

A Study On Effectiveness Of Advertisements On Consumer Buying Cosmetics Online **Running Title:- A Study On Effectiveness Of Advertisements On**

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Abstract

As the social media marketing plays an important role in influencing consumer behavior. Social media marketing has been a vital part of business and it is important in creating a brand image and attract consumers to the brand and products. As the marketers in past has choose to campaign their products on television and newspapers, in recent years few marketers have chosen the social media advertising has a marketing channel to promote their products and services. According to analysis and figures given by the confederation of Indian industries (CII), the total Indian beauty and cosmetic market size currently stands at US\$950 million and showing growth between 15-20% per annum. The Objective was to study the effectiveness of social media advertisements on consumer buying cosmetics online. This study was carried out in Chennai. A structured questionnaire was used to collect information from 100 respondents. The result proved that the variables of the factor attribute is significantly different and there is effect of social media advertisements on consumers buying cosmetics online.

Keywords: social media, advertisements, attribute, effectiveness, Chennai.

PROLOGUE

Also known as paid social media, social media is a connection of users who use social media platforms to get connected with friends, relations and colleagues. Users also wanted to connect with their favorite brands so that they are aware of all the new trends about their brand. In order to advertise on social media, the company has to pay for the particular social media channel. Social media advertisements have transformed consumers buying trends in recent years. The effect of social media advertisements on consumers has been seen with the changes in consumer behavior. Traditional advertising has become the talk of the past. As the world has changed, the advertisers must use the modern ways to advertise their products. The biggest medium of advertisement is social media. Social media has gained its significance among the consumers because of its wide reach and global coverage. The users of social media spend 2 hours a day on social media every day. The advertisers have to choose their best channel for advertising on social media so that there is quiet a good reach and much coverage of their products. As social media is growing fast advertisers has to implement better ways to target their potential customers and to boost their relationship among the brand and the consumers. The advertisers also have to understand the consumers' needs and preferences so that they can meet their expectations. The return on investment can be high if the business can understand and take in to consideration all the points.

REVIEW OF LITERATURE

Bandara et al (2020) says that both the social media and social media platforms contribute to every stage of the consumer decision making process. He has identified the relationship of the social media and the fashion industry. Consumers who intend to buy online are 47% who are influenced by social media advertising and who mostly does online purchasing are millennials. This study was conducted to measure the impact of social media advertising on consumers buying behavior with special reference to fast fashion industry. Attractive advertising campaigns are used to build their brand and to attract consumers to purchase. Social media influencer has been forecasted in social media advertising, Entertainment, Familiarity, Social Imaging and advertising has positive impact on consumer buying behavior.

Gulzar Asma et al (2018) says that social media marketing has become the most powerful mode to reach out to their prospects and customers. As there is wide reach of social media marketing, firms are depending on it. In order to achieve their marketing objectives by replacing the traditional way of marketing, social media has provided the firms to engage consumers in social media to interact on the internet. The main objective is to investigate the potential of social media marketing as an effective tool to create positive perception for customers and ultimately to influence their purchase decisions. This study aims to highlight the advantages of social media marketing. The research says that

social media marketing has positive effect on consumer brand awareness and customer intention. Social media marketing is more about high quality contents creation which is consumer relevant and more focused on building relationships between consumers and companies.

OBJECTIVES

To Identify the effectiveness of advertisements on consumers buying cosmetic product online.

RESEARCH GAP

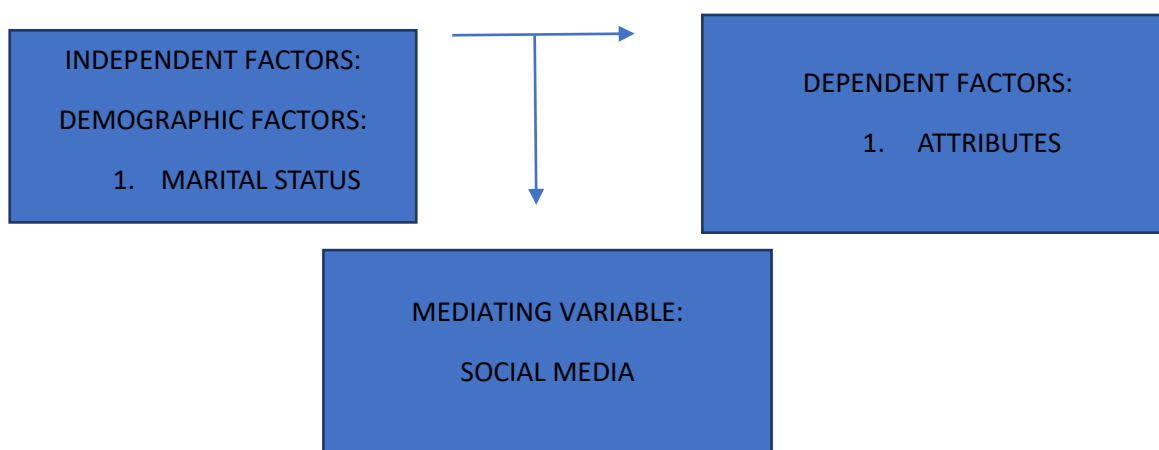
As there has been immense reading of literatures on effectiveness of social media advertisements on consumers buying cosmetics online. The factor attribute has not been studied in the past literatures. So here the researcher has made an attempt to make a study about the attributes of social media advertisements.

