

Perception of Women Consumers towards Satisfaction of Social Media Advertisements: Exploratory Factor Analysis Approach

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Abstract

Today the cosmetics industry in India looks like a booming economy and in a few decades, it will also be the largest cosmetics consuming country. The demand for beautifying substances is increasing day by day in India. Personal Care area is an indispensable piece of the country's economy with its colossal potential. The personal care industry is one of the biggest customer areas in the country. The buying power and expendable livelihoods of the Indian customer have impressively expanded and it has made a specialty for driving associations in this portion somewhat recently, bringing about marvelous development in this area.

The Objective is to study the perception of social media marketing on buying behaviour of women in cosmetic industry. This research is conducted in Chennai city and a survey method was used to collect data from 100 respondents. The result showed that majority of the respondents accepted the factor attribute and satisfaction of social media marketing which influenced the women in Chennai to buy cosmetic products.

Keywords: Social Media Marketing, Buying Behaviour, Online Advertisement, Attributes, Women Cosmetic, Satisfaction.

Introduction

Individuals were speaking with others without a language in past days. There is an enormous change in the strategy for correspondence in present day. Web-based Media have become an advantageous method to impart among all age groups. The Internet and especially online media have altered the customers and advertisers conveying medium. The Internet has attributes, for example, - the ability to modestly store immense measures of information at various areas - the incredible web search tools, sorting out and dispersing of information - the ability to work an actual circulation medium as programming - somewhat low costs. With the assistance of net and the presence of different web-based media destinations it is currently feasible for money managers to meet overall clients at single tick of the catch. Because of the web innovation, which assists the customer with looking through the item on the web, see the audit and positioning of existing clients for the item before he bought the item. Shoppers utilize the innovation now a days to an extreme as PC is utilized by numerous purchasers so utilization of internet promoting.

Customer's buying choice is impacted by web-based media through bunch of correspondence. The web stage is another strategy for fostering the business. Online media changes the specialized techniques between dealers what's more, purchasers. Web based business impacts the customer in

their buy choice. Correspondence through online media is another stage to trade data about item and administrations. The investigation of purchaser conduct is the center movement for selling item and administration since most purchasers are utilizing the web and on-line web-based media apparatuses. Web-based media become a significant media to present and market items and furthermore to do studies. These days social media is a significant showcasing apparatus for limited time exercises. Subsequently it becomes important to see how social media is influencing shopper conduct.

Review of Literature

(Nilesh Anute et al, 2019) has aimed to concentrate on segment profile of shoppers purchasing cosmetic products. Concentrated on factors influencing purchasers' choice for buying cosmetic products. Concentrated on most broadly utilized cosmetic item classification among customers. Concentrated on buy example of buyer for cosmetic products. Concentrated on brand inclination for cosmetic items. The findings identified as the greater part of individuals buy cosmetic item came in the age gathering of 15-30 years. The majority of individuals (65%) really liked to utilize homegrown brand. The vast majority of the people(60%) like to purchase natural cosmetic item. Practically half individuals became more acquainted with cosmetic item through TV. A large portion of the people(42.5%) utilize cosmetic item for the magnificence. A large portion of individuals spend around 1000-2000 Rs each month on cosmetic item and they bought it from shopping center. The majority of individuals stayed faithful to their cosmetic items, they don't change their cosmetic brand. Most of individuals accepted quality as a most significant factor to purchase cosmetic item and bundling as a most un-significant factor for buying cosmetic item. The greater part of individuals has favored Head and shoulder followed by sunsilk, dove, clinic in addition to Pantene individually for hair care. The greater part of individuals has favored Lakme followed by Vaseline, Himalaya,ponds and fair and lovely.

(Man Qitong et al,2019) has said that the point of this review was to research the impacts of Social Media Marketing on cosmetic brand steadfastness among students. The exploration questions and speculations were well created, and the outcomes were gotten through a suitable cycle. The investigation discovered that Online Media Marketing positively affected corrective brand dedication among undergrads. Profitable missions, applicable substance, refreshed data, famous substance, and assortment of applications and stages all showed solid, positive associations with cosmetic brand devotion among students. These outcomes recommend that beauty care products organizations should make Social Media Marketing a need, and they should utilize imaginative, appealing stages to help assemble solid associations with their undergrad clients. Cosmetic organizations ought to give profitable missions to help their understudy clients, like contribution necessary exercises, limits, and coupons. Their web-based media stages or applications ought to convey significant and refreshed data on new beauty care products related designs or items. Beauty care products organizations ought to likewise utilize an assortment of online media stages and applications, like versatile applications, to all the more likely speak with their undergrad clients. Then, at that point, if the online media stage becomes well known among a gathering of students, these students will impact others.

