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OPPORTUNITIES FOR USING DIGITAL TECHNOLOGIES IN TERMS OF MANAGING THE PRODUCTION OF COSMETICS

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In our time, cosmetics have become an integral part of modern life. Advertising has been used for many years to influence consumer buying behavior. Previously, advertising on Facebook did not justify and did not give the expected result, and then M. Zuckerberg made algorithmic changes, now it is considered the best place for advertising. Thanks to the Facebook algorithm, you can very clearly target the audience, as well as determine its demographic structure, age, gender, marital status, language, behavior, interests. The new information technologies, such as the integration of GPS systems into Facebook, allow for better targeting. The article analyzes the advertising campaigns of the Skin Time online store and the results obtained from them, according to which for every extra dollar spent on advertising, both sales and the availability of this publication increase. And our research shows that it is much cheaper to include ads at night than in the morning or afternoon.

Keywords: production, cosmetic, skincare, Facebook, Ads manager, advertisement, social media, Reach, Impression.

Introduction: Nowadays, cosmetics have become an integral part of modern life. Currently, along with women, there is an increase in the use of cosmetics among men, which leads to an increase in demand in the global cosmetics market. Over time, women's desire for beauty and skincare has become increasingly apparent. Beauty was a treasured concept in art, history, literature, and many celebrities have emphasized the importance of beauty in every woman's life. Madame de Stael, who was appreciated by her contemporaries for her knowledge and wits, once stated that she was willing to give half of her knowledge, in exchange for a beautiful countenance [1]. In an era of economic globalization, the potential of advertising is growing because cosmetics are not just brand awareness - their distribution requires ad campaigns that will immediately attract interest in order to buy consumers because advertising is a visual platform. In an era of economic globalization social media has become an increasingly important platform for brands in order to showcase their products, and also the potential of advertising is growing because cosmetic products and not only needed to increase brand awareness and dissemination which requires to make interesting advertising campaigns, which will be immediately attracted, and spark consumer interest in the purchase since advertising is a visible platform for commercial communication. Today, everything is flooded with advertising, social platforms, media, television and radio. Manufacturers do not save anything to attract customers and they have started to use natural and organic materials in cosmetics and care products that will not have any negative

impact on the skin. At present, the cosmetics production is one of the fastest growing industries. The global cosmetics market size was valued at \$380.2 billion in 2019 [2].

Literature review: To date, a few types of research have sought to investigate the impact of Social Media Marketing on buyer decisions and behavior. For example, Man Qitong and Md. Jahidur Rahman, identify the effects of Social Media Marketing on brand loyalty from cosmetics customers [3]. They are using multiple regression analyses and were drawn from the general population of Chinese college students. They sent questionnaires to 308 college students and collected 145 valid answers. The authors divided the answers into two parts: the first part, about 70.13%, uses cosmetics and the second part, about 29.87%, does not use cosmetics, and 67.13% buy cosmetics from a social platform, and 32.87% do not. As a result, they found that there was a positive correlation between these two indicators: if the cost of advertising increases on social media by 1 point, then the loyalty of brands producing cosmetics and care products will increase by 0.131 points. Another researcher Khoosbu Janak and Jessica Sze Yin Ho tried to find the impact of social media marketing activities in enhancing brand equity, value equity and relationship equity, specifically among cosmetic users [4]. As a result, they found a positive relationship between these indicators. Samar Fatima and Samrain Lodhin researched 200 young male or female who use different cosmetics and care products brands to check the influence of advertisement on their buying behavior [5]. As a result, the authors found that advertising in social media has a significant impact on cosmetics sales. In other words, for the 1 value of the customer awareness it causes increase in the value of buying behavior by 0.390. Pubuddi Shamila has studied the sale of cosmetics in Sri Lanka through advertising [6]. As a result, in his analysis, the author came to the conclusion that with an increase in advertising on social media by 1 point, the chances of selling the advertised product increase by 0.333 points. In other words, social media advertising has a huge impact on product sales. Another author Rafique (2012), argued that advertisement is a way to communicate with the audience. He believed that culture has a big and direct impact on people's buying behavior because everyone has different desires and they buy a product according to their lifestyles. Therefore, if he says that advertising is like magic, it would not be an exaggeration, because advertising actually changes the needs and wants of people, and sometimes makes people want to buy a product [7]. People are highly affected by the advertisements and organizations are trying to target the masses of the people. Bhavik Umakant Svadia conducted a study of 200 young men, women who use cosmetics of various brands to find out how advertising affects their buying behavior. As a result, the author found that the increase of 1 point of consumer awareness through advertising will lead to an increase in the buying behavior of the product by 0.390 points. Another researcher Alabula A. Agneta collected from a selected sample of Kenyan women population using 384 questionnaires [8]. As a result, the author found that a marginal change in sales enhancement would lead to a corresponding increase in the social media advertisement growth by 0.115 units. In general, the research investigates the impact of Facebook

