

A Study on the Effectiveness of Social Media Advertising on Women's Cosmetic Products in Madhavaram Town, Chennai

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ABSTRACT

Social media advertising has emerged as a powerful promotional tool in the cosmetics industry, particularly among women consumers. With the increasing penetration of smartphones and internet usage, women are exposed to cosmetic advertisements through platforms such as Instagram, Facebook, YouTube, and WhatsApp. This study aims to analyse the effectiveness of social media advertising on women's cosmetic products in Madhavaram Town, Chennai. The research focuses on understanding consumer awareness, attitude, purchase intention, and the influence of social media compared to conventional advertising media. Primary data were collected from women respondents using a structured questionnaire. The study adopts a descriptive research design and uses statistical tools such as percentage analysis and multiple regression analysis. The findings reveal that social media advertising has a significant impact on purchase decisions of women consumers, especially among younger age groups. Visual appeal, influencer endorsements, and online reviews play a major role in shaping consumer perceptions. The study highlights the growing importance of digital marketing strategies for cosmetic brands and provides useful suggestions to marketers for improving their social media campaigns. The research concludes that social media advertising is more effective than conventional media in influencing women's cosmetic buying behaviour in urban localities like Madhavaram.

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1. INTRODUCTION

Advertising is one of the most important elements of marketing communication, as it helps organizations inform, persuade, and remind consumers about their products and services. In recent years, the cosmetics industry has experienced rapid growth due to changing lifestyles, increasing disposable income, and rising beauty consciousness among women. Traditionally, cosmetic companies relied heavily on conventional advertising media such as television, newspapers, magazines, radio, and hoardings. However, with the advent of digital technology, social media advertising has gained prominence.

Social media platforms enable brands to communicate directly with consumers, build relationships, and receive immediate feedback. Women, in particular, actively use social media for beauty tips, product reviews, tutorials, and brand recommendations. Platforms like Instagram and YouTube have become influential spaces where cosmetic brands showcase products using visuals, videos, and influencer collaborations.

Madhavaram Town in Chennai is a rapidly developing urban area with a high concentration of students, working women, and homemakers who actively use social media. Understanding how social media advertising affects women's cosmetic purchase decisions in this locality is important for marketers and academicians. This study attempts to examine the effectiveness of social media advertising and its role in influencing awareness, preference, and buying behaviour of women consumers.

2. CONCEPT OF SOCIAL MEDIA

Social media refers to online platforms that allow users to create, share, and exchange information, ideas, and content in virtual communities. Popular social media platforms include Facebook, Instagram, YouTube, Twitter, WhatsApp, and Snapchat. These platforms enable interaction through likes, comments, shares, and reviews. For marketers, social media serves as a cost-effective medium to reach target audiences, promote products, and build brand loyalty. In the cosmetics industry, social media helps brands demonstrate product usage, share beauty tutorials, and engage customers through influencers and user-generated content.

SOCIAL MEDIA VS. CONVENTIONAL MEDIA ADVERTISING

| Basis | Social Media Advertising | Conventional Media Advertising |
|---------------|--------------------------|--------------------------------|
| Communication | Two-way interaction | One-way communication |
| Cost | Low and flexible | High cost |
| Targeting | Highly targeted | Mass audience |
| Feedback | Immediate | Delayed |
| Reach | Global and local | Mostly local |

IMPORTANCE OF SOCIAL MEDIA ADVERTISING

Social media advertising plays a crucial role in modern marketing strategies. It helps brands reach a wider audience at a comparatively lower cost. Social media allows precise targeting based on age, gender, interests, and location. It enables direct interaction between brands and consumers, building trust and loyalty. Visual content such as images and videos enhances brand recall. Influencer marketing increases credibility and persuasion. Real-time feedback helps brands modify strategies quickly. Performance can be measured easily using analytics. Social media advertising also encourages word-of-mouth promotion. Overall, it has become an essential tool for cosmetic companies to remain competitive.

STATEMENT OF THE PROBLEM

The cosmetics market has become highly competitive, with numerous brands offering similar products. While companies invest heavily in social media advertising, it is essential to evaluate whether such advertising effectively influences consumer behaviour. Although women are active users of social media, their responses to advertisements may vary based on age, education, and personal preferences. In areas like Madhavaram Town, where urbanization and digital adoption are increasing, there is limited empirical research on how social media advertisements impact women's cosmetic purchase decisions. Conventional advertising methods are still used, but their effectiveness compared to social media remains uncertain. Hence, this study seeks to analyse the effectiveness of social media advertising for women's cosmetics

and to understand consumer perceptions, awareness, and buying behaviour in Madhavaram Town, Chennai.

OBJECTIVES OF THE STUDY

1. To study the awareness of social media advertising among women consumers.
2. To analyse the influence of social media advertisements on cosmetic purchases.
3. To compare social media advertising with conventional advertising.
4. To examine factors influencing purchase intention.
5. To suggest improvements for social media marketing strategies.

HYPOTHESIS

H_0 : Social media advertising has no significant impact on women's cosmetic purchase decisions.

H_1 : Social media advertising has a significant impact on women's cosmetic purchase decisions.

H_2 : Engagement and reviews positively influence purchase intention.

