



SATISFACTION OF WOMEN STUDENTS IN SOCIAL MEDIA ADVERTISEMENTS ON WOMEN COSMETICS

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ABSTRACT

Social media allows users to generate and exchange content online. It is also about enabling people to connect with others, like they were doing for the last thousands of years. 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. The present research paper is an attempt to analyse the Satisfaction of women students in social media advertisements on women cosmetics. The women consumers nowadays taking more interest on cosmetics. So the researcher has taken sample from the women students of Coimbatore District. Overall, it is necessary to study about the Satisfaction of women students in social media advertisements on women cosmetics. The researcher has taken 630 sample from College students. The researcher has used Factor analysis, Chi-square test, Pearson's Correlation Coefficient and Friedman test for the analytical part of the study.

KEYWORDS :

INTRODUCTION

Social media supports users in several sectors, such as business, marketing, advertising and education. From business perspective, business and the consumer can interact directly by social media with each other, and thereby find whatever product and services they are looking for. Earlier the use of social networking sites was confined to the entertainment activity only, but now social networking sites are increasingly used for job search communication, making purchase decisions, marketing, etc. In this regard, social media has become an important factor in influencing various aspects of consumers' activities. It is an effective channel to interact with the customers and an efficient personal relation tool for creating brand awareness among the consumers. Advertisements through social media on women cosmetics are creative and more interesting, more informative, help in seeking information of products, help in creating an idea about products even before consumption and helps in creating brand awareness. The present Research paper is an attempt to analyze the Satisfaction of women students in advertisements on women cosmetics in social media. Especially the women students nowadays are taking more interest on cosmetics.

REVIEW OF LITERATURE

Harshini (2015) in her study offered theoretical contributions and conceptual model to existing research on Social Media Ads and Consumer's purchase Intention.

This study highlighted the characteristics of online ads and its influence on intention to purchase. While prior studies had investigated different features of online ads towards attitude and consumer's buying behavior, this study provided a new set of consumer's response towards Social Media ads with respect to Purchase Intention and Satisfaction. Therefore it was necessary to make further investigations which elucidated the influence of social media ads on consumer's behavior. The main emphasis in this research was to identify and get insight into the main features of social media ads influencing consumer's intention to buy. An in-depth study of literature was done to identify the features of advertisements influencing purchase intention and Satisfaction. Therefore, the relationship of various features and purchase intentions and Satisfaction were also worth studying; to study the influence of Social Media Advertisements on Consumer's Purchase Intention, to develop a conceptual model on feature of social media advertisements and purchase intention. Results showed that these responses played a very important role to influence consumer behavior towards online ads. However this study might serve as inspiration for future studies on features of social media ads that influence consumer's purchase intention. Marketing managers

should consider the importance of quality and quantity of information, greater interactivity on online sites while designing their websites for advertising. This further implied that advertisers could intelligently use these features to increase sales.

OBJECTIVES OF THE STUDY

The main objective of this study is to examine the satisfaction of women students in social media advertisements on women cosmetics.

RESEARCH METHODOLOGY

DATA COLLECTION

The present study is an empirical one based on survey method. As an essential part of the study, the Primary data were collected from 630 women students studying in under graduate and post graduate courses including research scholars of the select colleges in Coimbatore district.

FACTORS OF SATISFACTION OF SOCIAL MEDIA ADVERTISEMENTS ON WOMEN COSMETICS

While accessing the social media advertisement on women cosmetics, it is better to study the level of satisfaction of the advertisement in social media by the women students. It has been decided to identify the factors to know about the level of satisfaction of social media advertisements. The level of satisfaction such as 1. Creativity and informative, 2. Enjoyable and interactive, 3. Creative Marketing and 4. Good Layout and Design have been identified to know their opinion on these. For this, a few statements have been identified under each category and their opinion elicited on these items (factors). Elaborate statements have been framed to elicit the opinion of sample women students to know their disposition towards women cosmetics through social media advertisements. In order to elicit the opinion of the sample women respondents, various such factors have been identified to know the opinion of the respondents and their opinion have been obtained through five point scale and their mean scores have been calculated and tabulated below.

