

INFLUENCE OF SOCIAL MEDIA ADVERTISING ON THE PURCHASING BEHAVIOUR OF COSMETICS PRODUCTS

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ABSTRACT

This study aims at investigating the influence of social media advertising on the purchasing behaviour of cosmetics products. Collecting data using a valid and reliable questionnaire from 150 users of cosmetics products in Chengalpat district, the results show that social media advertising significantly influences purchasing behaviour. Social media advertising significantly influences customer satisfaction. Purchasing behaviour significantly influences customer satisfaction. Therefore, Manufacturers and marketers are advised to obtain certain certifications that can help build consumer confidence. Manufacturers, to attract users' notice, can lead to severe setbacks and failure of trust in a particular brand. Theoretically, the study called scholars to carry out further research to examine how social media advertising affect users of cosmetics products outcomes like user loyalty and user repurchase intention.

Keywords: *Social Media Advertising, Cosmetics Products, Purchasing Behaviour and Customer Satisfaction.*

INTRODUCTION

Social media marketing is when marketers use social media channels to communicate to consumers that a brand's products and services are quality and worthy. It is a marketing technique that uses blog marketing, social networks, online communities and more. Social media marketing is the process of communicating a company's reputation, effect and brand image

within communities of potential readers, customers and followers with the help of social media. Also, social media marketing is a process of getting website attention or traffic through social media platforms and conveying brand image to users.

Natural cosmetics are produced because of severe flaws in chemical-based cosmetics, and they are very user-friendly; the selection of natural cosmetics should be sensible, and then it should be selected. Green cosmetics do not irritate the skin in the same way that other cosmetics do. Natural cosmetics are nearly chemical-free and contain very few chemicals. When using fake cosmetics, several people have suffered allergic reactions. Allergy reports are rare and notable among persons who use natural cosmetics. Green cosmetics leave no room for bacterial, fungal, or viral growth. Green cosmetics are safe for the human body to use. Green cosmetics pave the way for agricultural transformation.

Most consumer actions are adjusted and disguised as well as the consumer behaviours are almost concealed. Consumer psychology is a branch of psychology that studies customers at various intervals using past references and research. No two studies are alike; if one finds relevance, another finds it lacking. This reflects the world's heterogeneous population. The pre-buying and post-buying activities of consumers are emphasized. The cognitive segment of consumer behaviour is made up of the knowledge received by the consumer through interactions with others in the social environment, media references, publications, and journals. The information gathered may persuade to purchase any product or service. The consumer begins to 'feel' about the product or service based on the knowledge he or she has already gathered, and to determine how the product or service may benefit him or her. These emotions manifest as attitudes, which can be either positive or

negative in nature. Hence, the research tries to identify the influence of social media advertising on the purchasing behaviour of cosmetics products.

REVIEW OF LITERATURE

Aunkita Sharma, et al. (2022) found that that social media marketing has a significant impact on the customer's buying behavior of cosmetic products. Instagram have a great influence on youth's mind compared to the other social media sites.

Nekmahmud, et al. (2022) discovered that green thinking, subjective norms, attitude, perceived behavior control, and social media marketing have a strong and positive association with the intention to purchase green products.

Kapri, et al. (2021) revealed that the ad informativeness drive, customer habits and ad clicking behaviour and in turn, enhance the intentions of customers to purchase products and give to e-word of mouth.

Sarraf & Teshnizi (2020) identified that hedonic motivations, interactivity, performance expectations, and informativeness positively influence buying intention. Conversely, perceived relevance does not affect buying intention.

Ali Abdallah Alalwan (2018) found the significant impact of hedonic motivation, performance expectancy, interactivity, perceived relevance and informativeness on purchase intentions.

Askadilla and Krisjanti (2017) identified that beliefs would positively affect the three predictors on attitude, subjective norms and perceived behavioral control. The results also

indicate that both green purchase intention and perceived behavioral control demonstrated significant relationship toward green behavior.

Yi Chang Yang (2017) found that brand knowledge is positively related to perceived quality. Perceived quality acts as a linkage between brand knowledge and purchase intention. As expected, the results showed that there was a connection between perceived quality and purchase intention.

Anchal Arora and Chahal (2017) identified that the consumer's environmental concern, eco-friendly activities and perceived behaviour emerged as three major determinants of consumer green purchase behaviour.

Vasanthi and Kavitha (2016) found that factors affecting the consumers' buying behaviour have major implications on purchasing decisions. The findings reveal that there is significant relationship between the variables which affects consumers' buying behaviour for green products.

Matea Matic and Barbara Puh (2015) was identified that there is a strong positive correlation between purchase intentions and consumer references of natural cosmetics. Conversely, there was no influence on consumers' intentions towards purchasing natural cosmetics.

