

Women Consumers Satisfaction in Social Media Advertisements: Exploratory Factor Analysis

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Abstract: India's cosmetics industry is currently experiencing rapid growth, and in the coming decades, it is expected to emerge as the largest consumer of beauty products. The demand for various cosmetic and skincare items continues to rise significantly with each passing day. This surge is driven by an increasing awareness of personal grooming and a growing inclination toward beauty enhancement. The research was designed to explore in depth women perceive the influence of social media marketing on their cosmetic purchasing decisions. This study aimed to identify and analyze various attributes of digital marketing that shape consumer behavior, and it sought to unravel the connection between online promotional efforts and buying patterns in the beauty sector. The investigation was carried out in the vibrant city of Chennai, which was chosen for its dynamic market and diverse consumer base. A comprehensive survey method was employed to gather data from 100 participants, ensuring that a wide array of perspectives from women active in the cosmetic industry was captured. This approach not only enhanced the reliability of the data but also provided a robust framework for analyzing the regional impact of social media marketing. The survey results demonstrated that a significant number of respondents recognized and valued the various factors associated with social media marketing. Many of these women expressed high levels of satisfaction with the strategies they encountered online, noting that these efforts played a key role in influencing their decisions to purchase cosmetic products. Moreover, the findings suggest that the successful attributes of social media campaigns, such as engaging content and targeted promotions, have a lasting impact on consumer behavior. These insights underscore the evolving nature of marketing in the digital era and highlight the potential for future studies to further explore the dynamic relationship between online marketing and consumer choices in the cosmetics industry.

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

INTRODUCTION

In ancient times, people communicated with one another without relying on a structured language. However, over the years, there has been a significant transformation in the way individuals exchange information. In the modern era, various advancements in communication strategies have made interactions faster, more efficient, and highly accessible. Among these, social media has emerged as a powerful tool that facilitates seamless communication across different age groups and demographics.

The rise of the Internet, particularly social media platforms, has revolutionized the way both consumers and businesses interact. These platforms have not only made communication more convenient but have also transformed the marketing landscape by offering new and innovative ways for businesses to engage with their target audience. The Internet possesses several unique attributes that contribute to its effectiveness as a communication medium. It allows vast amounts of data to be stored at multiple locations at a relatively low cost. Additionally, powerful search engines help organize and distribute this information efficiently, making it easier for users to access relevant content.

Moreover, the Internet functions as both a digital repository of information and a distribution network that operates at minimal expenses. With the presence of various online platforms, business owners can now connect with a global audience instantly, breaking geographical barriers with just a single click. This advancement in web-based technology has significantly influenced consumer behavior, enabling individuals to browse products, check customer reviews, and compare ratings before making a purchase decision. In today's digital age, consumers have become increasingly reliant on technology, and the widespread use of personal computers and mobile devices has further fueled the expansion of online marketing. As a result, businesses continue to leverage digital platforms to attract and retain customers, making the Internet an indispensable part of modern-day commerce and communication.

The purchasing decisions of consumers are significantly influenced by social media, as these platforms facilitate interactive communication between users. The digital landscape has introduced a new approach to business

expansion, allowing companies to connect with potential buyers more effectively. Social media has transformed the way sellers and consumers interact, reshaping traditional marketing strategies and creating a more dynamic exchange of information.

E-commerce plays a crucial role in shaping consumer preferences by providing easy access to a wide range of products and services. Online platforms have emerged as essential spaces where individuals can share insights, compare experiences, and make informed purchasing choices. Communication through social media has evolved into a powerful medium for exchanging details about different products and services, enabling businesses to reach a larger audience.

Understanding consumer behavior has become a fundamental aspect of marketing, as an increasing number of buyers rely on the internet and social media tools to explore their options. Social media platforms are not only useful for product promotion but also serve as effective research tools for businesses to analyze market trends and customer feedback. In the modern era, social media has become an indispensable marketing asset for promotional campaigns, brand awareness, and audience engagement. Consequently, it is essential to study the impact of social media on consumer behavior to develop more effective digital marketing strategies and enhance business growth.