Mean and SD of Factors of Satisfaction of Social Media Advertisements on Cosmetic of Women Students

Factors of Satisfaction of Social Media Advertisement	Statements	Mean	SD
Creative and Informative	Advertisements through social media for women cosmetics are creative and more interesting	4.381	0.748

	Social media advertising for women cosmetics is more informative	3.986	0.903
	Advertising through social media for women cosmetics helps in seeking information of products	4.669	0.629
	Social media advertising for women cosmetics helps in creating an idea about products even before consumption	4.052	0.994
	Advertising in social media for women cosmetics helps in creating brand awareness	3.712	1.183
Enjoyable and Interactive	Advertising on social media for women cosmetics is trustworthy	4.353	0.858
	Social media advertising for women cosmetics is a good source for timely information	4.152	0.881
	Advertising in social media for women cosmetics provides the information that customer needs	4.133	0.877
	The content in the social media advertisement for women cosmetics is enjoyable and entertaining	4.144	0.918
	Social media advertisement for women cosmetics can be used as a reference for purchase	4.381	0.769
Creativity Marketing	Advertisement in social media for women cosmetics has interactivity opinion	4.375	0.867
	Marketing with social media advertisement for women cosmetics is the future of marketing	4.568	0.648
	Social media advertisement for women cosmetics is consistent with company image	4.611	0.681
	Social media advertising for women cosmetics has influential value	4.421	0.753
	Advertising through social media for women cosmetics has replay facility	3.992	0.973
Good Layout and Design	Social media advertising for women cosmetics has good layout and design	4.369	0.813
	It is easier for customers of women cosmetics to remember brands advertised in social media	3.915	1.050
	Advertising on social media for women cosmetics tells what women are buying or using	3.731	1.122
	Advertising through social media for women cosmetics provides accurate information about products	4.272	0.844
	Social media advertising for women cosmetics tells which brands have the features that customers looked for	4.036	0.937

Source: Computed from Primary Survey

From the above table, it is found that the mean scores of opinions of the respondents for informative, Privacy, Connectedness and enjoyment are less than 4 which means that the level of satisfaction is not that much compared to the opinions of other factors. It is inferred from the above that the level of satisfaction of the respondents is positively good for almost all the factors.

Frequency Distribution of Level of Satisfaction of Social Media Advertisement on cosmetics of women students

Level of Satisfaction of Social Media Advertisement	Frequency	Percent
Low	179	28.3
Moderate	285	45.1
High	166	26.6
Total	630	100.0

Based on frequency distribution of Level of Satisfaction of Social Media Advertisement on cosmetic of women students, a majority 45% of Satisfaction of moderate Social Media Advertisement and low level is 28% of Level of Satisfaction of Social Media Advertisement and High level is 27% of Level of Satisfaction of Social Media Advertisement.

Null Hypothesis: There is no association between Access to Social Media and Level of Satisfaction of social media advertisements on cosmetics of women students

Chi-square test for association between Access to Social Media and Level of Satisfaction of social media advertisements on cosmetics of women students

Access the Social Media	Level of Satisfaction of Social Media Advertisement			Total	Chi-Square value	P value
	Low	Moderate	High			
Daily	91 (33.2%) [50.8%]	133 (48.5%) [46.7%]	50 (18.2%) [19.8%]	274 (100.0%) [43.4%]	24.924	<0.001**
Weekly once	37 (20.4%) [20.7%]	73 (41.4%) [26.3%]	69 (38.1%) [41.1%]	181 (100.0%) [28.6%]		
Fortnight once	31 (27.4%) [17.3%]	48 (42.5%) [16.8%]	34 (30.1%) [20.2%]	113 (100.0%) [17.9%]		
Monthly Once	20 (31.3%) [11.2%]	29 (45.3%) [10.2%]	15 (23.4%) [8.9%]	64 (100.0%) [10.1%]		
Total	179 (28.3%) [100.0%]	283 (45.1%) [100.0%]	168 (26.6%) [100.0%]	630 (100.0%) [100.0%]		

