SOCIAL MEDIA INFLUENCE ON CONSUMPTION IN BEAUTY INDUSTRY: MODERN STUDIES

Abstract

Today products which became popular with help of beauty bloggers occupy about 25% of the turnover of cosmetic online stores if counted in monetary terms. The approach to marketing has radically changed when sellers of cosmetics realized this fact.

The influence of social networks on consumption in beauty industry and personal care was considered in this article.

The article assesses the role of marketing influence today. Now tools of promotion are changing and traditional methods already don’t work. The attitude to the advertising itself and to the search for products is changing too. According to the results of modern surveys many bloggers talk about the great popularity of their posts with advice about buying cosmetics as well as cosmetic reviews and stories in Instagram with reviews of the using beauty products. Consumers say that with a large selection of goods it is difficult to decide what to buy and then they looking for help in the Internet in social network firstly. According to the results of quantitative surveys, if young women try to find beauty service, she search it in social networks, not in Google. Also in social networks a large number of ways of manipulation and introduction into consciousness of consumer. That is why marketing of influence for today is the most effective tool in promoting cosmetics and personal care [2].

Keywords: Social media marketing, marketing influence, Social Networks, Bloggers, Advertising in Social Networks.

The relevance of the study is caused by the formation and development, both in our country and in the international space, of a new communication environment, new form of communications, the invention of new tools of promotion and PR.

Today, in connection with the emergence of social networks and bloggers, the tools of promotion and advertising have changed significantly, the marketing of influence is gaining momentum.

The main purpose of research is to find out the degree of influence of bloggers on sales in the field of cosmetics and care for themselves.

For the first time, the marketing of influence began to speak after the publication in 1940 by E. Katz and P. Lazarsfeld of the work «The Choice of People». They proposed a model of a two-level information movement: ideas are passed from the media to opinion leaders, and from them to the broad masses [1].

Since the middle of 2015 on the Internet there has been an explosive growth in demand for marketing influence. The analysis of the number of users' appeals on the request of «influencer marketing» shows that over the past 1.5 years interest in this topic has grown approximately 4-fold [4, p. 57]. At the same time, print advertising is less interested, and for PPC (Pay-per-click also known as cost per click (CPC)), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked) advertising there are no changes how we can see on Picture 1.
Social media is a major influencer when it comes to the purchasing decisions of millennials. In fact, 72% of them report buying fashion and beauty products based on Instagram posts. And the further role of social media influencers goes way beyond this one network [8].

Traditional media advertising already doesn’t worked. In research of Nielsen mentioned that, every year TV-audience 18-24 years old become smaller on 9.5%. At the same time, the quality of users in Facebook aimed more than 1.5 billion users.

Today a lot of cosmetics products became popular thanks to blogger’s advertising. Sometimes companies didn’t use advertising and level of sales very low, and then some beauty blogger uploads the picture to Instagram, and sales are fired.

Women today are constantly being reminded of what is considered beautiful. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women.

Many studies have been done to show the effects of media on women today, and most of the results indicate that the media negatively affects self-image. Less research has been done specifically on the cosmetic industry and how it affects consumer’s self-image. Based on the $7 million that is spent on cosmetics each year, it’s evident that the cosmetic industry influences consumers in some way [2, p.77-81]. One of the first studies that involved the effect of cosmetics on women was done by Marsha L. Richins along with Peter H. Bloch, «You Look ‘Marvelous’: The Pursuit of Beauty and the Marketing Concept». This study focused on understanding adornments, items «used to increase attractiveness and to obtain accompanying social benefits», and how they are related to assessments about attractiveness [1, p. 4]

Responses were gathered from 137 college students through requests on social media sites. The majority of survey responses were driven through Facebook, but Twitter, LinkedIn, and emails were also used. This sampling technique can be referred to as «snowball sampling», which means that the initial group of those sampled would refer this survey to other students. Snowball sampling was chosen because the «major advantage is that it substantially increases the likelihood of locating the desired characteristic in the population. It also results in relatively low sampling variance and costs» [5, p. 345]. This method was decided to be the best method for this research because it allowed students to invite their friends to take the survey. However, one potential weakness of this method is that it does eliminate respondents that are in no way connected to the initial group of respondents. Even so, this method was the most logical for this study [6].

