to travel for in-person shopping. The research highlighted the popularity of online purchases for clothing, mobile accessories, and the platforms that they preferred were mainly Amazon, Flipkart, and Myntra. Special offers, discounts, and on-time delivery played a crucial role in influencing consumer preferences. This study underlined the fact that digital marketing had a significant influence on consumer behaviour in India.

III. RESEARCH METHODOLOGY

3.1 Sampling

As this survey is based on impact of digital marketing on sunscreen products among men, the target audience consists of male population of different age groups, income levels and occupations. The sample size in this survey was 186.

The methodology of collecting the data was through an online questionnaire. This questionnaire was circulated mainly through the social media and personal contacts.

The questionnaire was framed mainly to collect participant's perception about digital marketing techniques and strategies. It also had questions that gathered information about their demographic factors and general questions related to their online habits and sunscreen usage pattern.

3.2 Statistical tools and techniques used for analysis

The SPSS software which is developed by IBM has been used to carry out the analysis with the main focus being on factor analysis. Percentage analysis generated from the survey was also taken into consideration.

3.3 Limitations

- The sample collected may not be a true representation of the diverse population.
- This study is based only on male customers.

IV. RESULTS AND DISCUSSION

4.1 Demographic Profile

SL No.	Particulars	No. of Respondents	Percentage
1	Age Group <ul style="list-style-type: none"> • 18 – 25 • 25 – 35 • 35 – 45 • 45 – 55 • 55 - 65 	71 31 27 18 39	38.2% 16.7% 14.5% 9.7% 21%
2	Occupation <ul style="list-style-type: none"> • Government Employee • Private Sector Employee • Self – employed • Unemployed • Retired • Student 	11 78 35 3 11 48	5.9% 41.9% 18.8% 1.6% 5.9% 25.8%

3	Yearly Income		
	• Below 1,20,000	53	28.5%
	• 1,20,000 – 4,00,000	47	25.3%
	• Above 4,00,000	86	46.2%

4.2 Factor Analysis

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.876
Approx. Chi-Square	573.457
Bartlett's Test of Sphericity	df
	21
	Sig.
	.000

Interpretation

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.

The KMO measure is used to verify the degree of common variance among the variables in the dataset. From the above table it is clear that the KMO value in the survey conducted is 0.876 which is above the acceptable value of 0.6. In this case as the value is above 0.8 it suggests that the dataset contains sufficient common variance and is appropriate for factor analysis.

Bartlett's Test of Sphericity

This test is used to check if there are relationships between variables and if so, they are not just due to chance. The significant correlation (p-value) in this case is 0.000. This low p-value suggests that there are significant correlations among the variables in the dataset and this test also supports the use of factor analysis.

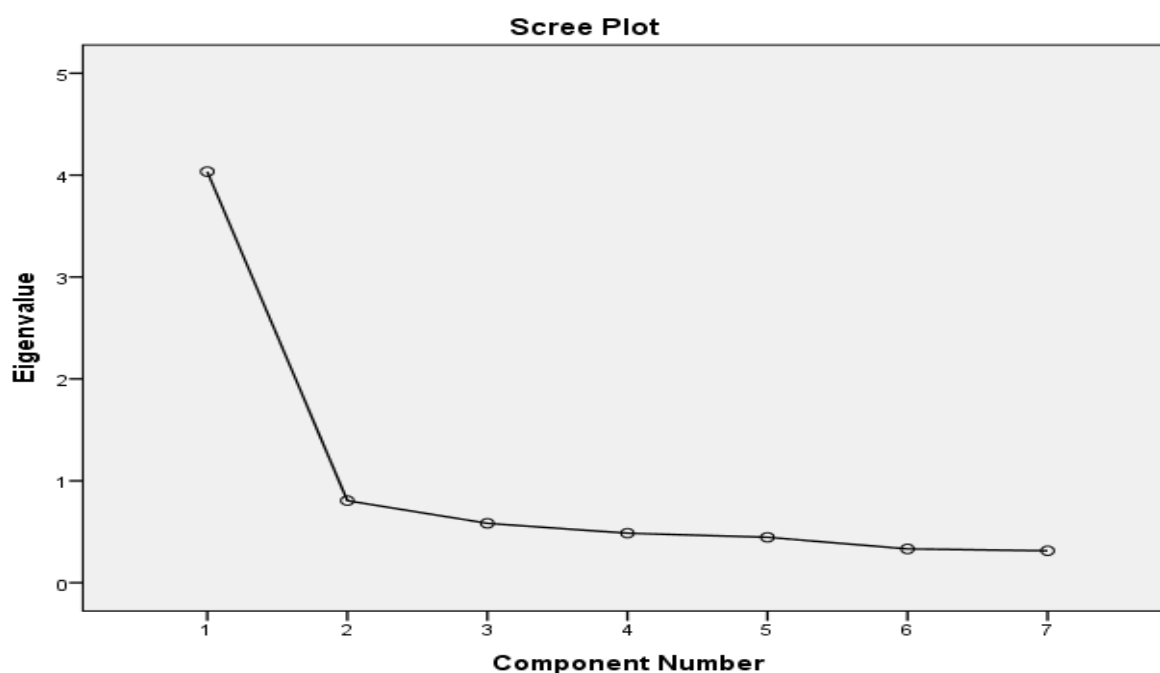
Table 2: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.035	57.638	57.638	4.035	57.638	57.638	1.870	26.716	26.716
2	.805	11.506	69.144	.805	11.506	69.144	1.812	25.891	52.607
3	.583	8.327	77.471	.583	8.327	77.471	1.740	24.863	77.471
4	.486	6.940	84.411						
5	.446	6.368	90.779						
6	.332	4.738	95.517						
7	.314	4.483	100.000						

