

# IMPACT OF SOCIAL MEDIA ADVERTISEMENT TOWARDS WOMEN WELLNESS PRODUCTS IN BANGALORE

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*Abstract : The development of information and communication technology, people are moving forward through internet world. At present days internet is basic requirements of each and every organization to market or advertise their product and service in marketing world. Most of the business people are marketing their products in social media and advertising also, while advertising the product in social media it turns the sales and profit margin of the company. Most of the women are going to job so they don't have time shopping at that time women's are purchasing their wellness products' in social media which is advertising the wellness product such as You tube, Face book, LinkedIn, Twitter etc...*

**IndexTerms: Women, Social Media, Advertisement, Wellness Product.**

## I. INTRODUCTION

In the last few years, the set in worldwide business has been the acceptance of modern marketing strategies that utilize the ever-accelerate technology applications present now. One of the chief technology request custom in profession advancement has been the application of companionable media. Social media has emerged as an Internet-based podium which is so powerful and liberating. It has justified being a beneficial landing where one man can announce with hundreds or thousands of other person's.

Social media has been the most neoteric and resounding technological innovations. It sacrifice an extended frequent of advantage. It is Interest and accuracy to convenient more cognition in the expanse of companionable media. Social media and its advertisement play an important role in the increasing demand of Women's Wellness products. People of metro cities are too much brand conscious but if we look at the people of semi urban and rural areas, they are also looking for brand for these products.

Developing the technology, value education, improvement in science and economic growth provides people with a better standard of living. Women's Wellness products are those products which a consumer use for personal purpose which includes different types of cosmetic and skin care products like cold cream, fairness cream, toothpastes, tooth brush, perfume, hair oil, shampoo, soap, and all types of beauty care products. People use one or more of these products every day.

## II.STATEMENT OF THE PROBLEM:

Today's scenario, most of the women are going to job and they are doing so many activities, for that they have to go somewhere (or) places. So most of the women wants to show their appearance in a good manner in front of other, for that they are using cosmetics and wellness products. In the present study, the researcher has made an attempt to study the impact of social media advertisement towards women's wellness products in Bangalore.

## III.Need of the study

The behavior of the consumers may change according to the types of brand, price, income level, family size etc. the study gains importance because of the fact that the consumers are may get wrong information in social media

advertisement about the product. The present study has highlighted the impact of one social media advertisement and buyer's decision.

#### IV.Objectives

1. To study the reasons for using the wellness product by women's
2. To analyze the impact of social media advertisement of wellness products.

#### V.Review of Literature

**Dr. Suresh R (2019)** Social marketing uses the benefits of doing social good to secure and maintain customer engagement. Value creation is important in social marketing and perhaps 'Consumer Participation' is the basis for value creation in social marketing as consumers not only jointly create value with an organisation, but co-construct the experience to suit their contexts. Business Organisations that are active in positioning themselves as most successful, involve customers' participation as a necessity to create long term and sustainable customer value.

**M. Thirupathi and Dr. S. Gopalakrishnan (2019)** In the bestow era world is proper across-the-board village due to late information and news systems. Radio, Television (TV) movies, video Pancratium, cell phones, and computer networks have whispered pivotal roles in our student's maid lives. The media has demonstrated potentially pervading outcome, both indisputable and negative on student cognitive, festive and behavioural development. Through convenient sampling techniques 30 respondents were selected. A structured questionnaire was used for the data assembly. After crowd of data Garret Ranking Techniques were betake to draw deduction. The results show that ancestors of the respondents agreed that electronic media play a viable party for sustainable letters for academic intention. However, due to the peril of these, precede to misbehavior in the college and public place.

**Mrs. M. Madhu lath and dr. Smitha Sambran (2019)** found that Women are responsible for major purchase decisions in the family. They are driving the world economy. They possess a lot of dispensable income and they spend a part of it to enhance their beauty, appearance and personality. Some of the products which women use for self consumption are apparels, bags, footwear, jewellery and cosmetics. Also, they have become more tech-savvy and their reliance on visual and digital media for gathering information has increased. Women do not believe in hearsay and would like to analyse and scrutinize the products themselves before buying

**Mr. Raval Dipankumar Maheshkumar et.al (2018)** Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry.

**M. Thirupathi, and P.Madevan. (2017)** found that Organizations are facing heavy competition in attracting and retaining their customers because the buyer's behaviours are habitually changed and also buyer's psychology is highly unpredictable. The reason is so many factors are influenced while they taking any purchasing decision. The deciding factors like brand name, physical appearance of the product, price, and promotional aspects, after sales service, availability of the product and various offers are playing a vital role in purchasing decisions of the buyer.

