



IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING DECISIONS FOR BEAUTY AND COSMETIC PRODUCTS: A STUDY IN TUMKUR CITY

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Abstract

This study explores the influence of digital marketing on consumer buying behaviour within the beauty and cosmetic industry in Tumkur City, a semi-urban area in India. In recent years, digital marketing has emerged as a transformative force in shaping consumer preferences, particularly in sectors like beauty and cosmetics, which heavily rely on visual appeal, brand perception, and peer influence. The research adopts a quantitative approach, utilizing structured surveys to collect data from a diverse sample of consumers. Key variables examined include digital marketing exposure, consumer perceptions of digital content, brand engagement on digital platforms, and the impact of online promotional strategies on purchasing decisions. The findings reveal that digital marketing tools—especially social media advertising, influencer endorsements, and e-commerce platforms—play a pivotal role in influencing consumer awareness, interest, and ultimately, their buying decisions. Social media platforms such as Instagram, YouTube, and Facebook are found to be highly effective channels for engaging consumers and driving product discovery. Influencer marketing, in particular, has shown a strong correlation with trust-building and purchase intent, especially among younger demographics. Additionally, the convenience and accessibility of e-commerce websites significantly enhance consumers' willingness to explore and purchase beauty products online. By focusing on a semi-urban Indian setting, the study offers valuable insights into the digital consumer journey in less urbanized markets, highlighting both opportunities and challenges for marketers. The research contributes to the growing body of literature on digital marketing in emerging economies and provides practical implications for beauty and cosmetic brands aiming to optimize their digital strategies. These include the importance of localized content, strategic influencer partnerships, and a seamless online shopping experience tailored to regional consumer needs and preferences.

Keywords: Digital Marketing, Consumer Behavior, Beauty Products, Tumkur City

Introduction

The beauty and cosmetic industry has witnessed a significant paradigm shift with digital marketing strategies' emergence and rapid evolution. In today's interconnected world,



Dravidian Journal of Commerce and Management Studies

ISSN: 3107-6378 (Online)
Volume No:01/2025
Issue No: 01

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where individuals increasingly rely on digital platforms for information and engagement, the influence of digital marketing on consumer buying has become a pivotal area of study. This research explores how digital marketing initiatives shape consumer decisions within the beauty and cosmetic sector, specifically focusing on Tumkur City, Karnataka, India. Tumkur City represents a semi-urban landscape that blends traditional values and modern consumer buying s. As digital connectivity and internet penetration continue to expand in this region, the beauty industry is experiencing notable changes in consumer preferences, purchasing patterns, and brand engagement. Against this backdrop, understanding the impact of digital marketing on consumer buying becomes imperative for beauty brands seeking to navigate and capitalize on evolving market dynamics effectively. Digital marketing encompasses various tactics, including social media marketing, influencer collaborations, e-commerce platforms, personalized advertising, and interactive content strategies. These digital channels facilitate brand awareness and product visibility and play a crucial role in shaping consumer perceptions, fostering brand loyalty, and influencing purchase decisions. By leveraging data analytics and targeted campaigns, beauty brands can tailor their marketing efforts to resonate with the preferences and aspirations of local consumers in Tumkur City. This research endeavours to bridge the gap between theoretical frameworks of consumer buying and practical insights derived from empirical data collected within the specific context of Tumkur City. By exploring the interplay between digital marketing initiatives and consumer decision-making processes in the beauty sector, this study aims to offer actionable recommendations for marketers and industry practitioners. Ultimately, this research's findings will enhance the effectiveness and relevance of digital marketing strategies deployed by beauty brands operating in semi-urban markets like Tumkur City.