advertisement on attitudes and buying decisions of women on cosmetic products in Nairobi. As a result, the authors found that an increase of consumer awareness of 1 point of advertising leads to an increase in consumer buying behavior by 0.390 points. To summarize the analysis of the literature, the authors found that advertising has a positive effect on the buying behavior of consumers. Consequently, cosmetics, manufacturers and retailers should be able to use informative and educational content to raise consumer awareness.

Analysis: In this article, we will analyze the marketing results of an advertising campaign in the case of Skin Time and the sales results obtained through it. From 03/18/2020 to the present day, Skin Time has been working, which is engaged in the import of cosmetics, as well as the production of organic soap. Cosmetics and skincare products are imported from different countries, especially from Korea, Russia, Belarus, the USA, and the base of soap, pigments and fragrances are imported from Russia. From the first day of the launch of the page, the sale took place on social networks, which have millions of users like Instagram, Facebook and Tik-Tok. In 2021, Instagram had 140 million users [9], Facebook 2.79 billion [10], and Tik-Tok 91 million [11]. This is why online shopping on social media is more beneficial, both for avoiding the huge drams paid for territory and for finding a large target audience. From 03/18/2020 to the present day, Skin Time has carried out 287 advertising campaigns, as a result of which USD 393.78 was spent, and the number of this page users reaches 309 470 thousand people which use cosmetics. The age and gender of your target audience is the most important information for your research. And according to this audience, we can find out the average statistic result of our Facebook page. This is necessary for the proposed content to reach and attract a wider audience. As Facebook provides great audience information, we can find out the right audience for our business page with the right targeting of the product that we offer and do this with the help of Ads Manager Insight. It also allows you to find out the demographics, age and the interests of the audience related to our page. Currently, Skin Time Facebook page has 3878 likes and 4000 followers, the Instagram page has 4053 followers and the TikTok page has 2372 followers.

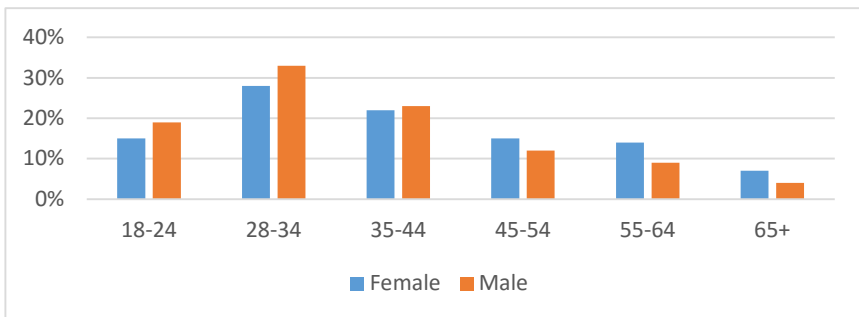


Figure 1. Percentage of Female and Male in a Population of 1-1.5 Million in Armenia

**Figure 1 created by the author using data from the Skin Time Facebook page.*

The Skin Time research results show that 54% of women and 46% of men in Armenia use Facebook. Therefore, when advertising cosmetics on this social network, it is more advisable to focus on women. Facebook also lets you know what your target audience is, what their marital status is, what their education is, what their job is.