Extraction Method: Principal Component Analysis.

Interpretation

From the above table it is clear that the cumulative percentage after extraction is 77.471% and after rotation is 77.471%. From this we can conclude that the first 3 components are more significant in explaining the variance in the dataset and the other components play a relatively lesser role. Thus, for simplifying the analysis retaining the first 3 components would be more appropriate.

**Interpretation**

A scree plot is used in principal component analysis to determine the number of principal components to be retained in the analysis. It is a graphical representation and it is based on eigenvalues. The initial steep drop corresponds the most important components and from the elbow point the eigenvalues start to level off. In the above graph after a steep drop from component 1 and 2 and a further drop from 2 to 3, the elbow point is reached and for the other components the eigenvalues start to level off indicating these components are less significant. Thus, it can be seen graphically that the first 3 components are significant and are to be retained.

Table 3: Rotated Component Matrix^a

	Component		
	1	2	3
Educational Webinars or Live sessions	.881	.147	.204
Email	.724	.404	.195
Commercials	.161	.813	.271
Other Mobile Applications	.420	.740	.232
Influencers	.195	.303	.817
Blogs	.561	.135	.687
Social Media	.124	.554	.628

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Interpretation

As seen from the above table we can broadly classify the various factors into 3 main components. The components are Educational Engagement, Marketing Channels and Influencer Platforms.

Factor 1: Educational Engagement

The Educational Engagement variables in factor 1 are Educational Webinars or Live sessions (loading: 0.881) and Emails (loading: 0.724). These variables provide useful information about the product and thus educate the customers. The customers are educated on the features, benefits and uses of the product and as a result are influenced to purchase them. Further it helps in building trust and credibility thus leading to building up a strong brand loyalty and repeated purchases.

Factor 2: Marketing Channels

In factor 2 the Marketing Channel variables are Commercials (loading: 0.813) and Other Mobile Applications (loading: 0.740). These variables provide consumers with various touchpoints and experience through which they can interact with the products and thus play a significant role in influencing their purchase decisions.

Factor 3: Influencer Platforms

Influencer Platforms in factor 3 consists of Influencers (loading: 0.817), Blogs (loading: 0.687) and Social Media (loading: 0.628). This factor plays an important role by providing information, peer recommendations, reviews and ratings and also social validation thus shaping consumer behaviour and their purchase decision.

V. CONCLUSION

On carrying out the analysis of the survey conducted, the three major factors that play an important role are Educational Engagement, Marketing Channels & Influencer Platforms. It is observed that the maximum number of respondents were from the age group 18 -25. However as regards to the income level the maximum respondents were from the group whose income level was over Rs. 4,00,000/-. It may also be noted that more than half the participants have opined that interactive digital campaign related to sunscreen products have not influenced their purchase decision. Thus, it is essential to have a suitable marketing strategy to address this issue.

On analysing the three major factors it can be concluded that Educational Engagement variables like Educational Webinars or Live sessions and E-mails provide useful information about the product and thus educating the customers on the on the features, benefits and uses of the product thus influencing them to purchase the product. It also helps in building trust and credibility thus leading to building up a strong brand loyalty and repeated purchases.

The marketing channels variables such as commercials and other mobile applications provide consumers with various touch points and experience through which they can interact with the products and thus play a significant role in influencing their purchase decisions.

The Influencer Platforms such as blogs and social media do play an important role by providing information, peer recommendations, reviews and ratings and also social validation which in turn helps in shaping consumer behaviour and their purchase decision.

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