If we consider the popularity of beauty industry, related content on Youtube for the last 8 years, we can see that the popularity level has grown from 0.13 to 88 billion of views. This statistic presents the amount of beauty-related content views per year on YouTube. In 2016, beauty-related content generated more than 55 billion views. Popular types of YouTube beauty content include tutorials and DIY videos, reviews, haul videos and videos produced by beauty bloggers [6]. As of June 2016, more than 5.3 million beauty videos were published on the online video platform as we can see on Picture 2.
Most beauty brands discovered the marketing and advertising potential of social networks, making great use of the visual medium and user engagement to increase brand loyalty. Instagram is popular in the beauty industry, as nearly all major beauty brands had an Instagram profile in 2016. As of February 2017, MAC Cosmetics was the leading beauty brand on Instagram with just close to 14 million followers. The cosmetics brand is also the most popular health and beauty brand on Twitter. Anastasia Beverly Hills is the second most popular brand on Instagram, followed by Sephora. Another popular social network where beauty brands interact with customers and fans is Facebook. Industry rankings indicate that Dove, L’Oréal Paris and NIVEA are the most popular beauty brands Facebook based on the number of followers. Instant messaging app Snapchat is growing in popularity amongst beauty brands as well – nearly 60 percent of beauty brands already had a profile on the platform in 2016 [3].

Online video content is one of the most important social media marketing channels for beauty brands. In June 2016, beauty-related content generated more than 5 billion views per month on YouTube alone. Most beauty content on YouTube is generated through beauty vloggers or beauty creators rather than through official brand accounts. During that same measured period, about 97.4 percent of the conversation and buzz on social media about beauty brands on YouTube were generated by beauty vloggers and independent content creators [6].

The most popular type of beauty content video created by beauty bloggers is makeup tutorials. In terms of leading YouTube beauty and style channels, Mexican beauty YouTube Yuya ranks first in number of subscribers with just over 16 million as of late 2016. English YouTuber Zoella and American vlogger Bethany Mota have the second and third most popular beauty and style channels on YouTube (Picture 3).

**YouTube: most subscribed beauty content creators 2017**

<table>
<thead>
<tr>
<th>Name</th>
<th>Number of subscribers in millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>SaraBeautyCorner</td>
<td>6.11</td>
</tr>
<tr>
<td>NikkieTutorials</td>
<td>7.45</td>
</tr>
<tr>
<td>grav3yardgirl</td>
<td>8.09</td>
</tr>
<tr>
<td>MyLifeAsEva</td>
<td>8.19</td>
</tr>
<tr>
<td>Wengie</td>
<td>8.53</td>
</tr>
<tr>
<td>Rosanna Pansino</td>
<td>8.93</td>
</tr>
<tr>
<td>Michelle Phan</td>
<td>8.96</td>
</tr>
<tr>
<td>Bethany Mota</td>
<td>10.47</td>
</tr>
<tr>
<td>ZoeJa</td>
<td>11.97</td>
</tr>
<tr>
<td>Yuya</td>
<td>19.19</td>
</tr>
</tbody>
</table>

Pic. 2 Annual beauty-related content views on Youtube from 2009 to 2017 (in billions) [9]

Pic. 3 Most popular Youtube beauty channels as of August 2017, ranked by number of subscribers (in millions) [9]
Online mobile photo-sharing, video-sharing and social networking services are important tools for beauty brands to reach the increasingly growing mobile audiences by appealing to the social sharing aspect of the medium. Many customers use digital mediums to gather information about beauty products before making in-store retail purchases. With the goal of enhancing their appeal and presence on social networking sites, brands often turn to celebrities and YouTubers for partnerships and endorsement of their brands/products, or have advertising contracts with them. YouTubers can generate millions in revenue with partnerships and advertising as well as sponsored content and event appearances.

This statistic on Picture 4 presents the content views of selected beauty-related categories on YouTube as of July 2017. As of that month, cosmetics content had generated 156 billion views on the video platform. Hair content had generated 87 billion video views.

![Amount of global all-time views of selected beauty content categories on YouTube as of July 2017](image)

Pic. 4. Amount of global all-time views of selected beauty content categories on Youtube as of July 2017 [9]

Popular beauty bloggers has a lot of subscribers, which fact bring them a lot of money, but for company that’s give opportunity to promotion through social networks.

Today, products that have become popular with help of beauty bloggers, occupy about 25 % of the turnover of cosmetic online stores, if counted in monetary terms [5]. When sellers of cosmetics have realized this, the approach to marketing has radically changed. Now companies are actively analyzing social networks, primarily English-speaking ones, because what is just beginning to be popular abroad after a while becomes popular in the Russian market. To predict which product will be in demand is difficult, but you can quickly respond to the posts of popular beauty bloggers. By approximate calculations, this approach allows us to save budget on contextual advertising by two to three times and to manage purchases more efficiently.

According to Raymond James Research in the United States in 2016, 52 % of respondents started searching for Amazon and 26 % in search engines, as early as 2014 the situation was different – 38 % compared to 55 %. As for display advertising, in 2016 the number of users of blockers increased by 30 % and exceeded 600 million. In this context, marketing of influence becomes more and more relevant for brands and retailers [6].

The Google report and the online clothing store Wildberries published in April suggests that the journey of most buyers does not begin with the search for a particular thing, but with a search for inspiration. And for the answer to this question "what do I need?". They go to social networks – mostly in Instagram and Youtube [10].

The integration of advertising into content and referral links is all the tools that business has in this area today.

