

A Study on the Impact of Social Media Advertising on Cosmetics in Madurai

Dr. J. Akila Mary¹, T. Keerthana², P. Srivani³

¹Assistant Professor, Department of Commerce, Lady Doak College, Madurai.

^{2,3}III B.Com Honours, Department of Commerce, Lady Doak College, Madurai.

ABSTRACT

This study addresses the lack of localized insights into how social media advertising influences consumer behaviour, purchasing decisions, and brand perceptions in regional market sectors. Despite the heavy use of platforms like Instagram, Facebook, and YouTube for cosmetics marketing, their effectiveness in shaping consumer choices and brand perceptions in Madurai is unclear. Additionally, there is a need to identify the challenges affecting the success of social media campaigns in this sector.

Keywords: Social media advertising, Consumer behaviour, Purchasing decision, Brand perception, Effectiveness.

INTRODUCTION

Social media has redefined how businesses and consumers connect, evolving into a vital channel for marketing in today's digital era. This research examines the interplay between social media advertising and consumer behaviour in Madurai's cosmetics market. The focus is to explore how social media influences purchasing patterns, decision-making processes, and brand preferences among local consumers. This study aims to provide actionable recommendations for enhancing the impact of social media advertising by analyzing consumer insights and evaluating the effectiveness of social media tools. This research will help local perceptions of cosmetic brands optimize their marketing strategies, ensure campaigns resonate with their target audience, and ultimately improve social media's impact on brand visibility and customer loyalty.

SOCIAL MEDIA

Social media has become a pivotal tool in modern marketing, fundamentally altering how brands engage with consumers and drive their business strategies. Media ads often leverage visual and interactive elements that capture users' attention more effectively than traditional advertising methods, leading to higher rates of brand recall and consumer interaction. The majority of social media platforms used by the cosmetic industry are listed below.

Instagram: Emphasizes visual storytelling through photos, Reels, and Stories, making it ideal for brand-building.

WhatsApp: Facilitates instant and direct communication between businesses and consumers through messages, voice, and video calls.

Twitter: Offers real-time communication for updates, announcements, and trend participation.

Pinterest: Effective for showcasing products through pins that link directly to business websites, fostering inspiration and purchase decisions.

Facebook: Connects businesses with diverse audiences via posts, stories, and group interactions.

YouTube: Serves as a hub for long-form content, tutorials, and video advertisements.

COSMETICS:

Cosmetics are classified into several types based on their purpose:

Makeup: Includes products like foundation, concealer, lipstick, mascara, blush, eyeshadow, and highlighters. These products are primarily used to enhance facial features.

Skincare: Comprises items such as cleansers, moisturizers, exfoliators, serums, toners, and sunscreens that help maintain skin health and treat skin conditions.

Haircare: Includes products like shampoos, conditioners, hair oils, serums, and styling gels that maintain and enhance the hair's texture, growth, and appearance.

Fragrances: Perfumes, body sprays, and deodorants designed to provide a pleasant to the body.

OBJECTIVES OF RESEARCH

- To know the purchase pattern of the customer towards cosmetics.
- To analyze the effectiveness of social media in a decision to influence the purchase of cosmetics.
- To examine the influence on consumer purchasing decisions
- To find out the best social media platform preferred by respondents.

METHODOLOGY

This research examines the impact of social media advertising on consumer behavior concerning cosmetics in the Madurai District. Data is collected through surveys targeting local consumers, focusing on their engagement with platforms like Facebook, Instagram, and YouTube. The findings are analyzed to assess the impact of social media on consumer behavior and purchase patterns.

DATA COLLECTION

Primary data was collected using a survey method, where a structured questionnaire was shared via online forms. Responses were gathered from 100 participants in the Madurai District, focusing on their interaction with social media advertising and its influence on their cosmetics purchasing decisions. The researchers framed a structured questionnaire and collected responses through Google Forms to assess the influence of social media advertisements on consumer buying behavior and brand awareness in the cosmetics sector.

RESULTS OF THE STUDY

The results of the survey are as follows

TABLE 1- PROFILE OF THE RESPONDENTS

S.NO	CHARACTERISTICS	CATEGORY	NOS	PERCENT
1	Gender	Male Female	16	16
			84	84
2	Age	Less than 20	69	69

		21-30	26	26
		31-40	2	2
		Above 40	3	3
3	Education Level	School	7	7
		Diploma	2	2
		Undergraduate	79	79
		Postgraduate	12	12
4	Marital Status	Married	13	13
		Unmarried	87	87
5	Occupation	Student	81	81
		Employed	9	9
		Homemaker	4	4
		Business	6	6

The survey comprised 100 respondents, with a majority of them being female (84%), while males accounted for only 16%. This significant gender imbalance suggests that the survey predominantly reflects the opinions of women. The age distribution reveals that the majority of respondents are young, with 69% aged below 20 years, indicating that most participants are likely in their teenage years or early adulthood. Additionally, 26% of respondents fall in the 21-30 age group, while only 2% and 3% belong to the 31-40 and above 40 age brackets, respectively, further emphasizing the youthful nature of the sample.

The marital status data supports this observation, as 87% of respondents are unmarried, while only 13% are married. This reflects the likelihood that the survey targeted individuals who are still in the early stages of their personal and professional lives.

When it comes to occupation, a large proportion of respondents (81%) are students, suggesting that the survey was conducted in a predominantly academic or educational setting. Other occupations include employed individuals (9%), homemakers (4%), and business professionals (6%), representing smaller subsets of the sample.

