



‘A Study of Marketing Tactics That Tap into Social Media Sites to Collect Client Reviews Posted Online.’

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ABSTRACT-

This study tries to establish that social media and internet usage are the foundation for online consumer reviews. This secondary research was done to examine consumer purchasing patterns based on customer reviews obtained through social media channels. The findings show that promotional activities, beauty blogs, and other social media platforms significantly influence consumers' intentions to make purchases.

Keywords- online reviews, purchase intention, social media.

Introduction-

A review site is a website where comments can be made about individuals, organisations, things, or services. These websites may collect reviews from site visitors using Web 2.0 techniques, or they may hire qualified writers to write evaluations on the site's chosen subject. The digital reputation is rapidly being shaped by online reviews. Reviews draw attention to your business, increase sales, boost search engine ranks, inform clients about it, and persuade them to call you. **Rina Fitriana, Amrullah Amrullah, & Intan Suryani [1]**, The study emphasises how influential beauty bloggers' online reviews are in the market and how they influence consumers' decisions to purchase more and more cosmetics. By using blogs and the contents in the forms of captions, images, and videos about a certain cosmetic product, beauty bloggers give knowledge and advice based on their personal experiences in an effort to persuade consumers to purchase cosmetics. **Latifa Putri & Harimukti Wandebori [2]**. According to the study, argument quality has the biggest impact on consumers' decision to buy cosmetics, followed by source reliability, the volume of reviews, their perceived value, and their valence. In order to gain positive influence in reviews and maintain the company's products' information among consumers, cosmetics marketers should establish relationships with beauty enthusiasts and purposefully choose the right reviewer who has expertise and a good reputation in the cosmetics field. They should also educate and share the knowledge with them. **H. Hendrayati, M. Achyarsyah & N. C. Noorfadila et al. [3]**. The study emphasises that online reviews by beauty vloggers have an impact on consumers' intentions to buy any cosmetic product (national & international brand). As a result, when beauty vloggers create more engaging review videos, they are more likely to promote national or worldwide brands of cosmetics and other products. **Fahri Karakaya and Nora Ganim Barnes [4]**. In the study, it is investigated to what extent consumer evaluations of cosmetic items are influenced by social factors. Therefore, consumer involvement and attitudes are influenced by websites, which has an impact on the brand or business that consumers choose when making purchases. Websites, such as those for businesses, government agencies, and consumer advocacy groups, as well as information gleaned from search engines, are not seen to be significant in swaying consumer behaviour. **Marc-Julian Thomas, Bernd W. Wirtz et al. [5]** Several implications for marketing practise in the context of e-commerce and social media are brought about by this study. Reputable businesses must comprehend how consumers perceive and evaluate the credibility of online reviews in order to address the issue of declining online review credibility. In particular, they must be aware of the variables that influence review credibility from the consumers' perspective. In the context of e-commerce, these consumer-focused insights are especially crucial for companies with a strong market orientation and customer focus. We present a wide range of pertinent factors that determine the trustworthiness of online reviews as a result of our comprehensive and integrative approach, and as a result, many meaningful beginnings point that marketing managers can address. To start, marketing managers in particular need to be conscious of the predominance of peripheral cues and work to leverage the latter to boost review trustworthiness. They should focus on enhancing website reputation, for example, by obtaining appropriate quality seals and prominently displaying them on their website. They should also draw attention to the reviewers' experience, for instance, by utilising obvious symbols or images. Additionally, it appears promising that the usage of or more prominent display of product/service ratings will raise review credibility among customers. **Simona Vinerean, Iuliana Cetina, Luigi Dumitrescu & Mihai Tichindelean [6]**. In the study, it is made clear that the knowledge of consumer behaviour in an online setting, in general, and on social media websites, in particular, is currently available. This is done by providing insight through an analysis of seven factors that have a significant impact on people's propensity to respond favourably to online advertisements.

Objectives-

1. To analyse client purchasing patterns and intentions using internet reviews.

- To determine the new marketing strategies used to improve customer satisfaction levels through the use of online review techniques.

Purpose-

The major goal of this study is to determine consumers' purchasing intentions and habits when it comes to cosmetics by analysing online reviews. The primary goal of this study is to determine how consumers behave when making purchases based on product reviews.