According to the Hookit service, which estimates the level of influence of athletes and their advertising appeal, in 2017 $ 44 billion was spent only on sports sponsorship. On Instagram-
According to MediaKix, brands spend about $1 billion a year and it is expected that the market will grow 2-fold by 2019 [10].

Marketing of influence for today is the most effective tool in the promotion of cosmetics and care for oneself.

Tools of promotion are completely changing in modern life. The advertising campaign in social networks can cost lower, but the result would be more effective, because bloggers today have a great power and influence on people, who watch their videos almost every week.

Bibliography

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ВЛИЯНИЕ СОЦИАЛЬНЫХ МЕДИА НА ПОТРЕБЛЕНИЕ В BEAUTY-ИНДУСТРИИ: СОВРЕМЕННЫЕ ИССЛЕДОВАНИЯ

Аннотация
На сегодняшний день продукты, которые стали популярными за счёт бьюти-блогеров, занимают около 25 % оборота косметических интернет-магазинов, если считать в денежном выражении. Когда продавцы косметики поняли этот факт, подход к маркетингу и продвижению радикально изменился.

В данной статье рассматривается влияние социальных сетей на потребление в индустрии красоты и личный уход.

В статье дается оценка роли маркетинга влияния на сегодняшний день. Теперь инструменты продвижения товаров по уходу за собой изменились, а традиционные методы уже не работают. Изменяется и отношение к самой рекламе и поиску продуктов.

Согласно результатам современных опросов, многие блогеры говорят о большой популярности своих сообщений с советами о покупке косметики, а также косметических обзоров в Instagram использовании косметических продуктов. Потребители говорят, что с большим выбором товаров трудно решить, что купить, а затем они ищут помощь в Интернете в социальной сети. По результатам количественных опросов, если молодые
женщины пытаются найти услуги красоты, она ищет ее в социальных сетях, а не в Google. Также в социальных сетях существует множество способов манипулирования и внедрения в сознание потребителя. Именно поэтому маркетинг влияния на сегодняшний день является самым эффективным инструментом в продвижении косметики и средствах по уходу за собой.

Ключевые слова: Маркетинг влияния, реклама в социальных сетях, Социальные сети, Блогеры

THE ANALYSIS OF CONCEPTION OF THE INTERNATIONAL EXHIBITION “4TH URAL INDUSTRIAL BIENNIAL OF CONTEMPORARY ART” IN TERMS OF CROSS-CULTURAL COMMUNICATION

Abstract
Nowadays international fairs and exhibitions are integral parts of leading companies’ lives as well as effective tools of geobranding. Organizing fairs and participating in them are important aspects of international communication between companies, cities or even countries. The international level of communication implies some certain requirements to the conception of an exhibition to provide better understanding between representatives of different cultures. The majority of researchers study conceptions of international exhibitions and fairs without considering its cultural peculiarities. Organization of international exhibitions and fairs in a cross-cultural environment has not been studied thoroughly yet. In this paper, firstly, fairs and their specific features were considered as a communication tool. Secondly, a conception of an exhibition was analyzed as the basic element of its organization. Thirdly, the analyzed features as well as the results of a survey conducted among foreigners were applied to the analysis of 4th Ural Industrial Biennial of contemporary art. Finally, some recommendations were given for the considered event. The study proved that internationally-oriented conception of an exhibition make a sufficient contribution to better cross-cultural communication and as a result understanding. The results of analysis and given recommendations are universal and can be applied to organization of different types of events.

Keywords: international exhibitions, conception of international exhibitions, cross-cultural communication, exhibition as a communication tool, cross-cultural understanding.

Nowadays the exhibition is a unique tool of communication. It implies not only getting a feedback from an end-user but also having a long-lasting act of communication [5, pp. 142-143]. Due to this, the exhibition has a great potential for implementation of international communication. To provide a successful act of communication, an exhibition should have a conception that is understandable for the international audience. Therefore, it is essential for organizers to create a conception considering cross-cultural peculiarities of international exhibitions.

In this research the exhibition is analyzed as a communication tool whose main aim is to reach effective international communication. Consequently, the majority of definitions given to the term “exhibition” are not relevant as they characterize the exhibition as a marketing tool aimed at sales increase [3, p. 28]. In the context of this research the definition of The 1928 Paris convention on international exhibitions: “An exhibition is a display which, whatever its title, has as its principal purpose the education of the public: it may exhibit the means at man’s disposal for meeting the needs of civilisation, or demonstrate the progress achieved in one or more branches of human endeavour, or show prospects for the future” [1, p. 7]. Thus, according to this definition, the main aim of the exhibition is to communicate ideas, achievements and prospects.

There are various classifications of exhibitions based on geographical criteria (world-wide, international, national, interregional, regional exhibitions), on frequency of holding (periodical, annual, seasonal), on field coverage (universal, multisectoral, sectoral), on commercial effect (commercial, non-commercial), on the time of functioning (regular, semi-annual, temporary (from

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