



EFFECTIVENESS OF ADVERTISEMENTS IN SOCIAL MEDIA WITH REFERENCE TO WOMEN COSMETICS

Dr. K. Mayandi

Assistant Professor of Commerce, Government Arts College for Women, Nilakottai, Tamilnadu.

Abstract

With the rapid development of information technologies worldwide in the past decade, advertisers are increasingly relying on various modes of interactive technology to advertise and promote their products and services. Social media is shifting the power from marketers to consumers, as the democracy allowed in social media all users as customers can now be in contact with each other exchanging the information about products and services. In this context, the researcher has made an attempt to study the perception of women towards effectiveness of advertisements in social media for women cosmetics at Neyveli. The study is confined only to the women customers residing at Neyveli. In the present study, by adopting judgment sampling, 100 women respondents were selected. The sampling consists of four categories of women residing at Neyveli such as working women, housewives, students and professionals. From each category, 25 respondents were selected. As an essential part of the study, the primary data were collected from 100 women with the help of schedule. In order to study the perception of the women towards effectiveness of advertisements in social media for women cosmetics, analysis of variance, t test, analysis of co-efficient of variation, multiple regression analysis, and percentage analysis were employed. Respondents ranging from 19 per cent to 38 per cent suggest that advertising ethics, better presentation, target to potential customers, using appropriate formats and avoidance of psychological fear of information technology will improve the effectiveness of social media advertisement for women cosmetics. Understanding customers and good copy writing are the suggestions of the respondents to improve the effectiveness of social media advertisement at 41% and 46% respectively. 51 per cent and 69 per cent of the respondents suggest that extended space and government support will improve the effectiveness of social media advertisement.

Keywords: *Social Media, Advertisement, Social Marketing, Women Cosmetic, Etc.*

Introduction

In the wake of economic reforms, the India economy has witnessed a noteworthy growth in information technology. The rate of penetration of internet in urban and rural areas is commendable and phenomenal. The increase in online users, paved opportunity for the marketers to reorganize its traditional vehicles of communication and make use of internet as a marketing medium for possible communications. With the rapid development of information technologies worldwide in the past decade, advertisers are increasingly relying on various modes of interactive technology to advertise and promote their products and services. In recent years, social networking sites are progressively gaining primacy as a tool for e-commerce for online shopping throughout the world. The emergence and popularity of online social networks has changed the internet ecosystem leading to a more collaborative environment. Nowadays, millions of internet users participate in social networks, form communities, produce and consume media content in revolutionary ways. Recently, social media remarkably changed the communication landscape. It becomes the main channel for social interaction and communication. Social networks provide a powerful reflection of the structure and dynamics of the society of the 21st century and the interaction of the internet generation with both technology and other people. Social media is shifting the power from marketers to consumers, as the democracy allowed in social media all users as customers can now be in contact with each other exchanging the information about products and services. With the appropriate use of the social media a lot of organizations are able to benefit from each other in ways such as sharing of ideas, communication becoming better and the workplace environment becoming enhanced.

Concept of Social Media

The concept of social networks was initially introduced by sociologists as personal ties between individuals who share similar interests. Today, it is most popular as a terminology for online social activities. Social networking can be defined as allowing individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. Social media is all about facilitating people to express and share ideas, thoughts, and opinions with others. It is the integration of digital media including combinations of electronic texts, graphics, moving images and sound into a structured computerized environment that allows people to interact with the data for appropriate purposes. Social media marketing as the form of marketing which consists of internet based applications such as social networking sites, podcasts, blogs, micro blogs, etc. and have become part of the marketing strategy in order to promote a product or service, improve efficiency of the organization and to attain new customers. Social media include collaborative projects i.e. Wikipedia; blogs, content communities i.e. YouTube; social networking sites i.e. Facebook; virtual social worlds i.e. Second Life; and virtual game worlds i.e. World of War craft.