REVIEW OF LITERATURE

Nilesh Anute et al. (2019) conducted a study focusing on various aspects of consumer behavior related to cosmetic product purchases. The research aimed to examine the demographic profile of shoppers buying cosmetics and explored the key factors influencing their purchasing decisions. Additionally, it analyzed the most commonly used categories of cosmetic products among consumers, the buying patterns associated with these products, and the brand preferences observed in the market.

The study revealed that the majority of cosmetic buyers belonged to the age group of 15–30 years, indicating a strong preference for beauty and personal care products among young consumers. A significant portion of individuals, approximately 65%, expressed a preference for domestic brands, suggesting that local cosmetic companies have a strong market presence. Moreover, 60% of consumers favored natural cosmetic products, highlighting the growing trend toward organic and chemical-free beauty solutions.

Television played a crucial role in spreading awareness about cosmetic products, with nearly half of the respondents learning about new brands and products through TV advertisements. Among the surveyed individuals, 42.5% stated that they primarily used cosmetics to enhance their appearance, underlining the importance of beauty consciousness in their purchasing decisions. The study also found that most consumers spent around ₹1000–₹2000 per month on cosmetics, with shopping malls being the preferred purchasing location.

Loyalty to cosmetic brands was another key finding, as most individuals tended to stick with their chosen brands rather than frequently switching. Quality emerged as the most important factor influencing purchase decisions, whereas packaging was considered the least significant aspect. When it came to hair care products, the majority of consumers preferred Head & Shoulders, followed by Sunsilk, Dove, Clinic Plus, and Pantene. In skincare and personal care, Lakmé was the top choice, followed by Vaseline, Himalaya, Ponds, and Fair & Lovely. These findings reflect the evolving preferences of Indian consumers in the cosmetics industry and the factors shaping their buying behavior.

Man Qiutong et al. (2019) conducted a study aimed at examining the influence of social media marketing on brand loyalty in the cosmetics industry, particularly among students. The research was structured with well-developed questions and hypotheses, and the findings were obtained through a systematic and appropriate methodology.

The results indicated that social media marketing had a significant and positive impact on brand loyalty among college students. Various factors, such as engaging promotional campaigns, relevant and up-to-date content, popular trends, and the use of diverse digital platforms, were all found to play a crucial role in strengthening consumer attachment to cosmetic brands. These findings highlight the importance of social media as a key marketing tool in the beauty industry, emphasizing that companies must prioritize digital engagement strategies to build strong customer relationships.

To enhance their connection with student consumers, cosmetic companies should focus on launching compelling and rewarding campaigns. Providing incentives such as discounts, exclusive deals, and interactive activities can

help boost engagement and encourage long-term brand loyalty. Additionally, maintaining active and informative social media platforms is essential. Brands should ensure that their online channels consistently deliver fresh updates about the latest beauty trends, product releases, and cosmetic innovations.

Furthermore, leveraging multiple social media platforms, including mobile applications, can significantly enhance communication with student audiences. If a particular online platform gains popularity among a group of students, it can lead to organic word-of-mouth marketing, further increasing brand visibility. By adopting innovative digital marketing strategies, cosmetic brands can effectively reach, influence, and retain their young consumer base, fostering a loyal and engaged community.

RESEARCH METHODOLOGY:

RESEARCH FRAMEWORK

This section outlines the research framework, which serves as the foundation for analyzing the impact of social media on consumer purchasing behavior. Figure 1 visually represents the relationship between key attributes of social media and their effect on purchase behavior. It illustrates factors such as content engagement, brand interaction, promotional campaigns, and customer reviews contribute to shaping consumer preferences. The diagram highlights the direct and indirect influences of social media marketing strategies on a buyer's decision-making process.

By examining this framework, we can better understand the role of social media in modern consumer culture. It provides insights into digital marketing efforts, such as targeted advertisements and interactive content, foster brand awareness and influence purchase decisions. This structured approach allows businesses to refine their strategies, ensuring a more effective engagement with their target audience.