- Note: 1. The value within () refers to Row Percentage
- 2. The value within [] refers to Column Percentage
- 3. ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is association between level of Access to Social Media using Social Media and Level of Satisfaction of Social Media Advertisement on cosmetics of women students. Based on the row percentage, 33.2% of women students have low level of daily using Social Media, 29.8% of women students have low level of Access to Social Media with high level of Satisfaction, 20.4% of women students have high level of weekly once using Social Media with low level of Satisfaction, 41.1% of women students have high level of weekly once using Social Media with high level of Satisfaction. Hence low level of Access to social media of advertisement on cosmetics of women students leads with low level of Satisfaction and high level of weekly once using of social media advertisement on cosmetics of women students leads with high level of Satisfaction.

Pearson's Correlation Coefficient between factors of Satisfaction of social Media advertisements on cosmetics of women students

Factors of Satisfaction of social media advertisement	Creative and Informative	Enjoyable and Interactive	Creativity Marketing	Good Layout and Design
Creative and Informative	1.000	0.536**	0.438**	0.412**
Enjoyable and Interactive	-	1.000	0.528**	0.425**
Creativity Marketing	-	-	1.000	0.513**
Good Layout and Design	-	-	-	1.000

Note:** denotes significant at 1% level

The correlation coefficient between Satisfaction on Creative and Informative and Enjoyable and Interactive is 0.536, which indicates 53.6% positive relationships between Satisfaction on Creative and Informative and Creativity Marketing and is significant at 1%level. The correlation coefficient between Creative and Informative and Creativity Marketing is 0.438 which indicates 43.8% positive relationships between Creative and Informative and Creativity Marketing and is significant at 1% level.

The correlation coefficient between Satisfaction on Creative and Informative and Good Layout and Design 0.412 which indicates 41.2% positive relationships between Satisfaction on Creative and Informative and Good Layout and Design and is significant at 1% level and similarly the other factors are positively correlated with each other.

The correlation coefficient between Satisfaction on Enjoyable and Interactive and Creativity Marketing is 0.528, which indicates 52.8% positive relationships between Satisfaction on Enjoyable and Interactive and Creativity Marketing and is significant at 1% level.

The correlation coefficient between Satisfaction on Enjoyable and Interactive and Good layout and Design is 0.425, which indicates 42.5% positive relationships between Satisfaction on Enjoyable and Interactive and Good layout and Design and is significant at 1% level. The correlation coefficient between Satisfactions on Creativity Marketing and Good Layout and Design is 0.513, which indicates 51.3% positive relationships between Satisfaction on Creativity Marketing and Good Layout and Design and is significant at 1% level.

Null Hypothesis: There is no significant difference among mean ranks towards factors of satisfaction of social media advertisement on cosmetic of women students

Friedman test for significant difference among mean rank towards Factors of satisfaction of social media advertisement on cosmetic of women students

Factors of satisfaction of social media advertisement	Mean Rank	Chi-Square value	P value
Creative and Informative	2.37	191.504	<0.001**
Enjoyable and Interactive	2.54		
Creativity Marketing	3.00		
Good Layout and Design	2.10		

Note:** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is significant difference among mean ranks towards Factors of Satisfaction of Social Media Advertisement on Cosmetics of Women Students. Based on mean rank, Creativity Marketing (3.00) is the most important one in Satisfaction of Social Media Advertisement on cosmetics of women students followed by Enjoyable and Interactive (2.54), Creative and Informative (2.37) and Good Layout and Design (2.10).

CONCLUSION

The main focus of this research study is to find out the Satisfaction of advertisements in the social media on cosmetics of women students. Various statistical tools have been applied to find the same. The factors identified have been related to women students Satisfaction of advertisements in the social media and found to be positively related to the independent factors. It is found that the Overall Satisfaction of social media advertisements on cosmetics of women students is found good and can be concluded that the advertisements in social media is effective.

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