Literature Review

Rachna and Narinder (2024) highlight the significant impact of online advertising on consumer purchasing habits in India, particularly driving a shift from traditional retail to online shopping. This trend is notably influenced by women consumers engaging with digital platforms and apps like Instagram, Facebook, YouTube, Myntra, Sephora, Amazon, and



Dravidian Journal of Commerce and Management Studies

ISSN: 3107-6378 (Online)
Volume No:01/2025
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Mantra. The study emphasizes how online advertising empowers women in Haryana, reshaping their consumer buying s and preferences in the cosmetics market. Through analytical surveying, the research highlights the responsiveness of women in Haryana to online cosmetic advertisements, illustrating the evolving role of digital marketing in influencing consumer choices. **Shruti Shukla (2023)** investigates the impact of influencer marketing on consumer purchasing buying , specifically for Kay Beauty products in India's growing cosmetics industry. The Indian cosmetic and personal care market, ranked fourth globally in revenue, is expanding rapidly. Kay Beauty, launched in 2019 by Katrina Kaif in collaboration with Nykaa, exemplifies a successful celebrity-owned brand. Influencer marketing, leveraging social networks, has become crucial for brand engagement. Shukla's study focuses on females aged 18-30 and finds that while influencer marketing raises awareness about Kay Beauty, its direct influence on purchasing decisions is limited, highlighting the complex relationship between influencer promotion and consumer buying . **Ashiqha Sultana (2021)** highlights the transformative effect of online advertising on consumer buying , particularly among women in Kerala. Utilizing social media platforms like Instagram, Facebook, and YouTube and shopping apps like Nykaa, Sephora, Amazon, and Myntra, online advertising has significantly influenced women's purchasing habits and preferences. The study, conducted through an analytical survey, explores factors driving female consumer preferences for cosmetic brands and highlights the powerful impact of online advertisements in shaping purchasing decisions. The research demonstrates how digital platforms have enhanced access to cosmetic products, catalyzing changes in consumer buying among women in Kerala. **Boban Augustine (2020)** analyzes online advertising's impact on consumer buying in the cosmetic industry, focusing on product endorsers' portrayal. The study aims to establish guidelines for effective cosmetic advertising strategies, considering variables like personal profiles and socio-economic status. The research in Kattappana, Kerala, India, emphasizes the importance of reliable consumer insights in digital marketing. **Telisiah Utami Putri et al. (2018)** examine Indonesia's cosmetics market shift towards halal products and the role of digital marketing strategies, specifically beauty bloggers on social media and YouTube, in influencing consumer purchase intentions. The



Dravidian Journal of Commerce and Management Studies

ISSN: 3107-6378 (Online)
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study identifies factors like beauty blogger engagement, Arabic brand names, religiosity, and halal certification logos as significant influencers on consumers' willingness to purchase halal cosmetics. Targeting active female internet and social media users aged 20 to 40 in Jakarta who prefer mass-market cosmetic brands, data collection will occur through online surveys. The research aims to enhance understanding of consumer buying in digital marketing and guide cosmetic manufacturers in effectively leveraging these factors to improve market success and consumer engagement. **Suresh et al. (2016)** examine the factors shaping social media engagement with cosmetic products in India, emphasizing the transformative role of social networking sites. The Indian cosmetic industry's rapid growth is linked to social media's impact, with manufacturers targeting branded cosmetics in the low to medium-price segments. Recent trends show Indian competitors adapting to global demands. The study highlights social media's influence on consumer decision-making, particularly regarding branded cosmetics, in the evolving Indian market.

Research Gap

The literature highlights digital marketing's transformative impact on beauty and cosmetics consumer buying. Studies by Telisiah Utami Putri, Rachna Poswal, Dr Narinder Tanwar, Boban Augustine, and Shruti Shukla show how digital strategies like beauty blogger involvement and influencer marketing influence consumer preferences. However, a research gap exists in understanding factors driving consumer engagement and purchase buying s, especially in diverse cultural contexts like India. Future research should investigate deeper into tailored digital tactics for specific consumer segments, such as women aged 18-30, and explore various social media content types' impact on consumer perceptions and purchasing intentions in the beauty market.

Statement of Problem



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The rise of digital marketing in Tumkur City's beauty industry offers opportunities and challenges in shaping consumer buying . This study explores how digital marketing strategies impact consumer preferences and purchase decisions. Analyzing the effectiveness of digital initiatives in this area, it seeks to provide insights to guide local businesses in optimizing their marketing efforts and driving growth in the beauty sector.

Objectives of the Study

- To assess the influence of digital marketing channels (such as social media, influencer endorsements, and e-commerce platforms) on consumer awareness and perceptions of beauty and cosmetic products in Tumkur City.
- To examine the relationship between digital marketing engagement and consumer purchasing decisions for beauty and cosmetic products in Tumkur City.