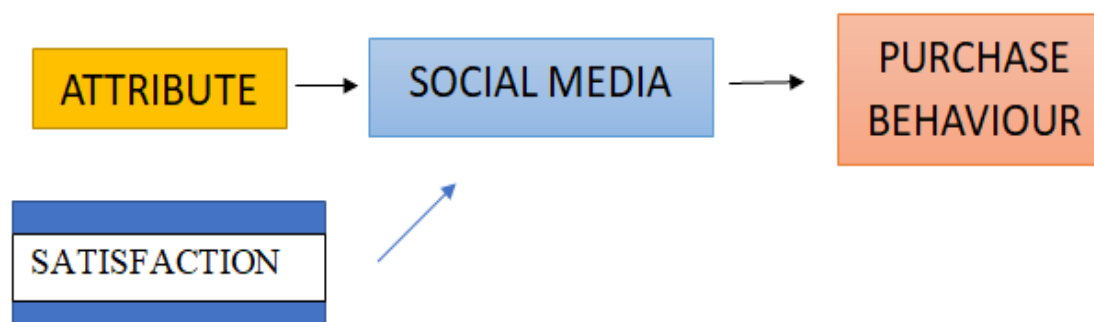


Fig.1: Buying behavior of satisfaction in social media.

OBJECTIVES:

1. To identify the preferred ad messaging strategies among female consumers for cosmetic products on social media.
2. To analyze women's perception of ad attributes influencing engagement with cosmetic brands online.
3. To evaluate women's satisfaction levels with social media advertisements in the cosmetics industry.

SCOPE OF THE STUDY:

The present study focuses on analyzing the impact of social media marketing on the purchasing behavior of women in the cosmetics industry within Chennai. It specifically examines social media advertisements influence consumer decisions, shaping their preferences and buying patterns. Since the study is limited to the female population in Chennai, it provides a targeted understanding of women engage with digital marketing in the beauty sector.

Given the growing dominance of social media as a marketing tool, advertisements on these platforms play a crucial role in shaping consumer behavior. Therefore, this study primarily investigates key elements such as the type of advertisement messages used, the attributes that make these advertisements effective, and the level of satisfaction they provide to consumers. By focusing on these aspects, the research aims to assess the effectiveness of social media campaigns in attracting and retaining female consumers.

Additionally, the study is restricted to women who actively use social media websites, ensuring that the findings reflect the behavior of digitally engaged consumers. The exclusive focus on cosmetic products allows for a detailed exploration of brand promotions, consumer engagement strategies, and the role of online advertising in influencing purchase decisions. Through this research, valuable insights can be gained into the evolving relationship between social media marketing and consumer preferences in the cosmetics industry.

SAMPLING:

The study utilizes a sample size of 100 women residing in Chennai who actively use cosmetic products. This targeted approach ensures that the research focuses on individuals who are directly influenced by social media marketing in the cosmetics industry. By selecting participants who regularly engage with beauty products, the study aims to capture relevant insights into their purchasing behavior and brand preferences.

To gather data effectively, the research employs a Convenience Sampling method. This technique allows for the selection of participants based on their accessibility and willingness to participate in the study. By using this approach, the study ensures a practical and efficient means of collecting responses from women who fit the criteria. The convenience sampling method is particularly useful in market research, as it enables quick data collection while maintaining relevance to the study's objectives.

SAMPLING TECHNIQUE:

The sampling technique adopted for this study is Convenience Sampling, which allows for the selection of respondents based on accessibility and ease of participation. To collect relevant data, the questionnaire was distributed to women in Chennai who use cosmetic products. This method ensures a practical and efficient approach to gathering insights into consumer behavior.

The questionnaire was circulated among individuals who were readily available and willing to participate. Specifically, it was shared with female friends, classmates, and relatives in Chennai, ensuring a diverse yet convenient pool of respondents. By targeting women who actively engage with social media and cosmetics, the study aims to capture accurate perceptions of digital marketing influences their purchasing decisions.

Although convenience sampling has limitations in terms of generalizability, it provides valuable preliminary insights into consumer trends. The responses gathered through this method will help analyze the effectiveness of social media advertisements in shaping brand preferences and buying behavior in the cosmetics industry.

DATA COLLECTION:

The primary data for this study was collected using a survey method through a structured questionnaire designed to capture insights into the influence of social media marketing on women's purchasing behavior in the cosmetics industry. This approach ensured a standardized format for gathering responses, allowing for a more structured analysis of consumer perceptions.