RESEARCH HYPOTHESIS

H0: There is no significant difference between the marital status and the attributes of social media advertisements.

H1: There is significant difference between the marital status and the attributes of social media advertisements.

RESEARCH FRAMEWORK



RESEARCH METHODOLOGY

SAMPLING

The sample population taken is 2310288 female populations. The sample size derived is 385 out of which 100 samples are taken for this pilot study. The confidence interval is 5 %.

SAMPLING TECHNIQUE

The sampling technique used here is convenience sampling technique also called availability sampling is a non – probability / non random sampling technique used to create sample as per ease of access, readiness to be a part of the sample, availability at a given time slot or any other practical specifications of a particular element.

DATA COLLECTION

Primary and secondary data has been used in this study.

TABLE 1 SHOWING FREQUENCY DISTRIBUTION OF DEMOGRAPHIC FACTORS

Age (in years)

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
21-30	22	22.0	22.0	22.0
31-40	43	43.0	43.0	65.0
41-50	15	15.0	15.0	80.0
51 &Above	17	17.0	17.0	97.0
Total	3	3.0	3.0	100.0
	100	100.0	100.0	

Marital Status

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
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Married	42	42.0	42.0	42.0
Unmarried	58	58.0	58.0	100.0
Total	100	100.0	100.0	

Education

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
School	1	1.0	1.0	1.0
Under Graduate	45	45.0	45.0	46.0
Post Graduate	36	36.0	36.0	82.0
Professional	13	13.0	13.0	95.0
Others	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Occupation

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Business	10	10.0	10.0	10.0
Government	6	6.0	6.0	16.0
Private	35	35.0	35.0	51.0
MNC	2	2.0	2.0	53.0
Others	47	47.0	47.0	100.0
Total	100	100.0	100.0	

Income (Per Month) in rupees

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Less Than 20,000	60	60.0	60.0	60.0
20,001-40,000	23	23.0	23.0	83.0
40,001-60,000	5	5.0	5.0	88.0
60,001-80,000	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Interpretation Maximum respondents in Chennai who consumes cosmetic products through social media are in the age group of 21-30, 58% of respondents are unmarried, 45% of respondents have done undergraduate, 35% of respondents are working in private and 60% of respondents earn income less than 20,000.

TABLE2 SHOWING FREQUENCY DISTRIBUTION OF SOCIAL MEDIA USAGE

Do you use social media?

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	99	99.0	99.0	99.0
no	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Which social media sites do you use often?

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Facebook	14	14.0	14.0	14.0
Twitter	1	1.0	1.0	15.0
Instagram	48	48.0	48.0	63.0
LinkedIn	8	8.0	8.0	71.0
Pinterest	2	2.0	2.0	73.0
YouTube	27	27.0	27.0	100.0
Total	100	100.0	100.0	

No. of years using the social media

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Less Than 1 Year	3	3.0	3.0	3.0
1-3years	26	26.0	26.0	29.0
3-5years	22	22.0	22.0	51.0
5-7years	21	21.0	21.0	72.0
Above 7 Years	28	28.0	28.0	100.0
Total	100	100.0	100.0	

How often do you access the social media?

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Daily	88	88.0	88.0	88.0
Weekly twice	7	7.0	7.0	95.0
Weekly once	2	2.0	2.0	97.0
Fortnightly once	2	2.0	2.0	99.0
Monthly once	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Interpretation 99% of respondents use social media, 48% of respondents use Instagram, 28% of respondents use social media above 7 years, 88% of respondents access the social media every day.

TABLE3 FREQUENCY DISTRIBUTION SHOWING THE EFFECT OF ADVERTISEMENTS ON SOCIAL MEDIA. POST PURCHASE BEHAVIOUR OF WOMEN PURCHASED COSMETICS ONLINE.

