

Research Article

## **Analysis on the Impact of Social Media Advertisement on the Consumer Buying Behaviour of Women for Cosmetic Goods in NCR Region**

Nishtha Dwivedi<sup>a</sup>, Dr.Ramarcha Kumar<sup>b</sup>

<sup>a</sup>Research Scholar,School of Business,Galgotias University

<sup>b</sup>Professor,School of Business,Galgotias University

### **Abstract**

Today, advertisements seem to be one of the advertiser's primary influencers to reach their business sectors' objective. Ads additionally make a whole perspective of the pictures they see in the surrounding to convince the women. Promoting is a type of business correspondence used to support, convince, or control a group of people to make some move to purchase the ideal item on the lookout. The study's main aim is to analyze the impact of social media sites on the consumer buying behaviour of women for cosmetic goods in the NCR region. The research design is used to study the correlation between the cosmetic advertisement and consumer buying behaviour of women as a variable. The data is collected from a primary and secondary source which is used in the study. The study infers the vast majority of the respondents concurred that cosmetic ads impact women consumer buying behaviour and meet the targets set for the study.

**Keywords:** Advertisement, Consumer Buying Behavior, NCR, Social Sites, Women,

### **1. Introduction**

Social media has become an important stage for brands to exhibit their items. Like Facebook and Twitter; Instagram and YouTube have generated a pattern of showing items to the customers, which changed the market for brands and consumer purchases. Based on the studies, Instagram and YouTube are considered an attractive point for cosmetic and hair items. Celebrity branding makes social media advertisement more impactful to create a buzz about their products.

#### **1.1 Cosmetics**

Cosmetics are substances that ladies use on their hair or skin to make themselves look more appealing. They incorporate lipstick, face creams, face wash and so on to look attractive and appealing. From a mental viewpoint, self-make-up is an intrinsic human need that should be regarded.

Today, individuals of different social classes show status regarding their bodies and appearances; so everybody, particularly ladies, covers their appendages and faces, and with the advanced items

#### **1.2 Social Media Sites on Cosmetics**

The capacity to measure the degree of consumer loyalty with internet shopping is fundamental in measuring social media marketing's achievement and disappointment. For that, web organizations should have the option to decide and understand their current and future client's estimations. Henceforth it is essential to analyze the

---

\* Correspondence Author

## Analysis on the Impact of Social Media Advertisement on the Consumer Buying Behaviour of Women for Cosmetic Goods in NCR Region

degree of satisfaction of social media promotions. The degree of satisfaction can be estimated through the variables, for example, 1) Creative and Informative

2) Trust Worthy, Enjoyable and Interactive 3) Creativity Marketing and 4) Good Layout and Design. The Respondents have been taken for the survey is also evaluated to recognize the degree of satisfaction.

### 1.3 Women's Consumer buying behaviour on cosmetic

The purchase pattern and expenses styles of individual varying with cosmetic consumers sources in the NCR region. The significant factors chosen for the examination are area, sexual orientation, schooling, pay, occupation and other factors (purchase style, brand choice, brand loyalty, area of choice, etc.). The research explores the attitude of the consumer to attend different meetings in NCR society.

### 1.4 Objectives of the study

1. To analysis the consumer buying behaviour of women for cosmetic goods in NCR region.
2. To analysis, women are represented in cosmetic advertisements.

### 1.5 Hypothesis

H1: There is a significance of cosmetic products advertisements on the buying behaviour of the consumer.

H2: There is no significance of cosmetic products advertisements on the buying behaviour of the consumer.

## 2. Literature Review

Faisal-E-Alam, Md. (2020) The principle point of the investigation is to distinguish the impact of value in consumer's purchasing choice toward picking between nearby product and worldwide variety. College and school students are taken as respondents for implementing different analysis techniques. In the beginning, Q-Q Bloxplot and Stem-and-leaf test have been demonstrated for checking the reliability of input sample data. By the help of Sharpio-Wilk Test Homogeneity of Variance can be observed. At last, Levene's Test of Equality and Group Statistics were calculated to determine the mean percentage for the local population's data. This finding of the study shows that if the advertiser opts good influencing practice, then customer buying behaviour changes towards the multinational brands compared to local market products. Also, the client tries not to purchase nearby cosmetic items due to quality.