The data was sourced from a diverse group of respondents, including professors and students from Hindustan Institute of Technology & Science, as well as female friends and relatives residing in Chennai. By including both academic professionals and students, the study aimed to capture a wide range of perspectives, ensuring a balanced representation of different age groups and consumer experiences.

The questionnaire was distributed online via a link, making it accessible and convenient for participants. Respondents were invited to complete the form digitally, which facilitated quick and efficient data collection. This online approach not only streamlined the process but also allowed for broader participation from individuals who actively use social media and cosmetic products.

LIMITATIONS:

1. Time constraints limit the scope of data collection and analysis.
2. The findings are region-specific to women in Chennai and lack nationwide generalizability.
3. Evolving consumer preferences may affect the relevance of the data over 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		

Interpretation:

Since the p-value < 0.05, a statistically significant variance exists between creativity and trust in social media ads. The null hypothesis is rejected, validating the alternate hypothesis. Creativity plays a pivotal role in establishing trust in women's cosmetic advertisements.

Hypothesis:

Null Hypothesis (H₀): Creativity and trust exhibit a statistically significant difference in social media ads.

Alternate Hypothesis (H₁): Creativity and trust exhibit no significant difference in social media ads.

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		

Interpretation:

With p-value < 0.05, a statistically significant disparity exists between uniqueness and personal touch in social media ads. Thus, the null hypothesis is rejected, confirming the alternate hypothesis. Uniqueness is a key determinant in enhancing the personal touch of women's cosmetic advertisements.

Hypothesis:

Null Hypothesis (H₀): Uniqueness and personal touch display a statistically significant difference in social media ads.

Alternate Hypothesis (H₁): Uniqueness and personal touch exhibit no significant difference in social media ads.

TABLE:3 Exploratory Factor Analysis for the factor Attribute.

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:

Among all variables, Q61 (Trust) holds the highest impact, making it the most preferred factor among women consumers of cosmetic products.

- Q62 (Personal Touch) ranks lower than Q61, indicating less influence than trust but still significant.
- Q63 (Accessibility) scores below Q61 and Q62, showing a moderate impact on consumer preference.
- Q64 (Affordability) ranks lower than Q61, Q62, and Q63, making it less prioritized than trust, personal touch, and accessibility.
- Q65 (Faster Delivery & Feedback) has an even lower score, signifying reduced importance compared to the above variables.
- Q66 (Cost-Effectiveness) ranks beneath Q61-Q65, indicating a weaker impact on consumer choices.
- Q67 (Ease of Use) holds the lowest score, making it the least influential factor in women's purchasing decisions.

Thus, trust remains the dominant attribute, while ease of use has the least acceptance in social media-driven cosmetic product marketing.

- Q71 holds the highest impact, making it the most influential variable.
- Q72 ranks lower than Q71, indicating a moderate impact.
- Q73 has a lower score than Q71 and Q72 but remains more significant than Q74 and Q75.
- Q74 ranks above Q75 but remains less influential than Q71, Q72, and Q73.
- Q75 holds the lowest impact, making it the least prioritized factor.

Thus, Q71 emerges as the most dominant variable, while Q75 is the least impactful.

CONCLUSION:

The study reveals that women consumers actively engaging with social media platforms in the cosmetics industry exhibit a strong preference for advertisements that are both creative and unique. These elements capture attention, enhance brand recall, and contribute to their purchasing decisions. The presence of innovative and aesthetically appealing messages significantly influences consumer perception, making advertisements more engaging and persuasive. Furthermore, key advertising attributes such as trust, personal connection, accessibility, affordability, faster delivery, feedback responsiveness, cost efficiency, and ease of use are widely accepted by female consumers in Chennai's social media-driven cosmetics market. The importance of trust and personal touch suggests that women value transparency and emotional engagement in marketing campaigns. Similarly, factors like affordability and cost-effectiveness reinforce the role of pricing strategies in shaping purchase behavior. Faster delivery and efficient feedback mechanisms indicate that customers expect prompt service and interactive communication when making online purchases. The study underscores that creativity, uniqueness, and reliability in social media advertisements serve as the primary catalysts influencing women's purchasing decisions in Chennai's cosmetic industry. By addressing these key attributes, brands can optimize digital marketing strategies to enhance customer engagement, build long-term relationships, and ultimately drive higher sales in the competitive online cosmetics market.

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