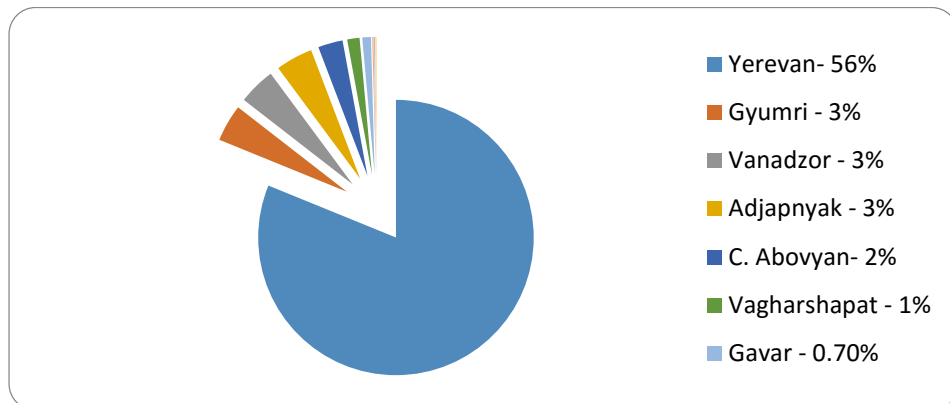


Figure 2. Demographic Distribution of Facebook Audience among 1-1.5 Million Population

**Figure 2 created by the author using data from the Skin Time Facebook page.*

As a result, the advertisement was targeted at women, girls, men who are interested in such products and belong to the age group of 24-44 and 45-65 +, and live in Yerevan and other regions of Armenia.

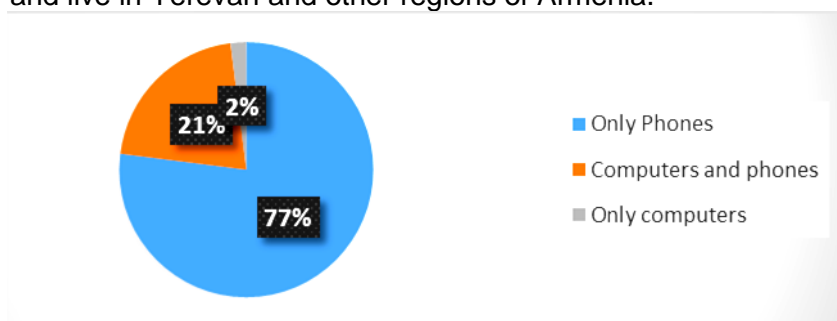


Figure 3. Facebook Audience Equipment Used by 1-1.5 Million People

**Figure 3 created by the author using data from the Skin Time Facebook page.*

Facebook also lets you know what hardware and software your target audience is using. For example, 19% of our target audience use an iPhone or iPad, 76% of our target audience use an iOS and an Android app (*Using data from the Skin Time Facebook page*).

The most important is the publication time, which plays a big role in increasing the publication's awareness as much as possible. It is highly advisable to publish posts between 11 am to 8 pm when the page subscribers are active, according to Skin Time result. To understand the results of the advertisement, we must research our page's Reach and Impressions. It turns out that the more the publication is active, the more the

reach will increase. And to increase reach, Facebook is pushing all business pages to use paid ads. This is why organic reach is often much less than the artificial reach. Impressions show how many times they clicked and how they responded to the publication. As a result of this analysis, we can get a clear idea of when it is worth spending money on advertising and when not. According to Skin Time's analysis above 1 US dollars, ad performance increases, as do sales. The cost of Facebook ads depends on your bidding model like CPC (Cost per Click), if you use CPC, Facebook advertising costs around \$0.97 per click, in comparison, if you use CPM, Facebook advertising costs around 7.19 US dollars per 1000 impressions. And for ads that are primarily focused on the number of page likes, the average cost is 1.07 US dollars per approval [12]. Research Skin Time's advertisement result shows that for example the connected ad on 03/31/2020, there were the following results that we chose only Yerevan spent 1 US dollar and the connected ad reached 2185 people, so 1 ad click cost 0.00045767 US dollar, and we had only 2 sold products. Then on 28.10.2020 we spent 2.35 US dollars and ad reached 3389 people, so 1 ad click cost 0.00069342 US dollar and we had only 3 sold products. As an analysis, it can be said that for every additional dollar spent on advertising, both sales and publication availability increase. When selling on Facebook, in addition to using advertising, it is necessary to use one more technique - choosing celebrities, making a gift, in return for which we expect to receive subscribers from their audience, after which they will sell. As a result, we increase the Reach of our online store. Skin Time took advantage of this trick, gave gifts to Armenian celebrities, as a result of which the page was active, had a large number of subscribers, and increased sales. This also has a psychological effect; everyone tends to use online pages, which is guaranteed by celebrities, their close friends.