Khattri, Varsha (2019) The goal of the study is to identify women's attitudes regarding cosmetics, their understanding of cosmetic ads, and cosmetics' relevance in their lives. A survey was conducted to determine how skincare products' ads affect women's confidence, consciousness, and sense of aesthetics. This study also aims to investigate the relevance of cosmetics for women of different age groups. Again, this study extends the knowledge of factors affecting women's purchasing behaviour on cosmetic products. The descriptive approach is used to define factors impacting the purchasing behaviour of women towards cosmetics. With the assistance of questionnaires, primary data was gathered. A survey was taken of the age group of 15-50 to collect the essential information. The data were analyzed using version 2.1 of SPSS.

Suresh V (2016) Social networking sites are used as a massive platform for all social media and computer-mediated advertisement. The cosmetic industries of India are experiencing rapid growth in the last few decades due to social media marketing. Manufacturers of cosmetic products in India mostly meet the great demand for cosmetic products due to medium and low price categories of branded cosmetic products. In recent time, the Indian cosmetic market has become a global market for fulfilling the demands worldwide. Social media plays a vital role in the customer for choosing cosmetic products.

Anute, Nilesh & Deshmukh (2015) The purpose of this study is to analyze customer behaviour in purchasing cosmetic products. It has been conducted in Pune, and survey tool has been used to capture a sample of 200 participants. The personal care sector plays a vital role in the global economy with all its immense potential. The care products sector is the major consumer industries in the world. The Indian consumer's buying power and disposable income have increased considerably, creating a niche for successful companies throughout this sector, contributing to rapid expansion.

Riaz, Shamsa & Wasif (2015) Cosmetics are classified as caring substances often used to escalate the human's appearance. This systematic review aims to determine the effect of cosmetics designed packaging on the buying behaviour of women. The sample of this research has 200 female participants. Every one of the responders is skilled, and efforts have been made to take care that each of them is everyday cosmetics users. The survey was performed using a self-prepared questionnaire after assessing its predictive value. The study's findings showed that women are affected by the product's packaging and influenced to buy attractive packed

products. The outcome of this study will be an excellent reference for marketers who are planned to introduce some cosmetics products for females. They will work on packaging throughout the growth of the item.

### 3. Research Methodology

#### 3.1 Research Design

The research design is based on the variables used to study the correlation between cosmetic advertisement and women's consumer buying behaviour. The NCR region is chosen to get the results efficiently and professionally where the sample study has been selected. In this, the hypothesis and objectives are verified.

#### 3.2 Data collection

The data is collected from the primary and secondary source, which is used in the study. The development of the survey questionnaire is done using five-point Likert scales, i.e. strongly disagree, disagree, neutral, agree, and strongly agree.

##### 3.2.1 Primary source

The primary source of the sample study is taken from the women of different ages in the NCR region.

##### 3.2.2 Secondary source

The secondary source has been taken from the paper, journal, book, magazines, etc.

#### 3.3 Sample size

The sample size of the study is 500, and all the respondent were taken from the NCR region

#### 3.4 Analytical tools

Tools which are used in the study are given below:

- SPSS
- Correlation
- Tabulation

### 4. Data Analysis

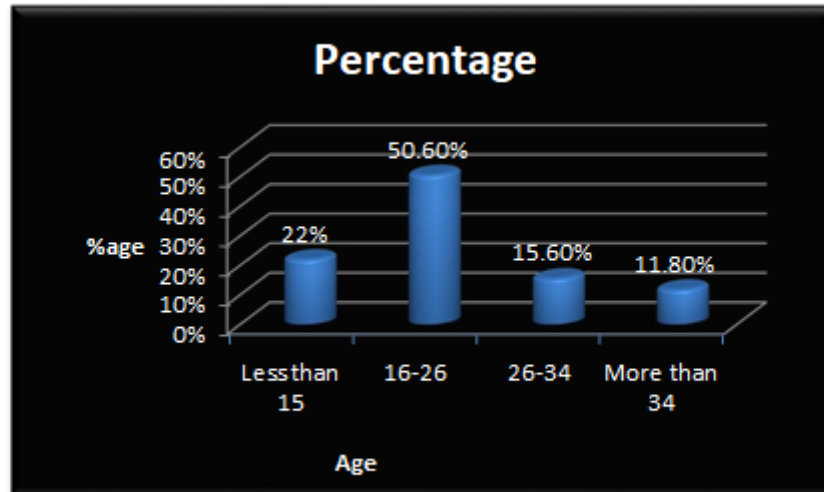
#### 4.1 Demographic profile of the study