#### VI.RESEARCH METHODOLOGY:

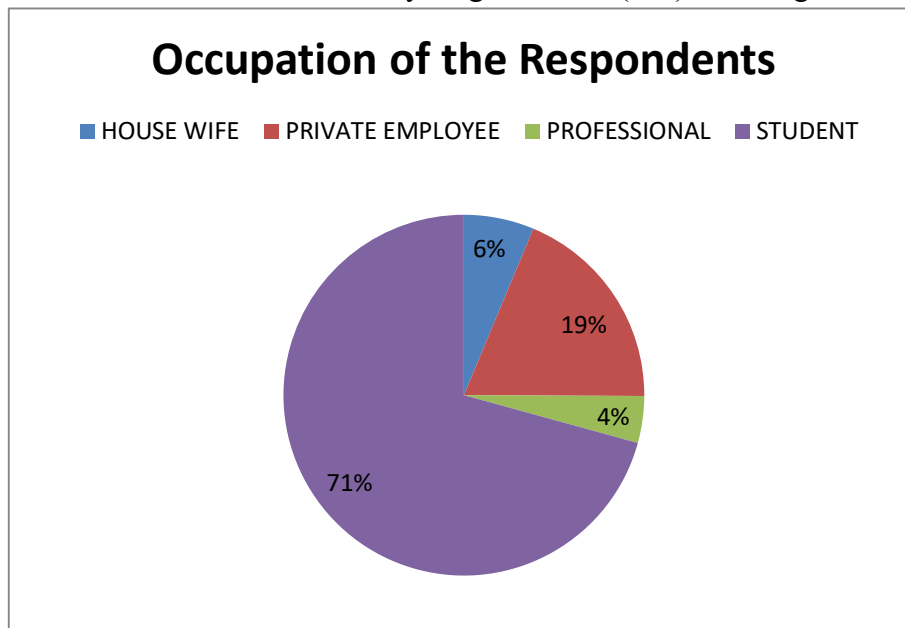
The researcher used descriptive design. The sample size is 48. The research has been adopt convenient sampling method for the purpose of collecting the data. Respondents who are purchasing the products through social media and it's advertisement in Bangalore city. The data was collected from respondents by using structured questionnaire. The

collected data are analyzed and interpreted with the help of SPSS 20 version. Various statistical techniques like percentage analysis, chi-square and correlation were used in order to analyze the data.

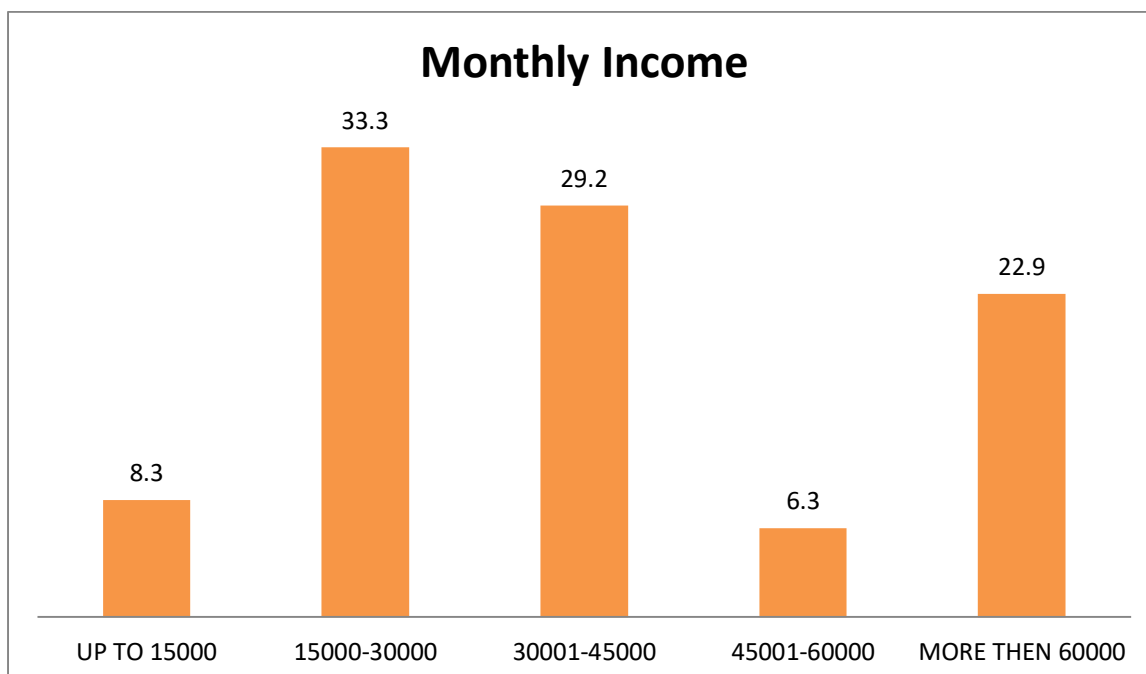
### Education of the Respondents

Education level	Frequency	Percentage
PUC/ HSC	1	2.1
UG	43	89.6
PG	3	6.3
DOCTORATE	1	2.1
<b>Total</b>	<b>48</b>	<b>100.0</b>