TABLE 2. EFFECTIVENESS OF SOCIAL MEDIA IN INFLUENCING COSMETICS PURCHASE DECISIONS

PARTICULARS	VERY EFFECTIVE	EFFECTIVE	NEUTRAL	INEFFECTIVE	VERY INEFFECTIVE	TOTAL	MEAN	RANK
Facebook	20	24	35	10	11	100	3.32	5
Twitter	3	33	17	15	12	100	2.40	6
Instagram	32	38	25	3	2	100	3.95	2
YouTube	31	45	17	6	1	100	3.99	1
Whatsapp	16	40	23	8	13	100	3.38	4
Pinterest	18	39	24	11	8	100	3.45	3

The table highlights the effectiveness of various social media platforms in influencing cosmetics purchase decisions. Among the platforms, YouTube ranks first with the highest mean score of 3.99, indicating it is the most effective platform due to its engaging and visual content. Instagram follows closely with a mean score of 3.95, showcasing its strong influence through visually appealing and interactive features. With a mean score of 3.45, Pinterest ranks third, emphasizing its image-focused approach that resonates well with cosmetic buyers. WhatsApp secures the fourth position with a mean score of 3.38, likely due to its personalized communication potential. With a mean score of 3.32, Facebook ranks fifth, showing moderate effectiveness but less impact compared to more visual platforms. Finally, Twitter, with the lowest mean score of 2.40, is the least effective platform, possibly because it relies more on text-based content than visuals. Overall, the findings suggest that platforms emphasizing visual storytelling, such as YouTube, Instagram, and Pinterest, are more effective in influencing consumer decisions for cosmetics.

TABLE 3. ANOVA TEST BETWEEN EDUCATION LEVEL AND EFFECTIVENESS OF SOCIAL MEDIA

CATEGORY	N	MEAN	STANDARD DEVIATION	F VALUE	p VALUE
School	6	2.67	1.37	.78	.509
Diploma	5	3.10	1.34		
Undergraduate	54	2.61	1.34		
Postgraduate	9	3.33	1.22		
TOTAL	70	2.71	1.32		

The table presents the results of an ANOVA test to examine the relationship between education levels and the effectiveness of social media. The categories of education levels include School, Diploma, Undergraduate, and Postgraduate. Where the mean scores suggest that Postgraduates (mean = 3.33) perceive social media as the most effective, followed by Diploma holders (mean = 3.10). School-level respondents and Undergraduates have lower mean scores of 2.67 and 2.61, respectively, indicating relatively lesser perceived effectiveness.

The F-value is 0.78, and the p-value is 0.509, which is greater than the standard significance level of 0.05. This indicates that there is no statistically significant difference in the perception of social media effectiveness across different education levels. The standard deviations across the groups show some variation but remain relatively consistent, implying a similar spread of responses within each educational category.

CONCLUSION

The study highlights the significant impact of social media advertising on cosmetics products, revealing key insights into consumer behavior and preferences. Platforms like Instagram and Facebook have emerged as major influencers, particularly among younger audiences, due to their visually appealing content. Social media advertisements not only create brand awareness but also play a crucial role in shaping purchasing decisions. While social media is a powerful advertising tool, its effectiveness varies across age groups and consumer segments. Overall, social media advertising has become a vital

component of modern marketing strategies in the cosmetics industry, enabling brands to reach a wider audience and strengthen their market presence.

REFERENCE

1. Sharma, S. (2016). Beauty under the influence. Global cosmetic industry, pp. 46-48.
2. Grewal D., Ailawadi K.L., Gauri D., Hall K., Kopalle P and Robertson J. (2011). Innovations in retail pricing and promotions, *Journal of Retailing*, (1). S43-S52.
3. Vries L., Gensler, S., Leeflang, P.S. (2012) The study impact of social media marketing on purchase intention in skincare cosmetics. *International Journal of Applied Research*, Volume 9, Issue 10.
4. Anderson, M., Sims, J., Price, J., & Perspective, J. (2011). Turning like to buy social media emerges as a commerce channel.
5. Chen, Y-H., Hsu, I-Chieh., & Lin, C.-C. (2010). Website attributes that increase consumer purchase intention: A conjoint analysis. *Journal of Business Research* 63(9-10)1007-1014
6. Schumann, J. H., Von Wangenheim, F., & Groene, N. (2014). Targeted online advertising using reciprocity appeals to increase acceptance among users of free web service. *Journal of marketing*, 78(1), 59-75.
7. Martin, M. C., & Kennedy, P. F. (1993). Advertising and social comparison. *Psychology and marketing*, 10(6), 513-530.
8. Michelle Lois dayoh (2022) The study explores the impact of social media marketing on purchase intention in skincare cosmetics. An International open access, Peerreviewed, Refereed Journal Volume 12, Issue 4 April 2024 ISSN:2320-2882.
9. Mohammad Nazreen Mayaddin (2023) This study investigates the impact of social media marketing on customers. An International open access, Peer-reviewed, Refereed Journal Volume 12, Issue 4 April 2024 ISSN:2320-2882.
10. Bond et. al. (2010), Social Media Advertising: An Investigation of consumer perceptions, Attitudes and Preference of Engagement, ANZMAC 2012, 1-9.
11. Huang, J., Lee, B. C. Y., & Hsum Ho, S. (2004). Consumer attitude toward gray market goods. *International marketing review*, 21(6).
12. Cook, D. L., & Coupey, E. (1998). Consumer Behavior and Unresolved Regulatory Issues in Electronic Marketing. *Journal of Business Research*, 41(3), 231-238.
13. www.ijcrt.org
14. https://www.researchgate.net/publication/370967927_A_Study_on_Cosmetic_Products_in_Madurai_City
15. <https://paper.researchbib.com/view/paper/207160>
16. <https://www.bing.com/ck/a?!&p=c361ebd2cc701814593efd3ab9d7da3ca7>
17. <https://oaji.net/articles/2019/1174-1555664048.pdf>