Vidhya Jawahar and Tamizhjyothi (2013) found that income does not have any influence on the attitude towards cosmetic products. The result confirms that occupation, age, marital statuses have positive influence towards green cosmetic products.

H1: Social media advertising significantly influences purchasing behaviour.

H2: social media advertising significantly influences customer satisfaction.

H3: Purchasing behaviour significantly influences customer satisfaction.

NEED FOR THE STUDY

The findings of this study will help manufacturers cosmetics products and policy makers. This study will help the influence of social media advertising on the purchasing behaviour of cosmetics products.

FRAMEWORK

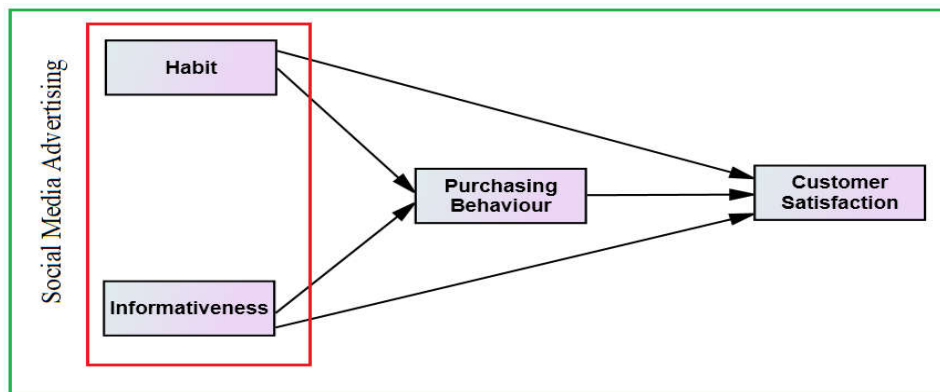


Figure 1: Conceptual framework

OBJECTIVES

- To discover the influence of social media advertising on the purchasing behaviour of cosmetics products.
- To find out the influence of purchasing behaviour on customer satisfaction among the users of cosmetics products.

RESEARCH DESIGN

To explore the influence of social media advertising on the purchasing behaviour of cosmetics products a descriptive research design is employed by the researcher. Data is collected from users of cosmetics products in Chengalpat district a structured and standard questionnaire. This descriptive research design is employed to explore the relationship between social media advertising, purchasing behaviour, and customer satisfaction.

QUESTIONNAIRE DESIGN

Data is collected from users of cosmetics products in Chengalpat district through a well-designed questionnaire. The questionnaire construction for this study is divided into four parts. The first part of the questionnaire is arranged in such a way to know the demographics profile of users of cosmetics products, the second part is social media advertising, the third part is purchasing behaviour and the fourth part is customer satisfaction. Except first part, all the four sections are constructed with multiple choice questions. The first part is set up as a category and the other three as a measuring scaling technique.

Table 1: Questionnaire Construction

S.No.	Variable	Items	Author
I	Demographic Profile	8	---
II	Social Media Advertising	9	Ali Abdallah Alalwan (2018)
	Habit	5	
	Informativeness	4	
III	Purchasing Behaviour	5	Self-Design
IV	Customer Satisfaction	5	Self-Design

RELIABILITY

Table 2: Reliability of the research

S.No.	Variable	Items	Cronbach's Alpha
I	Social Media Advertising	9	0.89
	Habit	5	0.87
	Informativeness	4	0.91
II	Purchasing Behaviour	5	0.89
III	Customer Satisfaction	5	0.80

Pilot study was done to confirm that the results of this study questionnaire are reliable. The questionnaires are verified by involving 150 users of cosmetics products in Chengalpat district. Based on the users of cosmetics products opinion, some changes are made in the questionnaire. Cronbach's alpha tool is employed to test the reliability of the research variables. All the variables of this questionnaire are above 0.70 which shows that it is reliable. This means that the set of questionnaire has a high reliability value. Based on this result, it is statistically recommended that the questionnaire set can be implemented for final data collection of the research.

SAMPLING TECHNIQUE

In this study, convenience sampling technique has been applied to collect the primary data from the users of cosmetics products in Chengalpat district. In this way 150 users of cosmetics products are approached to collect the primary data in Chengalpat district.

STATISTICAL TOOLS

Path analysis is used to estimate model by probing the relationship between social media advertising, purchasing behaviour, and customer satisfaction. The researcher has employed the path analysis for impact of social media advertising on the customer satisfaction of cosmetics products with respect to purchasing behaviour.