Impact of the Online Reviews on the Customer Purchase Intention-

Consumers who read online reviews have more social presence, which increases their propensity to buy. Because of the symbolic internet reviews for experience products, buyers have a higher social presence when making purchases, which increases their purchase intentions.

- It has an impact on customer purchasing behaviour.
- Customers are accustomed to rating the quality of goods and services on e-commerce sites, which further spreads online word of mouth.
- Online retailers can quickly sell a huge number of goods, giving customers access to a wide range of products and significantly raising customer satisfaction.
- A sizeable portion of shoppers pay attention to reviews left by previous buyers in addition to product information.

Research Methodology-

This study is based on secondary data sources that were gathered from multiple websites, research publications, and articles.

Graph Showing Online Reviews of Various Cosmetic Companies According to Cities-

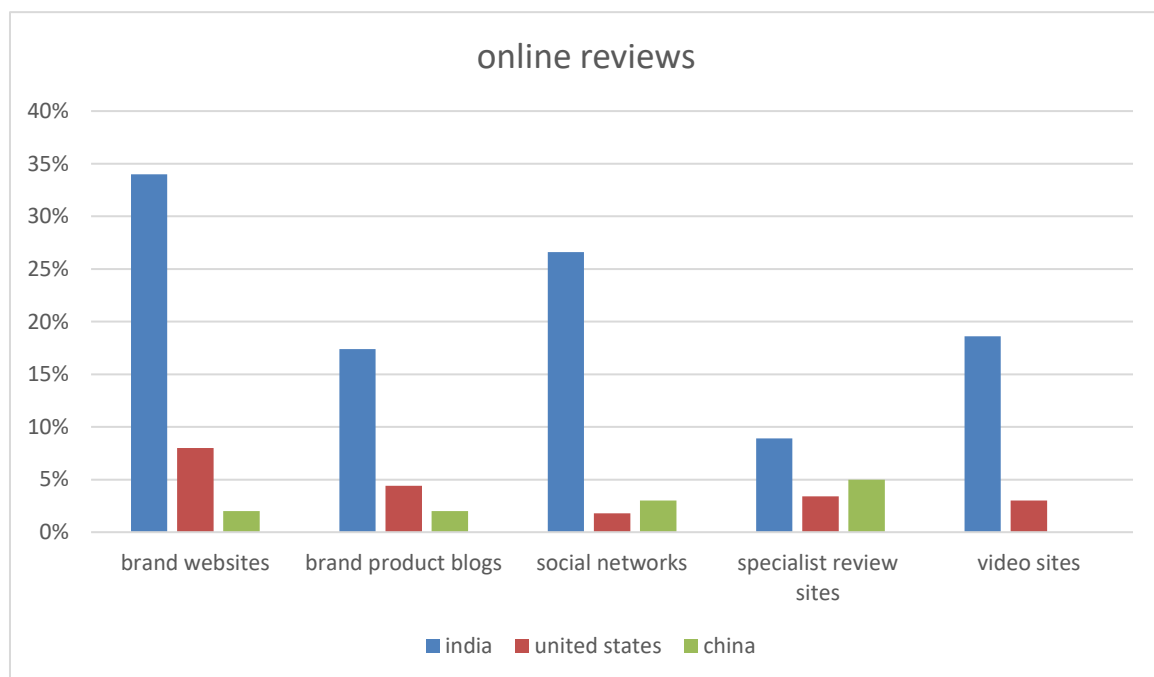


Fig-1.1 <https://www.statistical-tools.com/statistics/1247194/japan-most-common-brand-research-channels/>

Conclusion-

According to the study, it is found that promotional events, social media, and beauty blogs all have a big impact on the market. The approach used by marketers to increase sales of their items while utilising this strategy is online reviews. Today's consumers increasingly rely on online review tactics by using social networking sites, e-commerce websites, blogs, YouTube, and other online resources. As a result, customers' attitudes have drastically changed nowadays. Customers today have very high expectations and are constantly changing their demands and preferences, which is why they are adopting social media platforms where they can read reviews about a product's quality, image, brand, features, preferences, and expectations through customer ratings, comments, and feedback/responses. They base their decisions about whether to buy or reject the product on these factors.

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