Importance of Social Media

Globalization and economic growth has led to substantive changes in consumer behaviour, strategies of production and technology revolution with the widespread of internet usage and its acceptance among consumers. As a result of global competition, businesses have gone beyond the traditional boundaries of purchasing, selling or other commercial transactions and consequently, the boundaries of national markets have disappeared and become indistinct. A new global vision requires businesses to carry on their business globally rather than in one country, and hence to use their core skills and information efficiently. Therefore, social media has become very important tool with regard to the effective dissemination of information. In this scenario, social media has emerged as a platform of electronic communication through sharing of knowledge, ideas and user generated contents through networking and blogging. These goals may be promotion of a product/service, the disclosure of a new initiative by the company and consumers' commitment to a rich, substantial, and interactive dialogue. By using social media, consumers have the power to influence other buyers through reviews of products or services used. Therefore, many companies today have pages on social networks to supplement information held about products. Social media as a medium of promotion contributes, through its immediacy, to a healthy and direct relation between brands and their public in an online environment. Social media supports users in several sectors, such as, business, marketing, advertising and education. From business perspective, businesses and buyers can interact directly by social media with each other, and thereby find whatever products and services are looking for. In this regard, social media has become an important factor in influencing various aspects of consumer behaviour. The advent of social media has transformed traditional one-way communication into multi-dimensional, two-way, peer-to-peer communication. Social media platforms offer an opportunity for customers to interact with other consumers; thus, companies are no longer the sole source of brand communication.

Social media websites provide an opportunity for companies to engage and interact with potential and current consumers, to encourage an increased sense of intimacy of the customer relationship, and build all important and meaningful relationships with consumers. Social media offers marketers a chance to break this gridlock and engage with their customers in a whole new way so that both parties benefit from the relationship. Social media has power to generate something positive and generate benefits both for the organizations itself as well as for the customers. Social media offers different values to firms, such as enhanced brand popularity, facilitating word-of-mouth communication, increasing sales, sharing information in a business context, and generating social support for customers. Many retailers, designers, and manufacturers now have a Face book page, Twitter feed, and YouTube channel to update customers, offer special discounts, and organize special events for their friends. Social media influence the way consumers behave during the different stages of their purchase decision-making processes. Indeed, social media enable consumers to share contents and ideas together, write recommendations, reviews and opinions about companies' performance and to tell, to a wider audience than before, about their own good or bad experience with them.

Statement of the Problem

The advent of the internet and its acceptance by the public, have altered quite a lot in the way organizations promote their services and products as well as the channels of communication between them and their customers. As social networking websites have grown in popularity, the marketers and advertisers may see them as extraordinary opportunities. In recent years, social networking has received an increased emphasis on business as well as individuals' lives. Social media has an enormous outreach and able to provide the ability of targeting many people at a relatively low cost in a short period of time. Social networking websites display a great deal of potential for businesses to easily reach their target audiences through advertising. The increased understanding of online consumer's behaviour and motives that encourage consumers to interact with a particular brand, and the consumer's consequent engagement with that brand, can bring ideas for new marketing strategies and practices leading to improved consumer targeting. Increased understanding of social media will enable marketing managers to engage with customers' better online, and help target their marketing communications strategy more efficiently.

However, the social networking is a relatively new phenomenon in today's society and it has not really been explored before. It presents a new challenge for marketers as a new consumer segment has emerged. Today, most organizations are incorporating social media into the business structures of their organization, but do not have a proper know-how of what social media is all about. Moreover, they also do not have a tangible channel to ascertain precisely to gain from the technology adopted, besides, how consumers consider the information that is being transmitted on the social networks and blogs which have not yet been explored. Due to lack of censorship on the internet, there has been a growing global concern about the nefarious activities of some internet users which has made most people to avoid advertisements placed on the internet. Many social media users may be afraid to access advertisements placed on social media because of lack of trust or the ads take them entirely away to a different site from social media where they are having social interactions. In the normal circumstances, perception about various dimensions is not as expected by the producers; and the objective of advertisement is not able to



make required impact on the cosmetic user as expected by the companies as well as it should have been in tune. Therefore, it is all the more important to examine the effectiveness of advertisements in social media for women cosmetics. The study tries to answer some usual questions as: Are the women accepting the dimensions of advertisements in social media? And are advertisements in social media effective for women cosmetics? In this context, the researcher has made an attempt to study the perception of women towards effectiveness of advertisements in social media for women cosmetics at Neyveli.