RESULTS AND DISCUSSION

The table 3 presents the mode summary of impact of social media advertising on the customer satisfaction of cosmetics products with respect to purchasing behaviour. The path model presented, along with mode summary to verify the model fitness. The Chi-square statistic is 1.041 with $p < 0.05$. The table illustrates the model fit statistics such as RMSEA, RMR, NFI, CFI, AGFI and GFI. RMR and RMSEA are within than the recommended limit i.e., RMR and

RMSEA is less than 0.08 (Indra, Balaji and Velaudham, 2020; Velaudham and Baskar, 2016). AGFI and GFI are within than the recommended limit i.e., AGFI and GFI values are greater than 0.90 (Kantiah Alias Deepak and Velaudham, 2019; Velaudham and Baskar, 2015). All the model fit statistics imply a moderately model fit (Premapriya, et al. 2016; Victor and Velaudham, 2020) NFI and CFI values are greater than 0.90 (Reena, et al. 2019; Velaudham & Baskar, 2015).

Table 3: Model fit indication

S.No.		Model Fit Indicators	Suggested standards (Premapriya, et al. 2016)	Calculated Values
1	Chi-Square Test	Chi-Square	---	1.041
		p	> 0.050	0.782
2	Goodness Fit	GFI	> 0.90	0.999
		AGFI		0.999
		CFI		1.000
		NFI		1.000
3	Badness Fit	RMR	< 0.080	0.001
		RMSEA		0.001

Source: Primary data

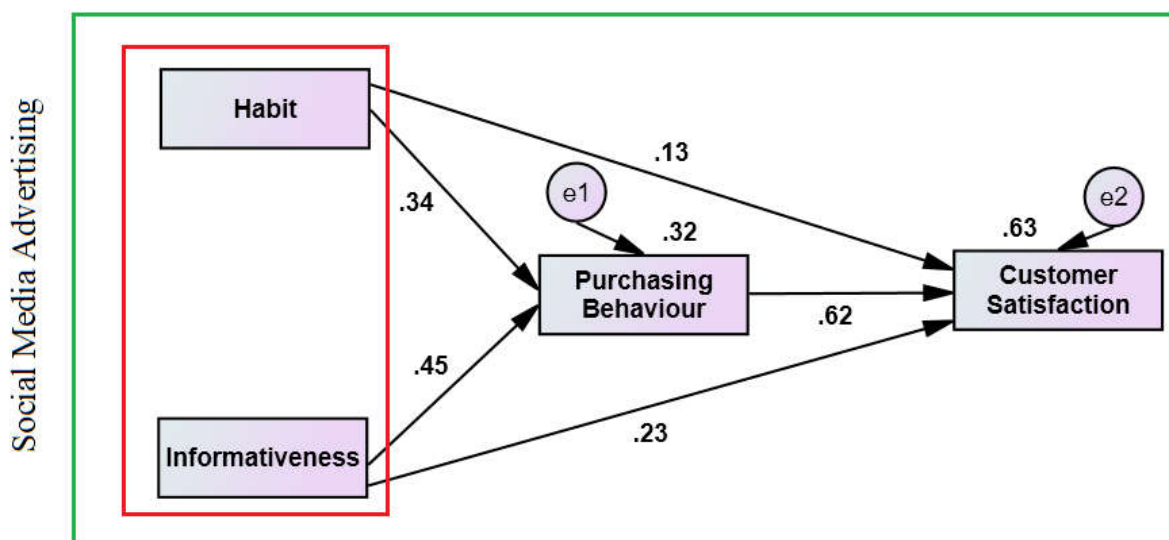


Figure 2: Impact of social media advertising on the customer satisfaction of cosmetics products with respect to purchasing behaviour

Table 4: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	P
Purchasing Behaviour	<---	Habit	0.296	0.027	10.826	0.344	0.001
Purchasing Behaviour	<---	Informativeness	0.369	0.026	14.190	0.452	0.001
Customer Satisfaction	<---	Purchasing Behaviour	0.591	0.028	21.451	0.615	0.001
Customer Satisfaction	<---	Habit	0.105	0.021	4.990	0.128	0.001
Customer Satisfaction	<---	Informativeness	0.179	0.021	8.478	0.228	0.001

Source: primary data

H₁: Habit significantly influences purchasing behaviour of the cosmetics products.

The hypothesis was tested in path model. The finding of the analysis demonstrated that the C.R. value is 10.826; β value is 0.344 and p value is significant. The value of β is 0.344 that habit explains 34.4 percent of the purchasing behaviour of the cosmetics products. Therefore, the hypothesis is accepted. Hence, the result demonstrated that the habit significantly influences purchasing behaviour of the cosmetics products. Aunkita Sharma, et al. (2022); Ali Abdallah Alalwan (2018) found similar result.