Research Methodology

This study uses a quantitative approach to examine digital marketing's impact on consumer buying regarding beauty products in Tumkur City. 100 respondents will be randomly selected across different demographics. Structured questionnaires will gauge digital marketing exposure, consumer perceptions, and purchasing buying related to beauty products. Pre-testing will ensure the clarity and reliability of questions. Data analysis will include descriptive statistics for demographic characteristics and inferential statistics (e.g., correlation, regression) to explore relationships between digital marketing exposure, consumer perceptions, and purchasing decisions . Ethical considerations like informed consent and confidentiality will be ensured. Limitations such as sample representativeness and self-reported data reliance will be acknowledged.

Results and Discussions

This section presents and analyzes the outcomes of the study, offering insights and interpretations based on the collected data and findings.



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Table 1: Profile of Respondents

Variable		Frequency	Percentage
Age (in years)	18-25	37	37
	26-35	31	31
	36-45	32	32
Gender	Male	29	29
	Female	71	71
Educational Status	Primary School	7	7
	High School	17	17
	PUC	23	23
	Bachelor's Degree	29	29
	Master Degree	22	22
	Doctoral Degree	2	2
Other	0	0	
Monthly Income	Below 20000	47	47
	20001-40000	28	28
	Above 40000	25	25
Grand Total		100	100

Source- Field Study

The data analysis reveals insightful observations about respondent demographics. The majority are aged 18-25 (37%), 26-35 (31%), and 36-45 (32%), showcasing diverse age distributions. Females (71%) outnumber males (29%), indicating higher interest in beauty products among females. Educationally, respondents mostly have Bachelor's degrees (29%) or High School qualifications (17%). Regarding income, 47% earn below 20,000, 28% earn 20,001-40,000, and 25% earn above 40,000. These findings provide a comprehensive understanding of consumer buying s and preferences within the beauty industry, considering diverse age, gender, education, and income levels.

Table 2: Social Media Usage for Discovering Beauty and Cosmetic Products



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Social Media Usage for Discovering Beauty and Cosmetic Products	Frequency	Percentage
Multiple times a day	35	35
Once a day	25	25
A few times a week	30	30
Rarely or never	10	10
Total	100	100

Source- Field Study

The data analysis of social media usage for discovering beauty and cosmetic products reveals interesting consumer buying patterns. A significant portion (35%) uses social media platforms multiple times daily for product discovery, showing frequent engagement. Additionally, 25% use social media once daily and 30% engage a few times weekly. However, 10% rarely or never use social media for beauty product discovery. This suggests a heavy reliance on social media for exploring beauty content, emphasizing its influential role in shaping consumer preferences and purchasing decisions in the cosmetic industry.

Table 3: Influence of Influencer Recommendations on Cosmetic Purchasing Decision

Influence of Influencer Recommendations on Cosmetic Buying Decision	Frequency	Percentage
Yes, I frequently rely on influencer recommendations	40	40
Occasionally, I consider influencer recommendations	30	30
No, I rarely base my purchases on influencer recommendations	25	25
I'm not sure/I don't recall	5	5
Total	100	100

Source- Field Study

The analysis of influencer recommendations' influence on cosmetic purchasing decisions unveils key consumer buying insights. 40% of respondents frequently rely on



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influencer recommendations, showcasing their significant impact on consumer choices. Additionally, 30% occasionally consider influencer recommendations, indicating a moderate influence. Conversely, 25% rarely base their purchases on influencer recommendations, suggesting a lower impact. Small percentages (5%) were unsure or needed to recall influencers' influence. This highlights influencers' substantial role in shaping consumer preferences and buying s in the cosmetic market, highlighting the importance of influencer marketing strategies for cosmetic brands.