Objectives of the Study

1. To study the perception of the women in Neyveli towards various dimensions of advertisements in social media with reference to cosmetics.
2. To examine the level of acceptance of women customers towards effectiveness of advertisements in social media on women cosmetics.
3. To suggest suitable measures to improve the effectiveness of advertisements in social media for improved sales of women cosmetics based on the findings of the study.

Hypotheses: The present study is based on the following null hypotheses:

H₀₁: There is no significant relationship among the perception of women belonging to different demographic profiles towards various dimensions of advertisements in social media.

H₀₂: There is no significant relationship in the effectiveness of advertisements in social media for women cosmetics in terms of acceptance of women customers belonging to different socio-economic background.

Scope of the Study

The study is confined only to the women customers residing at Neyveli. Advertisements in social media is the vast subject; therefore, the most common aspects such as dimensions of advertisements in social media, effectiveness of advertisements in social media for women cosmetics and problems in the advertisements in social media for women cosmetics only are studied.

Sampling Design

In the present study, by adopting judgment sampling, 100 women respondents were selected. The sampling consists of four categories of women residing at Neyveli such as working women, housewives, students and professionals. From each category, 25 respondents were selected.

Tools for Data Collection

The present study is empirical in character, based on survey method. As an essential part of the study, the primary data were collected from 100 women with the help of schedule. As an essential part of the study, the primary data were collected for a period of 3 months from September 2017 to November 2017. The schedule was constructed based on Likert scaling technique. Pre-testing of schedule has been done, involving 20 women to know the relevance of the questions. The secondary data were collected mainly from journals, magazines, government reports and books. The data collected have been entered into a master table and were tabulated to arrive at useful conclusions.

Framework of Analysis

In order to study the perception of the women towards effectiveness of advertisements in social media for women cosmetics, analysis of variance, t test, analysis of co-efficient of variation, multiple regression analysis, and percentage analysis were employed. To arrive at possible solutions, percentage analysis was also employed in this study.

Findings

1. Out of 100 respondents, 57 per cent and 32 per cent of the respondents are using internet for e-mail and news purposes respectively. 98 per cent and 21 per cent of the respondents are using internet for shopping and study purposes in that order. 27%, 37% and 47% of the respondents are using internet for job opportunities, looking for information and relaxation purposes respectively.
2. All the respondents are using social media daily. 100%, 32%, 27% and 87% of the often use Facebook, Twitter, Instagram and YouTube respectively. 12%, 22%, 31% and 35% of the respondents are using social media for less than one year, 1-2 years, 2-3 years, and above 3 years respectively. All the respondents are watching social media advertisements for women cosmetics.
3. No significant relationship is found among the acceptance levels of the respondents belonging to different age groups, educational status groups, occupations, annual income groups, and marital status groups towards dimensions of social media advertisement.