Research Methodology

Research Framework

In this section we describe the research framework. Figure 1 indicates the relationship between Attribute and social media toward Purchase Behaviour

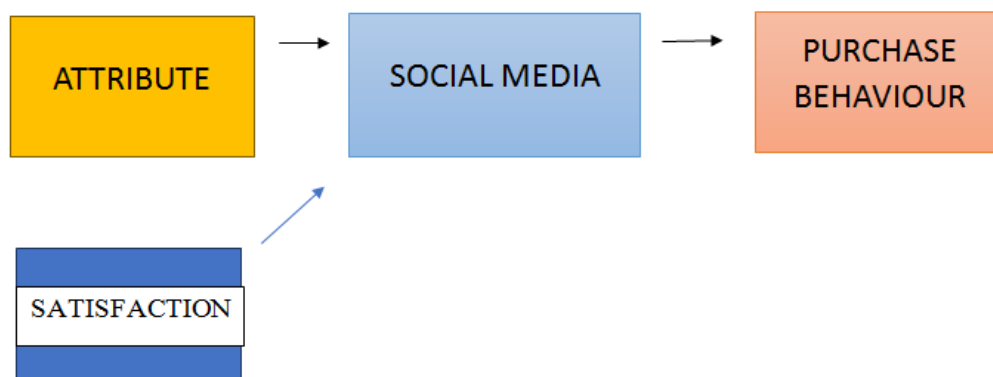


Fig.1: The Perception of Attribute and Satisfaction and social Media towards Buying Behaviour.

Objectives

- To find out the advertisement message preferred by the women consumers in the social media on women cosmetics.
- To study the perception of the women towards attributes of advertisements in social media on women cosmetics.
- To study the perception of the women towards satisfaction of advertisements in social media on women cosmetics.

Scope of the study

The present study attempts to examine the perception of social media marketing on buying behaviour of women in cosmetics industry at Chennai. The study is confined only to Female population in Chennai. Advertisements in social media is the best subject; therefore, the most common aspects such as kind of advertisement message in social media, attributes and satisfaction of advertisements in social media are studied in this study. The research is concentrated only on women who use social media websites. The study fully aims at cosmetics product only.

Sampling

The sample size used for this study is 100 women who are staying in the area of Chennai and definitely use cosmetics. The sampling technique used for this study is targeting women staying in Chennai and is going to be obtained through the method of Convenience Sampling of sampling.

Sampling Technique

The sampling technique used here is Convenience Sampling. I have circulated the questionnaire

to respondents of my convenience in Chennai. I have also circulated my questionnaire to my female friends, class mates and relations in Chennai.

Data Collection

Primary data has been collected by a survey method through a structured questionnaire. The data was collected from professors and students of Hindustan Institute of Technology & Science. The data was also collected from my lady friends and relations in Chennai. The method for data collection for this study is done through the format of issuing questionnaires to the women. This took place through the link that was sent to them online and was asked to fill the form.

Limitations

- Time acts as a constraint.
- The data collected is applicable only to women living in Chennai and cannot be generalized for the whole of India.
- The preferences of the women may change over time, so the data collected is applicable only for the present time.

Findings

Table: 1 Chi-Square Tests for Creative and Trust Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.736 ^a	4	.000
Likelihood Ratio	19.549	4	.001
Linear-by-Linear Association	14.005	1	.000
N of Valid Cases	100		
a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .96.			

Interpretation: As the p-value is less than 0.05 there is significant difference between creative and trust. The Null hypothesis is rejected. Alternate Hypothesis is accepted. The message creative is important in the attribute (trust) of social media advertisements for women cosmetics.

Hypothesis

Null hypothesis: There is significant difference between creative and trust.