Table 4: Evaluation Criteria for Online Reviews of Cosmetic Products

Evaluation Criteria for Online Reviews of Cosmetic Products	Frequency	Percentage
Overall rating and feedback from other users	45	45
Detailed descriptions and specifications of the product	25	25
Photos or videos showcasing the product results	15	15
Brand reputation and credibility of the reviewer	15	15
Total	100	100

Source- Field Study

Analyzing evaluation criteria for online reviews of cosmetic products reveals valuable consumer preferences. The most crucial criterion is the overall rating and feedback from other users, cited by 45% of respondents. Detailed product descriptions and specifications are significant for 25% of respondents. Photos or videos demonstrating product results and the reviewer's brand reputation and credibility are equally valued, each mentioned by 15% of respondents. This highlights the importance of positive user feedback and comprehensive



product information in influencing consumer decisions, emphasizing the role of online review platforms in the cosmetic industry.

Table 5: Impact of Brand Engagement on Social Media on Purchase Behavior

Impact of Brand Engagement on Social Media on Purchase Behavior	Frequency	Percentage
Yes, I appreciate brands that interact with customers on social media	55	55
No, social media engagement does not influence my purchase decisions	25	25
It depends on the quality and relevance of the brand's social media content	15	15
I'm not sure/I haven't noticed any difference	5	5
Total	100	100

Source- Field Study

Analyzing brand engagement and social media's impact on purchase buying yields insightful findings on consumer attitudes. Most (55%) appreciate brands actively engaging with customers, indicating a positive correlation between engagement and consumer perception. However, 25% feel social media engagement does not influence purchase decisions, showing varied impact levels among consumers. The remaining respondents are divided between those valuing engagement based on content quality and relevance (15%) and those unsure of any significant difference (5%). These findings underline the importance of meaningful brand interactions on social media in shaping consumer preferences and purchase buying .

Table 6: Perception of Credibility in Online Advertisements for Beauty and Cosmetic Products



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Perception of Credibility in Online Advertisements for Beauty and Cosmetic Products	Frequency	Percentage
Very credible, I trust online advertisements for product information	30	30
Moderately credible, I consider online ads but verify information elsewhere	45	45
Somewhat credible, I'm cautious about believing claims in online ads	20	20
Not credible at all, I disregard online advertisements for cosmetic products	5	5
Total	100	100

Source- Field Study

Data on the credibility perception of online beauty and cosmetic product advertisements reveals intriguing insights into consumer attitudes. A significant portion (45%) indicated a moderate level of credibility, considering online ads but verifying information elsewhere, suggesting cautiousness. Meanwhile, 30% find online ads credible and trust them for product information, showing confidence in digital advertising. Conversely, 20% are cautious about believing claims in online ads, emphasizing scepticism. Only a small proportion (5%) disregard online advertisements entirely for cosmetic products. These findings reflect varied attitudes toward online advertising credibility, underlining the importance of transparency and authenticity in digital marketing strategies for cosmetics.

Table 7: Influence of Online Advertisements on Cosmetic Purchasing Decisions

Influence of Online Advertisements on Cosmetic Purchasing Decisions	Frequency	Percentage
Yes, the ad content and	35	35



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visuals convinced me to try the product		
No, I prefer to research more before making a purchase	40	40
Sometimes, if the product offered a compelling promotion or discount	20	20
I'm not sure/I don't think so	5	5
Total	100	100

Source- Field Study

The data on online advertisements' influence on cosmetic purchasing decisions reveals key trends. Notably, 40% of respondents prefer conducting additional research before purchasing, indicating the importance of comprehensive information and independent research in decision-making. Conversely, 35% were persuaded to try a product by ad content and visuals, highlighting the potential impact of compelling advertising. Additionally, 20% were influenced by promotions or discounts offered in online ads, suggesting pricing strategies' role in driving consumer buying . These insights emphasis the multifaceted nature of online advertising effects on cosmetic purchasing decisions, with research, content appeal, and promotional offers all playing distinct roles.

Table 8: Trusted Digital Marketing Channels for Researching Cosmetic Products

Trusted Digital Marketing Channels for Researching Cosmetic Products	Frequency	Percentage
Social media platforms (Instagram, Facebook, TikTok)	45	45
Video platforms (YouTube, TikTok)	30	30
Official brand websites	20	20
Beauty influencer blogs or websites	5	5
Total	100	100

Source- Field Study



Table 8 shows respondents' preferred digital marketing channels for researching cosmetic products. Social media platforms like Instagram, Facebook, and TikTok were the most trusted, with 45% of respondents favouring them. Video platforms like YouTube and TikTok followed closely, with 30% relying on them. Official brand websites were chosen by 20% of respondents, indicating the importance of direct brand engagement. Interestingly, beauty influencer blogs or websites were the least favoured, with only 5% of respondents indicating trust in them. This suggests that consumers rely significantly on visually engaging platforms like social media and video-sharing sites for cosmetic product research, highlighting the pivotal role of multimedia content in digital marketing strategies.