4. Respondents in the age group above 45 years, respondents having postgraduation and above qualification, employed consumers, respondents having annual income below Rs.200000, and unmarried customers have higher acceptance level towards dimensions of social media advertisement.
5. There exists consistency in the acceptance level of respondents belonging to above 45 years, respondents who have upto SSLC education, employed consumers, respondents having annual income below Rs.200000 and unmarried customers towards dimensions of social media advertisement.
6. There has been a low correlation (0.275) between the overall acceptance score on the dimensions of social media advertisement for women cosmetics and the selected personal variables. The R square indicates that 7.50 per cent of variation in the dimensions of social media advertisement for women cosmetics is explained by all personal variables taken together. The F value indicates that the multiple correlation coefficients are not significant. Further, age, annual income and marital status of the respondents have no significant effect on their acceptance towards dimensions of social media advertisement for women cosmetics. On the other hand, education of the respondents has significant effect on their acceptance towards dimensions of social media advertisement at 5 per cent level of significance.
7. In regards to dimensions of social media advertisement, majority of the respondents reveal that they agree (35%), followed closely by disagree (27%) and strongly agree (21%). 16 per cent and 1 per cent of the respondents neither agree nor disagree and strongly disagree with the dimensions of social media advertisement. The mean score reveals that the respondents have a higher acceptance level (3.97) towards connectedness, followed by privacy (3.94), and convenient content (3.91). In the case of accessibility, the respondents have a lower acceptance level (2.80).
8. There is no significant relationship among the acceptance levels of the respondents belonging to different age groups, educational status groups, annual income groups, and marital status groups towards effectiveness of social media advertisements for women cosmetics. However, a significant relationship is found the acceptance levels of the respondents belonging to different occupations towards effectiveness of social media advertisements for women cosmetics.
9. Respondents in the age group 36-45 years, respondents having degree qualification, students, respondents having annual income above Rs.600000, and unmarried consumers have higher acceptance level towards effectiveness of social media advertisements for women cosmetics.
10. There exists consistency in the acceptance level of respondents belonging to 36-45 years, respondents who have SSLC qualification, students, respondents having annual income below Rs.200000 and unmarried consumers towards effectiveness of social media advertisements for women cosmetics.
11. There has been a low correlation (0.181) between the overall acceptance score on the effectiveness of the social media advertisement for women cosmetics and the selected personal variables. The R square indicates that 3.30 per cent of variation in the effectiveness of the social media advertisement is explained by all personal variables taken together. The F value indicates that the multiple correlation coefficients are not significant. Further, age, education, annual income and marital status of the respondents have no significant effect on their acceptance towards effectiveness of the social media advertisement for women cosmetics.
12. Out of 100 respondents, majority of the respondents reveal that they agree (34%), followed closely by disagree (32%) and strongly agree (18%) with the effectiveness of the social media advertisement for women cosmetics. 15% and 1% of the respondents neither agree nor disagree and strongly disagree with the effectiveness of the social media advertisement. The mean score reveals that the respondents have a higher acceptance level (4.08) towards online social support for their peers, followed by enhancing brand awareness (3.57), and faster feedback (3.54). In the case of speed up the buying process, the respondents have a lower acceptance level (2.91).
13. Respondents ranging from 19 per cent to 38 per cent suggest that advertising ethics, better presentation, target to potential customers, using appropriate formats and avoidance of psychological fear of information technology will improve the effectiveness of social media advertisement for women cosmetics. Understanding customers and good copy writing are the suggestions of the respondents to improve the effectiveness of social media advertisement at 41% and 46% respectively. 51 per cent and 69 per cent of the respondents suggest that extended space and government support will improve the effectiveness of social media advertisement.

Suggestions

1. Consumers value the social media as tool to access product or service information. Therefore, the availability of more information on the social media is more appealing to consumers. The users of the social media have an interest in the information accessed after click through. Therefore to draw these people, the advertisers of women cosmetics should make their social media advertisements to satisfy the wants and needs of consumers for information based benefits.



2. An adequate amount of infrastructure and human capacity building is required to adopt the global technology for their social media advertisements. The Government of India can help the consumers in reducing the cost of interconnectivity and information and communication technology.
3. Copy writing of social media advertisements is essential. Having a well written copy that is persuasive will not only attract an audience, but also convert that audience to customers. If the advertisers want to keep the interest alive, then they can also create discussion with the customers. This will attract more visitors to the social media pages of women cosmetics.
4. The advertisers of the women cosmetics should target their audience with pinpoint accuracy like location, income, gender, interests, hobbies, etc. Further, the advertisers of the women cosmetics should utilize effective pay per click management software to measure results. They should use ad analytics to measure delivery as well.
5. Advertisers of the women cosmetics should comprehend the current situation and the performance of the social media, and then they should develop advertising strategies to fit into the current state of the social media. Even though consumers have favourable attitudes towards non-traditional advertising strategies, they do not appear to be totally free from the concerns accompanying interactivity with advertisers on the social media. The consumers are highly concerned with the issue of privacy and security issues in interacting with advertisers on the social media. Hence, a correct system architecture and design will help in managing operational and security risks to a greater extent.
6. Social media advertisements work best when they appear in the right context, which is in the right place in front of the right people and ideally at the right time. The landing page is the perfect place for explanation and justification if needed in the advertisements of women cosmetics.
7. As far as storage of data is concerned, social media poses potential dangers to the individuals in various forms like identity theft, sexual predators, stalking, unintentional fame, employment, apart from various threats for institutions. All these issues need to be addressed by the social media advertisers for ensuring a better work environment.
8. The right place to communicate with consumers and so businesses should immediately use social media tools effectively for marketing communication.