Alternate hypothesis: There is no significant difference between creative and trust.

Table: 2 Chi-square tests for Unique and Personal Touch.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.034 ^a	4	.000
Likelihood Ratio	31.701	4	.000
Linear-by-Linear Association	21.018	1	.000
N of Valid Cases	100		
a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.28.			

Interpretation: As the p-value is less than 0.05 there is significant difference between Unique and Personal touch. The Null hypothesis is rejected. Alternate hypothesis is accepted. The message unique is important in the attribute(personal touch) of social media advertisements for women cosmetics.

Hypothesis

Null hypothesis: There is significant difference between Unique and Personal Touch.

Alternate hypothesis: There is no significant difference between Unique and Personal Touch

Table:3 Exploratory Factor Analysis for the factor Attribute and the variables it contains Trust, Personal touch, Accessibility, Affordable, Faster delivery and Feedback, Cost Effectiveness and Ease of Use and Exploratory Factor Analysis for the factor Satisfaction.

Items	Factor	Eigen Value	% of Variance	Factor Loadings
Q61	Attribute	6.294	52.452	.869
Q62				.842
Q63				.781
Q64				.739
Q65				.720

Q66				.687
Q67				.516
Q71	Satisfaction	1.307	10.888	.873
Q72				.846
Q73				.635
Q74				.563
Q75				.549

Interpretation

Since the score of the variable Q61(Trust) is higher the impact level is more than the other variable scores. Hence this variable is more accepted than the other variables by the women consumers of the cosmetic product. Since the score of Q62(personal touch) is lesser than Q61 it is said that the impact level is lesser than the variable Q61. Hence this variable is less accepted than the variable trust by the women consumers of the cosmetic product. Since the score of Q63(accessibility) is lesser than Q61 and Q62 it is said that the impact level is lesser than the variable Q61 and Q62. Hence this variable is less accepted than the variables trust and personal touch by the women consumers of the cosmetic product. Since the score of Q64(affordable) is lesser than Q61,Q62 and Q63 it is said that the impact level is lesser than the variable Q61,Q62 and Q63. Hence this variable is less accepted than the variables trust, personal touch and accessibility by the women consumers of the cosmetic product. Since the score of Q65(faster delivery and feedback) is lesser than Q61,Q62,Q63and Q64 it is said that the impact level is lesser than the variable Q61,Q62,Q63 and Q64. Hence this variable is less accepted than the variables trust, personal touch, accessibility and affordable by the women consumers of the cosmetic product. Since the score of Q66(cost effectiveness) is lesser than Q61,Q62,Q63,Q64 and Q65 it is said that the impact level is lesser than the variable Q61,Q62,Q63,Q64 and Q65. Hence this variable is less accepted than the variables trust, personal touch, accessibility, affordable, faster delivery and feedback, cost effectiveness by the women consumers of the cosmetic product. Since the score of Q67(Ease of Use) is lesser than Q61, Q62, Q63, Q64, Q65, Q66 it is said that the impact level is lesser than the variables Q61,Q62,Q63,Q64,Q65,Q66. Hence this variable is less accepted than the variables trust, personal touch, accessibility, affordable, faster delivery and cost effectiveness by the women consumers of the cosmetic product.

The Impact level of Q71 is higher as the score is maximum than the other variables. The Impact level of Q72 is lesser than the score of Q71. The impact level of Q73 is lesser than the scores of the variables Q71 and Q72 and its higher than the variables Q74 and Q75. The impact level of Q74 is higher than Q75 and lesser than Q71, Q72, Q73. The impact level of Q75 is lesser than Q71, Q72, Q73and Q74.

Conclusion

The advertisement message creative and unique are preferred by the women consumers of social media in cosmetic industry. The attributes trust, personal touch, accessibility, affordable, faster delivery and feedback, cost effectiveness and ease of use is accepted by the women consumers in the social media of cosmetic industry. The factor Satisfaction and its variables creative, informative, idea, brand awareness and trustworthy is also accepted by the women consumers in the social media of cosmetic industry. Hence the women consumers are getting influenced by the creativeness and uniqueness of the advertisement and the women consumers accept the variables of the attributes and satisfaction they prefer to buy cosmetic products on social media in Chennai based on advertisements made in social media.

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