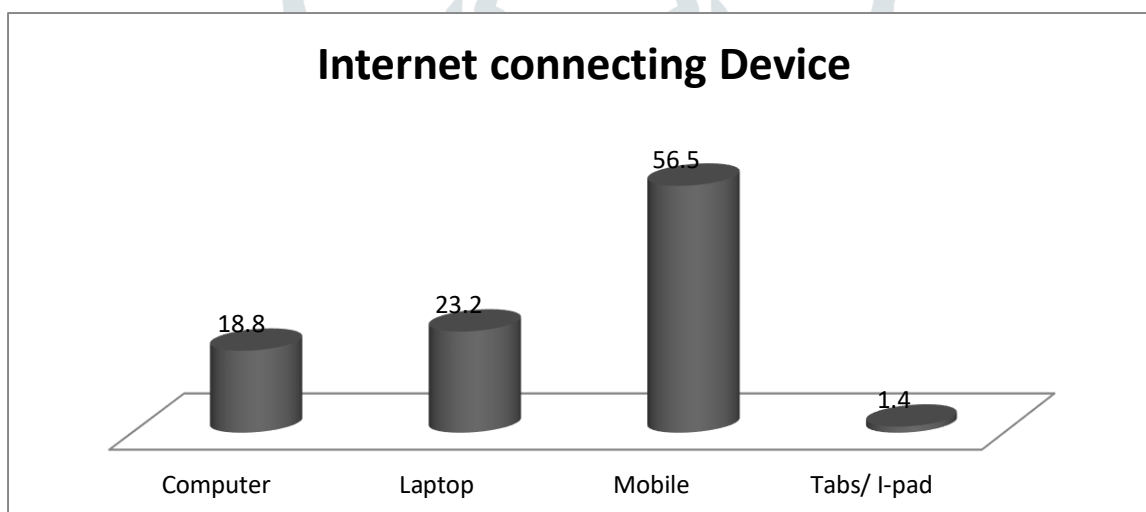
The above indicate that little less than nine tenth of the respondent's education is Under Graduate level, and less than of one tenth of respondents education is Post Graduate level, and 2.1% of the respondent's education is PUC & Doctorate level. Hence it is concluded that the young women's (UG) are using more wellness products.



The above chart reveals that more than two three of the respondents are student only, and little less one fifth of the respondent's occupation is Private employee, and 6% of the respondents' occupation is Professional and remaining 4% of the respondents are house wife only. Hence it is concluded that students and private employees (women's) using more wellness products.



The above Graph explore that exactly one third respondents are getting monthly income is Rs.15000 to 30000, and more than one fourth of respondents are getting monthly income is Rs.30001-45000, and little less one fourth of respondents are getting monthly income is Rs. More than 60000, and less than one tenth of respondents are getting monthly income is Rs. Up to 15000 and remaining 6.3% of respondents are getting monthly income is Rs. 45000-60000.



The above diagram explain that more than of half of the respondents are connecting the internet through mobile device, and more than one fifth of the respondents are connecting the internet through laptop, and less than one fifth of the respondents are connecting the internet through computers, and 1.4% of the respondents are connecting the internet through Tabs/ I pad. Hence it is conclude that more numbers are connecting internet through mobile device.

**H<sub>0</sub>:** There is no significant association between age and reason for using wellness products

**H<sub>1</sub>:** There is a significant association between age and reason for using wellness products

ANOVA					
Reasons for using wellness product	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.485	3	3.495	5.544	.003
Within Groups	27.109	43	0.630		
Total	37.593	46			

Since the significance value is less than at 5% (0.05) level, so the null hypothesis is rejected. It is concluded that there is a significant association between age and reason for using wellness products.

## VII.SUGGESTIONS

- The consumers need to know about latest available and safe personal care products in online blogs.
- The manufactures have to improve sales through trade fare and through promoters, and create consumer education about personal care product.
- The manufactures have to educate the consumers regarding the method of the usage of products in advertisement itself.
- Online retailer need to create more awareness about the online blogs and its benefits.

## VIII.CONCLUSION:

The researcher concludes that consumer buying behavior is the important factor to forecast the sales of any product in a particular area. So retailer should keep close eye on the market situation in online blogs, customer were price sensitive, but the changing market trend and customer view and preference shown that customer are now quality sensitive. They want quality products, good services, easy availability of product and better performance by the products in social media advertisements.

## IX.ACKNOLEDGEMENT

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