Conclusion: As an analysis, for every additional dollar spent on advertising, both sales and publication availability increase. The price of one click on Facebook is not fixed; it changes hour by hour, depending on the minimum price offered at the auction when advertising is turned on. The analysis of the example of Skin Time shows that the cost per click at night is quite low compared to advertising in the morning and in the afternoon. Also, we recommend using social media advertisement to increase awareness especially among women which will lead to the sale of cosmetic products.

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**ԹՎԱՅԻՆ ՏԵԽՆՈԼՈԳԻԱՆԵՐԻ ԿԻՐԱՌՄԱՆ
ՀՆԱՐԱՎՈՐՈՒԹՅՈՒՆՆԵՐԸ ԿՈՍՄԵՏԻԿԱՅԻ ԱՐՏԱԴԻՈՒԹՅԱՆ
ԿԱՌԱՎԱՐՄԱՆ ՏԵՍԱՆԿՅՈՒՆԻՑ**

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ինստիտուտ

Գովազդները տարիներ շարունակ օգտագործվել են սպառողների գնման վարքագծի վրա ազդելու համար: Դեռ վաղ ժամանակներում Facebook-յան գովազդը չարդարացրեց և չտվեց ակնկալվող արդյունքը, այնուհետև Յուկենբերգը կատարեց ալգորիթմային փոփոխություններ և այժմ այն համարվում է լավագույն վայրը, որտեղ կատարվում են գովազդները: Facebook-յան ալգորիթմի շնորհիվ հնարավոր է լինում շատ հստակ թիրախավորելու լսարանը, ինչպես նաև որոշել նրանց ժողովրդագրական կառուցվածքը, տարիքային կազմը, սեռը, ընտանեկան կարգավիճակը, լեզուն, վարքագիծը և հետաքրքրությունները: Գիտելիքի և տեխնոլոգիայի վերջին նվաճումները, ինչպիսիք են GPS համակարգերի ինտեգրումը Facebook-ին, թույլ են տալիս ավելի լավ թիրախավորել: Հոդվածում վերլուծվել է Skin Time առցանց խանութի գովազդային արշավներն ու դրանից ստացված արդյունքները, համաձայն որի յուրաքանչյուր ավել դոլար ծախսված գովազդի դեպքում ավելանում է թե՛ վաճառքը և թե՛ տվյալ հրապարակման հասանելիությունը: Եվ շատ ավելի էժան է գովազդը միացնել գիշերային ժամերին, քան առավոտյան կամ կեսօրին:

Բանալի բառեր. արտադրություն, կոսմետիկա, մաշկի խնամք, Facebook, գովազդի մենեջեր, գովազդ, սոցիալական լրատվամիջոց (մեդիա), հասանելիություն (Reach), տպավորություն (Impressions):

ВОЗМОЖНОСТИ ИСПОЛЬЗОВАНИЯ ЦИФРОВЫХ ТЕХНОЛОГИЙ С ТОЧКИ ЗРЕНИЯ УПРАВЛЕНИЯ ПРОИЗВОДСТВОМ КОСМЕТИКИ

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Реклама использовалась в течение многих лет, чтобы влиять на покупательское поведение потребителей. Раньше реклама в Facebook не оправдывала и не давала ожидаемого результата, затем М. Цукерберг внес алгоритмические изменения, теперь он считается лучшим местом для размещения рекламы. Благодаря алгоритму Facebook можно очень четко ориентироваться на аудиторию, а также определять ее демографическую структуру, возраст, пол, семейное положение, язык, поведение, интересы. В новую эру информационных технологий, таких как интеграция систем GPS в Facebook, можно улучшить таргетинг. В статье анализируются рекламные кампании интернет-магазина Skin Time и полученные от них результаты, согласно которым на каждый лишний доллар, потраченный на рекламу, увеличиваются как продажи, так и доступность данного издания. А также наши исследования показывают, что размещать рекламу ночью намного дешевле, чем утром или днем.

Ключевые слова: Производство, косметика, уход за кожей, Facebook, менеджер по рекламе, реклама, социальные сети (СМИ), доступность (Reach), впечатление (Impressions).

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