Creative

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	76	76.0	76.0	76.0
No	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Unique

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	68	68.0	68.0	68.0
No	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Informative

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	69	69.0	69.0	69.0
No	31	31.0	31.0	100.0
Total	100	100.0	100.0	

Shot and crisp

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	75	75.0	75.0	75.0
No	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Emotional

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	41	41.0	41.0	41.0
No	59	59.0	59.0	100.0
Total	100	100.0	100.0	

Genuine

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	56	56.0	56.0	56.0
No	44	44.0	44.0	100.0
Total	100	100.0	100.0	

Attention Getting

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	82	82.0	82.0	82.0
No	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Energetic

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	66	66.0	66.0	66.0
No	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Memorable

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	52	52.0	52.0	52.0
No	48	48.0	48.0	100.0
Total	100	100.0	100.0	

Natural

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Yes	48	48.0	48.0	48.0
No	52	52.0	52.0	100.0
Total	100	100.0	100.0	

Interpretation 76% of respondents say that it was creative, 68 % of respondents say that it was unique, 69% say that the advertisement on cosmetics advertised was informative, 75% of respondents the advertisement was shot and crisp which led them to buy the cosmetic product online, 59% say that the advertisement was not emotional, 56% of respondents say that it was genuine, 82 % say that it was attention getting, 66% say that it was attention getting, 66% say that it was energetic, 52% says that it was memorable, 52 % say that it was not natural.

TABLE:4 FREQUENCY DISTRIBUTION SHOWING THE LEVEL OF ACCEPTANCE ON THE FOLLOWING ATTRIBUTES OF SOCIAL MEDIA ADVERTISEMENTS FOR WOMEN COSMETICS.

Trust

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Strongly Agree	23	23.0	23.0	23.0
Agree	22	22.0	22.0	45.0
Neutral	39	39.0	39.0	84.0
Disagree	12	12.0	12.0	96.0
Strongly Disagree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Personal Touch

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Strongly Agree	20	20.0	20.0	20.0
Agree	28	28.0	28.0	48.0
Neutral	35	35.0	35.0	83.0
Disagree	13	13.0	13.0	96.0
Strongly Disagree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Accessibility

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Strongly Agree	28	28.0	28.0	28.0
Agree	37	37.0	37.0	65.0
Neutral	28	28.0	28.0	93.0
Disagree	3	3.0	3.0	96.0
Strongly Disagree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Affordable

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Strongly Agree	21	21.0	21.0	21.0
Agree	34	34.0	34.0	55.0
Neutral	35	35.0	35.0	90.0
Disagree	7	7.0	7.0	97.0
Strongly Disagree	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Faster delivery and feedback

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Strongly Agree	29	29.0	29.0	29.0
Agree	42	42.0	42.0	71.0
Neutral	25	25.0	25.0	96.0
Disagree	3	3.0	3.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Cost effectiveness

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Strongly Agree	23	23.0	23.0	23.0
Agree	28	28.0	28.0	51.0
Neutral	34	34.0	34.0	85.0
Disagree	12	12.0	12.0	97.0
Strongly Disagree	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Ease of use

Particulars	Frequency	Percent	Valid percent	Cumulative Percent
Strongly Agree	33	33.0	33.0	33.0
Agree	33	33.0	33.0	66.0
Neutral	29	29.0	29.0	95.0
Disagree	4	4.0	4.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Interpretation 39 % of respondents neither agree nor disagree on the variable trust. 35 % of the respondents neither agree nor disagree on the variable personal touch. 37% of the respondents agree the attribute of social media advertisements which is accessibility. 35% of respondents neither say that it is affordable nor disagree. 42% of the respondents agree that there is faster delivery and feedback. 34% of the respondents neither agree nor disagree on the attribute cost effectiveness. 33% of respondents strongly agree that the attribute of social media advertisements is easily used.

TABLE5 SHOWING THE ASSOCIATION BETWEEN THE MARITAL STATUS OF THE WOMEN AND THE ATTRIBUTES OF SOCIAL MEDIA ADVERTISEMENTS.

Marital Status * Creative

Chi-Square Tests

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.919 ^a	1	.166		
Continuity Correction ^b	1.318	1	.251		
Likelihood Ratio	1.900	1	.168		
Fisher's Exact Test				.235	.126
Linear-by-Linear Association	1.900	1	.168		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.08.

b. Computed only for a 2x2 table

Interpretation Since the p-value is less than 0.05 there is no association between the marital status of the women respondents and attribute creative.

Marital Status * Unique

Chi-Square Tests

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.459 ^a	1	.498		
Continuity Correction ^b	.212	1	.645		
Likelihood Ratio	.457	1	.499		
Fisher's Exact Test				.522	.322
Linear-by-Linear Association	.455	1	.500		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.44.

b. Computed only for a 2x2 table.

Interpretation Since the p-value is less than 0.05 there is no association between marital status and the attribute unique.

**Marital Status * Informative
 Chi-Square Tests**

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.752 ^a	1	.386		
Continuity Correction ^b	.420	1	.517		
Likelihood Ratio	.748	1	.387		
Fisher's Exact Test				.392	.258
Linear-by-Linear Association	.745	1	.388		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.02.

b. Computed only for a 2x2 table

Interpretation Since the p-value is less than 0.05 there is no association between marital status and the attribute informative.