Conclusion

The internet has reduced the cost and increased the speed of information transfer. It has transformed the economic landscape, allowing new and exciting ways to generate revenue that includes and differs from traditional economic models. The global reach of the internet makes it an attractive platform for any company wishing to advertise its products or services. Social media advertising offers potential benefits that are not available in traditional media. But it does not mean that social media advertising is the superb way of advertising. It has many limitations also. The researcher suggested various measures such as advertising ethics, better presentation, target to potential customers, using appropriate formats, avoidance of psychological fear of information technology, understanding customers good copy, extended space and government support to improve the effectiveness of social media advertisement for women cosmetics.

References

1. Agnihotri, et al. (2012). "Bringing Social into Sales: The Impact of Sales People's Social Media Use on Service Behaviours and Value Creation", *Journal of Personal Selling & Sales Management*, Vol.32, No.3, pp. 333-348.
2. Ahmed, M.A and Zahid, Z (2014). "Role of Social Media Marketing to Enhance CRM and Brand Equity in terms of Purchase Intention," *Journal of Management Research*, Vol. 4, No. 3, pp. 533-549.
3. Berthon, P.R, Pitt, L and Campbell, C (2008). "Ad Lib: When Customers Create the Ad," *California Management Review*, Vol.50, No.4, pp.6-31.
4. Chen, Y, Fay, S and Wang, Q (2011). "The Role of Marketing in Social Media: How Online Consumer Reviews Evolve", *Journal of Interactive Marketing*, Vol.25, No.2, pp. 85-94.
5. Dann Stephen and Dann Susan (2011). *E-Marketing: Theory and Applications*, London: Palgrave Macmillan Publisher.
6. De Vita, E (2012). "This is What Successful Social Media Looks Like (Social Media in Human Resource Management)", *People Management*, pp.40-43.
7. De Vries, L, Gensler, S and LeeFlang, ES.H (2012). "Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing", *Journal of Interactive Marketing*, Vol.26, No.2, pp. 83-91.
8. Evans, M (2006). "Consumer Behaviour towards Fashion", *European Journal of Marketing*, Vol.23, No.7, pp. 7-16.
9. Gillin, P (2007). *The New Influencers: A Marketer's Guide to the New Social Media*, Sanger: Quill Driver Books Publisher.



10. Hanna, R, Rohm, A and Crittenden, V.L (2011). "We're All Connected: The Power of the Social Media Ecosystem", *Business Horizons*, Vol.54, No.3, pp. 265-273.
11. Hennig Thureau, et al. (2010). "The Impact of New Media on Customer Relationships", *Journal of Service Research*, Vol.13, pp.311-330.
12. Krishnamurthy, S and Dou, W (2008). "Advertising with User-generated Content: A Framework and Research Agenda," *Journal of Interactive Advertising*, Vol.8, No.2, pp.1-7.
13. Li, C and Bernoff, J (2011). *Groundswell: Winning in a World Transformed by Social Technologies*, Boston: Harvard Business Review Press.
14. Mersey, R, Malthouse, E. C and Calder, B. J (2010). "Engagement with Online Media", *Journal of Media Business Studies*, Vol.7, No.2.