Table 9: Importance of Influencer Collaboration in Cosmetic Brand Marketing Strategies

Importance of Influencer Collaboration in Cosmetic Brand Marketing Strategies	Frequency	Percentage
Very important, influencer collaborations significantly impact my perception of the brand	35	35
Moderately important, I appreciate influencer partnerships but they don't sway my decisions greatly	30	30
Not important, I prefer brands to focus on product quality and value	25	25
I'm not sure/I haven't thought about it	10	10
Total	100	100

Source- Field Study

Table 9 shows the perceived importance of influencer collaboration in cosmetic brand marketing among respondents. 35% consider it very important, indicating a substantial influence on brand perception. Additionally, 30% view it as moderately necessary,



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appreciating these collaborations without significantly impacting decisions. Conversely, 25% prioritize product quality and value, preferring traditional marketing. Notably, 10% need clarification or have not considered influencer collaborations' impact. This highlights varied consumer perspectives, suggesting differing priorities in brand perception and marketing approaches.

Table 10: Impactful Content Types on Social Media for Cosmetic Buying Behavior

Impactful Content Types on Social Media for Cosmetic Buying Behavior	Frequency	Percentage
Makeup tutorials and demonstrations	45	45
Product reviews and comparisons	25	25
Before-and-after transformation photos/videos	15	15
Celebrity or influencer endorsements	15	15
Total	100	100

Source- Field Study

Table 10 presents data on impactful content types on social media that influence cosmetic buying buying . The majority of respondents (45%) find makeup tutorials and demonstrations to be influential, suggesting a preference for visual and instructional content. Product reviews and comparisons are also significant, with 25% of respondents indicating their impact on buying decisions. Before-and-after transformation photos/videos and celebrity or influencer endorsements hold equal influence at 15% each. This data underlines the importance of informative and visually engaging content in shaping consumer buying within the beauty and cosmetic industry, highlighting the diverse ways social media impacts purchasing decisions.

Table 11: Impact of Digital Marketing on Beauty and Cosmetic Shopping Habits

Impact of Digital	Frequency	Percentage
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Marketing on Beauty and Cosmetic Shopping Habits		
I now rely more on online research and recommendations	55	55
I prefer shopping online for convenience and access to a wider range of products	30	30
I enjoy engaging with brands and communities on social media platforms	10	10
Digital marketing hasn't significantly changed my shopping habits	5	5
Total	100	100

Source- Field Study

Table 11 summarizes the impact of digital marketing on beauty and cosmetic shopping habits based on respondent feedback. The data reveals that 55% of respondents now rely more on online research and recommendations due to digital marketing. Additionally, 30% prefer shopping online for the convenience and variety of products available. A smaller percentage (10%) enjoy engaging with brands and communities on social media platforms as influenced by digital marketing. Interestingly, 5% of respondents report that digital marketing has not significantly altered their shopping habits. This data emphasizes the transformative effect of digital strategies on consumer buying within the beauty and cosmetic industry, highlighting a shift towards online research and shopping practices facilitated by digital platforms.

Conclusion

The study highlights digital marketing's profound impact on consumer buying in the beauty and cosmetic industry, revolutionizing how consumers discover and engage with products. Brands employing innovative digital strategies, like influencer partnerships and social media engagement, foster stronger connections with their audience. Tailoring



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marketing efforts to specific demographics enhances brand loyalty and drives sales. The study contributes valuable insights, emphasizing agility in responding to evolving consumer buying s and technology. Continuous exploration of emerging digital trends is crucial for brands to remain competitive. By embracing innovations like augmented reality and interactive content, brands can capture the attention of digitally savvy consumers and stay relevant in the dynamic beauty marketplace.

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