**Marital Status * Shot and crisp
 Chi-Square Tests**

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.682 ^a	1	.101		
Continuity Correction ^b	1.970	1	.160		
Likelihood Ratio	2.656	1	.103		
Fisher's Exact Test				.110	.081
Linear-by-Linear Association	2.655	1	.103		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.50.

b. Computed only for a 2x2 table

Interpretation Since the p-value is less than 0.05 there is no association between marital status and the attribute shot and crisp.

**Marital Status * Emotional
 Chi-Square Tests**

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.103 ^a	1	.748		
Continuity Correction ^b	.013	1	.908		
Likelihood Ratio	.103	1	.748		
Fisher's Exact Test				.838	.453
Linear-by-Linear Association	.102	1	.749		
N of Valid Cases	100				

- a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.22.
- b. Computed only for a 2x2 table

Interpretation Since the p-value is less than 0.05 there is no association between marital status and the attribute emotional.

**Marital Status * Genuine
 Chi-Square Tests**

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.385 ^a	1	.535		
Continuity Correction ^b	.173	1	.677		
Likelihood Ratio	.385	1	.535		
Fisher's Exact Test				.548	.338
Linear-by-Linear Association	.381	1	.537		
N of Valid Cases	100				

- a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.48.
- b. Computed only for a 2x2 table

Interpretation: Since the p-value is less than 0.05 there is no association between marital status and the attribute genuine

**Marital Status * Attention Getting
 Chi-Square Tests**

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.541 ^a	1	.462		
Continuity Correction ^b	.272	1	.602		
Likelihood Ratio	.539	1	.463		
Fisher's Exact Test				.524	.300
Linear-by-Linear Association	.536	1	.464		
N of Valid Cases	100				

- a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.28.
- b. Computed only for a 2x2 table

Interpretation: Since the p-value is less than 0.05 there is no association between marital status and the attribute attention getting.

**Marital Status * Energetic
 Chi-Square Tests**

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.541 ^a	1	.462		
Continuity Correction ^b	.272	1	.602		
Likelihood Ratio	.539	1	.463		
Fisher's Exact Test				.524	.300
Linear-by-Linear Association	.536	1	.464		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.28.

b. Computed only for a 2x2 table.

Interpretation: Since the p-value is less than 0.05 there is no association between marital status and the attribute energetic.

**Marital Status * Memorable
 Chi-Square Tests**

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.425 ^a	1	.119		
Continuity Correction ^b	1.835	1	.176		
Likelihood Ratio	2.433	1	.119		
Fisher's Exact Test				.156	.088
Linear-by-Linear Association	2.401	1	.121		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.16.

b. Computed only for a 2x2 table

Interpretation: Since the p-value is less than 0.05 there is no association between marital status and the attribute memorable.

**Marital Status * Natural
 Chi-Square Tests**

Particulars	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.767 ^a	1	.381		
Continuity Correction ^b	.453	1	.501		
Likelihood Ratio	.769	1	.381		
Fisher's Exact Test				.422	.251
Linear-by-Linear Association	.760	1	.383		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.16.

b. Computed only for a 2x2 table

Interpretation: Since the p-value is less than 0.05 there is no association between the marital status of the respondents and the attribute natural.

CONCLUSION

It can be concluded that the demographic factor and the attributes of the social media advertisements has no association among them. Hence it can be concluded that there is no effectiveness of social media advertisements on consumer buying behaviour of women in cosmetic industry online. The demographic factor marital status and the attributes creative, unique, informative, shot and crisp, emotional, genuine, attention getting, energetic, memorable and natural has no association between them.

DISCUSSION

The maximum respondents are in the age group of 21-30 years. Most of them are unmarried. Most of them are under graduates. Most of them are working in private. Most of them earn an income less than 20,000. Most of the respondents use social media and they prefer using Instagram. They use Instagram every day. Creative, Unique, Informative, Shot and Crisp, Genuine, Attention getting, energetic and memorable have been accepted by most of the respondents. Natural and Emotional attributes are not accepted by the respondents as they say that the cosmetic product brought through looking at the social media advertisements are not natural and emotional.

MANAGERIAL IMPLICATIONS

This study will be help full for the marketers who wish to advertise their products and services on social media. By advertising on social media, they will know who is their targeted and potential consumers. So that they can improve their relationship between the customer and the brand. They can improve their customer relationship by interacting with them and constantly sending them mails appreciating their purchase. Advertising on social media will be a great reach and global coverage. Social media advertisements help the marketers and the consumers to come to a close nearness. Thus, social media advertising not only helps the customers to receive information about their products, but also the marketers to advertise their products and services.

FUTURE RESEARCH

- The same study can be analysed upon the male respondents in Chennai.
- The same study can be analysed using different social media channels.
- The same study can be analysed in different regions.

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