H₂: Informativeness significantly influences purchasing behaviour of the cosmetics products.

The hypothesis was tested in path model. The finding of the analysis demonstrated that the C.R. value is 14.190; β value is 0.452 and p value is significant. The value of β is 0.452 that informativeness explains 45.2 percent of the purchasing behaviour of the cosmetics products.

Therefore, the hypothesis is accepted. Hence, the result demonstrated that the informativeness significantly influences purchasing behaviour of the cosmetics products. Aunkita Sharma, et al. (2022); Ali Abdallah Alalwan (2018) found similar result.

H₃: Habit significantly influences customer satisfaction of the cosmetics products.

The hypothesis was tested in path model. The finding of the analysis demonstrated that the C.R. value is 4.990; β value is 0.128 and p value is significant. The value of β is 0.128 that habit explains 12.8 percent of the customer satisfaction of the cosmetics products. Therefore, the hypothesis is accepted. Hence, the result demonstrated that the habit significantly influences customer satisfaction of the cosmetics products. Askadilla and Krisjanti (2017) found that both green purchase intention and perceived behavioral control demonstrated significant relationship toward green behavior.

H₄: Informativeness significantly influences customer satisfaction of the cosmetics products.

The hypothesis was tested in path model. The finding of the analysis demonstrated that the C.R. value is 8.478; β value is 0.228 and p value is significant. The value of β is 0.228 that informativeness explains 22.8 percent of the customer satisfaction of the cosmetics products. Therefore, the hypothesis is accepted. Hence, the result demonstrated that the informativeness significantly influences customer satisfaction of the cosmetics products. Askadilla and Krisjanti (2017) found that both green purchase intention and perceived behavioral control demonstrated significant relationship toward green behavior.

H₄: Purchasing behaviour significantly influences customer satisfaction of the cosmetics products.

The hypothesis was tested in path model. The finding of the analysis demonstrated that the C.R. value is 21.451; β value is 0.615 and p value is significant. The value of β is 0.615 that purchasing behaviour explains 61.5 percent of the customer satisfaction of the cosmetics products. Therefore, the hypothesis is accepted. Hence, the result demonstrated that the purchasing behaviour significantly influences customer satisfaction of the cosmetics products. Yi Chang Yang (2017) found that there was a connection between perceived quality and purchase intention.

FINDINGS

- Habit significantly influences purchasing behaviour of the cosmetics products. Aunkita Sharma, et al. (2022); Ali Abdallah Alalwan (2018) found similar result.
- Informativeness significantly influences purchasing behaviour of the cosmetics products. Aunkita Sharma, et al. (2022); Ali Abdallah Alalwan (2018) found similar result.
- Habit significantly influences customer satisfaction of the cosmetics products. Askadilla and Krisjanti (2017) found that both green purchase intention and perceived behavioral control demonstrated significant relationship toward green behavior.
- Informativeness significantly influences customer satisfaction of the cosmetics products. Askadilla and Krisjanti (2017) found that both green purchase intention and perceived behavioral control demonstrated significant relationship toward green behavior.
- Purchasing behaviour significantly influences customer satisfaction of the cosmetics products. Yi Chang Yang (2017) found that there was a connection between perceived quality and purchase intention.

SUGGESTIONS

- It is recommended that the goal of cosmetic manufacturers is to create awareness among consumers. It is even more important that advertising activities target the younger generation of green cosmetic female users.
- Understand the price and expectations of cosmetic products to suit the needs of low-income female users.
- Manufacturers and marketers are advised to obtain certain certifications that can help build consumer confidence. Manufacturers, to attract users' notice, can lead to severe setbacks and failure of trust in a particular brand.

CONCLUSION

Advertising on social media has a big impact on cosmetics purchases, especially among younger audiences. Social media provides consumers with product details, reviews, and influencer recommendations, all of which have a significant impact on their purchasing decisions. Instagram, YouTube, and TikTok are examples of visual media that work especially well for advertising cosmetic companies and interacting with potential customers. This study aims at investigating the influence of social media advertising on the purchasing behaviour of cosmetics products. Collecting data using a valid and reliable questionnaire from 150 users of cosmetics products in Chengalpat district, the results show that social media advertising significantly influences purchasing behaviour. Social media advertising significantly influences customer satisfaction. Purchasing behaviour significantly influences customer satisfaction. Therefore, Manufacturers and marketers are advised to obtain certain certifications that can help build consumer confidence. Manufacturers, to attract users' notice, can lead to severe setbacks and failure of trust in a particular brand. Theoretically, the study called scholars to carry out further research to examine how social media advertising affect users of cosmetics products outcomes like user loyalty and user repurchase intention.

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