SOCIAL MEDIA ADVERTISEMENTS AND ITS CONSEQUENCES ON WOMEN CONSUMERS

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Abstract: The present article is an attempt to analyse the effectiveness of advertisements on women cosmetics in social media, especially the women consumers nowadays taking more interest on cosmetics. They also prefer online purchase for getting varieties and save time. So the researcher has taken sample from the women students.   Advertising is very necessary for any product. Traditionally the companies are following print media, television and radio. Nowadays online advertising became a new and modern form of advertising than other. The companies are targeting their customers through social media website than other website. Overall, it is necessary to study about the effectiveness of advertisement on women cosmetics in social media. The researcher has taken 400 samples from the College students by purposive sampling method. The researcher has used Simple percentage analysis, Chi square and multiple regression for the analytical part of the study.

Index terms: Advertisement, Social media, Cosmetics and Media.

1. INTRODUCTION AND PROBLEM DISCUSSION

Internet makes life simple and innovative and serving as a way to promote business. Website becomes the essence of online business as to show their services and products. Internet gathers all competitors and consumers in one place and thereby brings a new lane to promote, advertise products and services in market. E-commerce is benefiting from several positive trends, including the continued rollout of broadband, increasing user comfort shopping online and the decline of certain brick-and-mortar retailers, Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is the best way to save time and money through purchasing online within their range of budget at home or in anywhere. Online consumers do not have any limits to online shopping. They also use internet for comparison of prices of goods and services, news, visit social networks and search information and so on. The recession has so much impact on online consumer behaviour.

The researcher has taken the samples who are the women consumers of online purchases. The researcher has also concentrated only the students who are all using social media websites. The study fully aims at cosmetics product only. The study has analyzed the demographic profile of the respondents and also analyzes the influencing product attributes on the purchasing behaviour of the consumers.

2. OBJECTIVES OF THE STUDY

To analyse the impact of advertisement on social media sites and consumer purchasing behaviour on cosmetics product

3. HYPOTHESES OF THE STUDY

H_{01}: There is no significant impact of cosmetic product attributes and the socio economic demographic variables of the respondents on online purchase through advertisement on social media sites.

H_{02}: There is no influence of cosmetic ads in social media among the various groups of respondents.

H_{03}: All the respondents are not satisfied with online purchase of cosmetics through social media sites.

4. RESEARCH METHODOLOGY

The research methodology includes the procedures, techniques and practices adopted to lay foundation, built data base and to furnish with processed information for analysis to accomplish the research objectives.

4.1 Research Design

The descriptive research design has used for the study. A descriptive study is one in which information is collected without changing the environment. Sometimes these are referred to as "Correlational" or "observational" studies. The researcher has used Primary data for the study. The data were collected through Structured and Pre tested Questionnaire.

4.2 Sampling Design

The present study is limited to Coimbatore City. The researcher has used Purposive sampling method has been adopted for the present study to select 400 respondents for the study.

5. ANALYSIS AND DISCUSSION

5.1 Simple Percentage Analysis

- 80 percentage of the respondents got impact of online purchasing through facebook.
- Nearly 40 per cent of the respondents Always they are purchasing products through online.
- 30 per cent of the respondents buying cosmetics products through online occasionally.
- 20 per cent of the respondents purchasing cosmetic product often.
- 10 percentage of the respondents they are preferring online websites very rarely for cosmetics.
- Most of the respondents they make purchase for their own use. Very few respondents only purchasing cosmetics for their family members.

5.2 Multiple Regression

The researcher has taken Offers, Gender, Annual Income, Price, Age, Variety, Brand as independent variable and the product attributes Lip stick, hair styling product, mascara, skin creams and perfumes as dependent variable.

H_{01}: There is no significant impact of cosmetic product attributes and the socio economic demographic variables of the respondents on online purchase through advertisement on social media sites.

1. Skin creams

MODEL SUMMARY

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670[a]	.029	.020	1.383

a. Predictors: (Constant), Offers, Gender, Annual Income, Price, Age, Variety, Brand

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	43.250	7	6.179	3.233	.002[b]
	Residual	1452.620	393	1.911		
	Total	1495.870	400			

a. Dependent Variable: Skin creams

b. Predictors: (Constant), Offers, Gender, Annual Income, Price, Age, Variety, Brand

The above table shows the Multiple Regression analysis with the R^2 value of 0.029 that shows the significant contribution by independent variables on dependent variable. The p value of ANOVA of 0.002 shows the rejection of null hypothesis and there is no significant influence of skin cream and the socio economic demographic variables of the respondents on online purchase through advertisement on social media sites.

2. Hair styling products

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718[a]	.524	.226	2.257

a. Predictors: (Constant), Offers, Variety, Age, Gender, Annual Income, Brand, Price

The above table shows the Multiple Regression analysis with the R value of 0.718 that shows the significant contribution by independent variables on dependent variable. The p value of ANOVA of 0.000 shows the rejection of null hypothesis and there is no significant influence of hair styling products product and the socio economic demographic variables of the respondents on online purchase through advertisement on social media sites.

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	419.779	7	21.397	12.011	.000[b]
	Residual	1803.034	393	1.241		
	Total	2422.813	400			

a. Dependent Variable: Hair styling products

b. Predictors: (Constant), Offers, Variety, Age, Gender, Annual Income, Brand, Price

3. Perfumes

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797[a]	.612	.210	0.613

a. Predictors: (Constant), Offers, Age, Gender, Variety, Annual Income, Brand, Price

ANOVAᵃ

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	79.796	7	11.399	4.382	.000ᵇ
	Residual	1977.297	393	2.602		
	Total	2057.092	400			

a. Dependent Variable: Perfumes

b. Predictors: (Constant), Offers, Age, Gender, Variety, Annual Income, Brand, Price

The above table shows the Multiple Regression analysis with the R^2 value of 0.612 that shows the significant contribution by independent variables on dependent variable. The p value of ANOVA of 0.000 shows the rejection of null hypothesis and there is no significant influence of perfume products and the socio economic demographic variables of the respondents on online purchase through advertisement on social media sites.