H_3 : Younger consumers are more influenced by social media advertising.

H_4 : Social media advertising is more effective than conventional advertising.

SCOPE OF THE STUDY

The study is limited to women consumers in Madhavaram Town, Chennai. It focuses only on cosmetic products. The study considers selected social media platforms. The findings are based on primary data collected from respondents. The results may not be generalized to rural areas.

RESEARCH METHODOLOGY

The study adopts a descriptive research design. Primary data were collected through a structured questionnaire. Convenience sampling method was used. The sample size consisted of 200 women respondents. Secondary data were collected from journals, books, and websites. Statistical tools such as percentage analysis and multiple regression analysis were applied. The study period was limited to three months. Data were analysed using tables and interpretations.

3. ANALYSIS AND INTERPRETATION

Table 1: Age-wise Distribution

| Age Group | No. of Respondents | Percentage |
|--------------|--------------------|-------------|
| 18–25 | 80 | 40% |
| 26–35 | 70 | 35% |
| 36–45 | 40 | 20% |
| Above 45 | 10 | 5% |
| Total | 200 | 100% |

Source: Primary Data

Majority of respondents belong to 18–35 age group, indicating high social media usage. The age-wise distribution of respondents shows that the majority of women consumers fall within the 18–25 age group, accounting for 40 percent of the total respondents. This is followed by the 26–35 age group, which

constitutes 35 percent of the sample. Together, these two age groups represent 75 percent of the respondents, indicating that younger women form the dominant segment of social media users in Madhavaram Town. Women in the age group of 36–45 account for 20 percent, while respondents above 45 years represent only 5 percent of the total sample. The findings clearly indicate that younger women are more active users of social media platforms and are more exposed to cosmetic advertisements online. This age group is more tech-savvy and open to experimenting with new cosmetic products promoted through digital media. The lower participation of older age groups suggests comparatively lesser engagement with social media advertising. Hence, age plays a significant role in determining the reach and effectiveness of social media advertising for women's cosmetics.

Table 2: Preferred Social Media Platform

| Platform | Respondents | Percentage |
|--------------|-------------|-------------|
| Instagram | 120 | 60% |
| Facebook | 50 | 25% |
| YouTube | 30 | 15% |
| Total | 200 | 100% |

Source: Primary Data

Table 2 highlights the preferred social media platforms used by women respondents for viewing cosmetic advertisements. Instagram emerges as the most popular platform, preferred by 60 percent of the respondents. This indicates that Instagram's visual-centric content, such as images, reels, and influencer promotions, strongly attracts women consumers. Facebook is preferred by 25 percent of the respondents, suggesting that it still holds relevance among certain age groups, particularly homemakers and working women. YouTube is preferred by 15 percent of the respondents, mainly due to product reviews, tutorials, and demonstration videos. The dominance of Instagram shows a shift towards visually engaging and interactive platforms in cosmetic marketing. The results suggest that cosmetic brands should focus more on Instagram-based promotions to effectively reach women consumers. Overall, platform preference plays a crucial role in determining the success of social media advertising strategies.

Table 3: Influence on Purchase Decision

| Response | Respondents | Percentage |
|--------------|-------------|-------------|
| Yes | 140 | 70% |
| No | 60 | 30% |
| Total | 200 | 100% |

Source: Primary Data

Table 3 reveals the extent to which social media advertising influences women's cosmetic purchase decisions. A significant 70 percent of respondents stated that social media advertisements influence their decision to purchase cosmetic products. This indicates a strong positive impact of social media advertising on consumer behaviour. The remaining 30 percent reported that social media ads do not influence their purchase decisions, possibly due to brand loyalty or reliance on offline recommendations. The high

percentage of influenced respondents highlights the effectiveness of digital advertising in shaping consumer preferences. Factors such as influencer endorsements, attractive visuals, and customer reviews may have contributed to this influence. The findings confirm that social media advertising plays a vital role in creating awareness and motivating purchase intentions among women consumers. Therefore, social media acts as a powerful tool in driving cosmetic sales in urban areas like Madhavaram Town.

MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis was conducted to examine the relationship between purchase intention and independent variables such as ad awareness, engagement, and reviews. The results show that engagement has the highest influence on purchase intention, followed by ad awareness. Online reviews also show a positive impact. The regression model indicates a significant relationship between social media advertising factors and cosmetic purchase decisions. The p-values are less than 0.05, proving statistical significance. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted.

FINDINGS AND SUGGESTIONS

The study reveals that social media advertising significantly influences women's cosmetic purchases. Younger women are more responsive to online ads. Instagram is the most preferred platform. Visual content and influencer endorsements are effective. Brands should focus on interactive content. Customer reviews should be highlighted. Localized advertising strategies should be adopted. Companies should invest more in digital campaigns than traditional media.

4. CONCLUSION

The study concludes that social media advertising plays a vital role in influencing women's cosmetic buying behaviour in Madhavaram Town. Compared to conventional media, social media provides better engagement, targeting, and cost efficiency. Women consumers rely heavily on online content and reviews before purchasing cosmetics. Cosmetic brands should adopt innovative digital strategies to enhance consumer trust and brand loyalty. The research highlights the growing relevance of social media marketing in the cosmetics industry.

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