4. Lipstick

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.208ᵃ	.043	.034	1.438

a. Predictors: (Constant), Offers, Gender, Annual Income, Variety, Age, Brand, Price

ANOVAᵃ

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	64.118	7	10.160	4.915	.000ᵇ
	Residual	1241.085	393	2.067		
	Total	1322.203	400			

a. Dependent Variable: Lipstick

b. Predictors: (Constant), Offers, Gender, Annual Income, Variety, Age, Brand, Price

The above table shows the Multiple Regression analysis with the R^2 value of 0.043 that shows the significant contribution by independent variables on dependent variable. The p value of ANOVA of 0.000 shows the rejection of null hypothesis and there is no significant influence of Lipstick and the socio economic demographic variables of the respondents on online purchase through advertisement on social media sites.

5. Mascara

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214ᵃ	.071	.052	1.416

a. Predictors: (Constant), Offers, Age, Variety, Gender, Price, Annual Income, Brand

ANOVAª

	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	98.288	7	14.041	7.008	.000ᵇ
1	Residual	1522.790	393	2.004		
	Total	1621.078	400			

a. Dependent Variable: Mascara

b. Predictors: (Constant), Offers, Age, Variety, Gender, Price, Annual Income, Brand

The above table shows the Multiple Regression analysis with the R^2 value of 0.071 that shows the significant contribution by independent variables on dependent variable. The p value of ANOVA of 0.000 shows the rejection of null hypothesis and there is no significant influence of product attributes of mascara and the socio economic demographic variables of the respondents on online purchase of mascara through advertisement on social media sites.

5.3 chi square results

Influence of cosmetic ads in social media among the various groups of respondents

H_{02}: There is no influence of cosmetic ads in social media among the various group of respondents.

Variables	Chi square	Sig.
Age and cosmetic product induce to purchase by viewing ads on Social Media Sites	20.703ª	.003
Gender and cosmetic product induce to purchase by viewing ads on Social Media Sites	6.786ª	.021
Educational Qualification and cosmetic product induce to purchase by viewing ads on Social Media Sites	70.487ª	.005
Occupational Status and cosmetic product induce to purchase by viewing ads on Social Media Sites	31.350ª	.004

The results shows that the Pearson Chi-Square Statistics value 20.703 has its p value .003 lower than 5% significance level. Hence, the null hypothesis is rejected and there is no influence of cosmetic ads in social media among the various age group of respondents. It is inferred from the results that the null hypothesis is rejected since the Pearson Ch-Square value 6.786 has the p value .021 is lesser than 5% significance   level. Hence, there is no influence of cosmetic ads in social media among the various gender group of respondents. The table shows the result of having the Pearson Chi-Square Value 70.487 with its p value .005 lower than 5% significant level. Hence, the null hypothesis is rejected, and there is no influence of cosmetic ads in social media among the various educational group of the respondents. The Pearson Chi-Square value 31.350 has the p value .004 lesser than 5 per cent significant level. Hence, the null hypothesis is rejected and there is no influence of cosmetic ads in social media among the various occupation group of respondents.

5.4 E-Consumers Satisfaction

The ability to measure the level of customer satisfaction with online shopping is essential in gauging the success and failure of e-commerce. To do so, Internet businesses must be able to determine and

understand the values of their existing and potential customers. Hence, it is important to analyse the level of satisfaction of e consumers. The researcher has used Chi square to know the level of satisfaction of the e consumers.

Demographic variables of the respondents and level of satisfaction towards online purchase of cosmetic products

In the following analytical part is depicted for to know the level of satisfaction of the respondents towards online purchase of cosmetic products. The researcher has used Chi square analysis and framed the following hypothesis.

H_{03}: All the respondents satisfied with online purchase of cosmetics through social media sites.

Variables	Chi square	Sig.
Age and level of satisfaction in online purchase of cosmetics	15.743[a]	.000
Gender and the Level of Satisfaction in online purchase of cosmetics	16.235[a]	.000
Educational qualification and the Level of Satisfaction in online purchase of cosmetics	27.184[a]	.000
Occupational Status and the level of satisfaction in Online Purchase of cosmetics	64.234[a]	.002
Educational qualification and the Level of Satisfaction in online purchase of cosmetics	15.675[a]	.004

The table above intimates the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 15.743[a] with its p value .000 lower than 5% significant level. The table also shows the result of having the Pearson Chi-Square Value 16.235[a] with its p value .000 lower than 5% significant level. The table intimates the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 27.184[a] with its p value .000 lower than 5% significant level. The table also intimates the Chi-Square calculations. The table shows the result of having the Pearson Chi-Square Value 64.234[a] with its p value .002 lower than 5% significant level. The table shows the result of having the Pearson Chi-Square Value 15.675[a] with its p value .004 lower than 5% significant level. Hence, the null hypothesis is rejected in all the cases and all the respondents were not satisfied with online purchase of cosmetics through social media sites.

6. Conclusion

The researcher has tried to found the effectiveness of advertisement on women cosmetics in social media with special reference to women students. The researcher has taken 400 students by convenient sampling method. The researcher has used simple percentage analysis, Chi square and Multiple Regression for the study. The time convenience, variety available in the online websites, offer and the like is the reason for that. The government and other consumer protection oriented organization should monitor the online websites and regulate all the websites in strict manner. The consumer also should have enough knowledge, learn and update their selves according to the changes happening in the online world.

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