##### 1. Age

**Table 1** Respondents of Age

Age	Frequency	Percentage
Less than 15	110	22%
16-26	253	50.6%
26-34	78	15.6%
More than 34	59	11.8%
<b>Total</b>	500	100%

Analysis on the Impact of Social Media Advertisement on the Consumer Buying Behaviour of Women for Cosmetic Goods in NCR Region



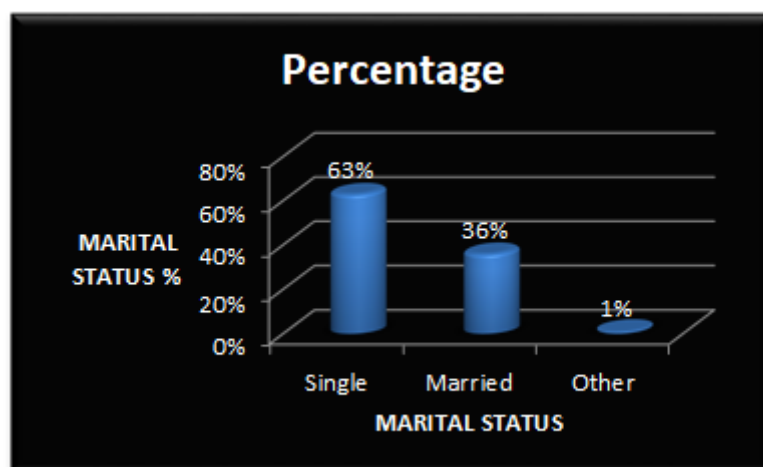
**Figure 1** Respondents of Age

The consumer buying behaviour of women whose age is less than 16 is 22% showing that the advertising impact is less than the age between 16-26 which is 50.6%

**2. Marital status**

**Table 2** Respondents of marital status

Marital Status	Frequency	Percentage
Single	315	63%
Married	180	36%
Other	5	1%
<b>Total</b>	500	100%



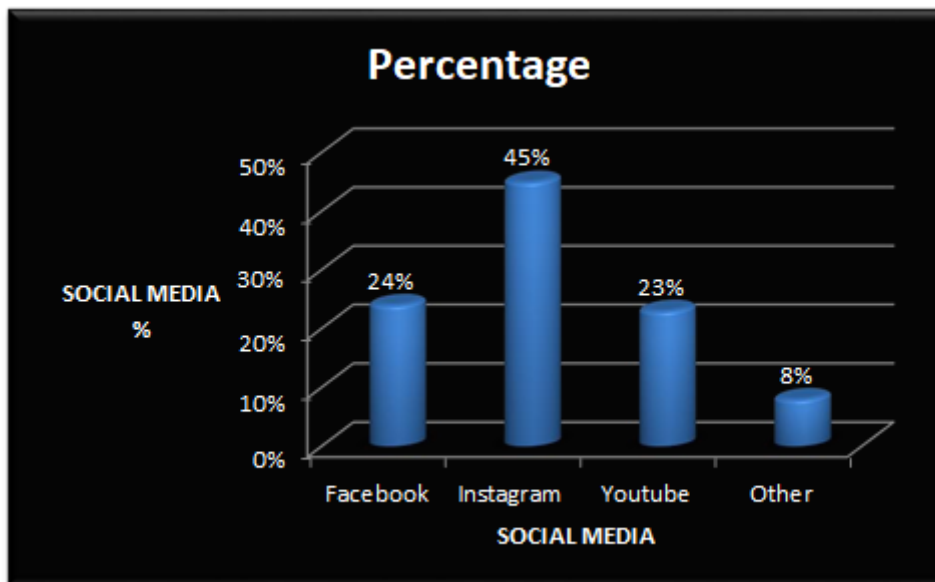
**Figure 2** Respondents of marital status

The consumer buying behaviour of married women is impacted by 36%, which is less than single women.

**3. Social media**

**Table 3** Respondents of social media

Social Media	Frequency	Percentage
Facebook	120	24%
Instagram	225	45%
Youtube	115	23%
Other	40	8%
Total	500	100%



**Figure 3** Respondents of social media

The advertising impact of cosmetic items on women with different sites shows that

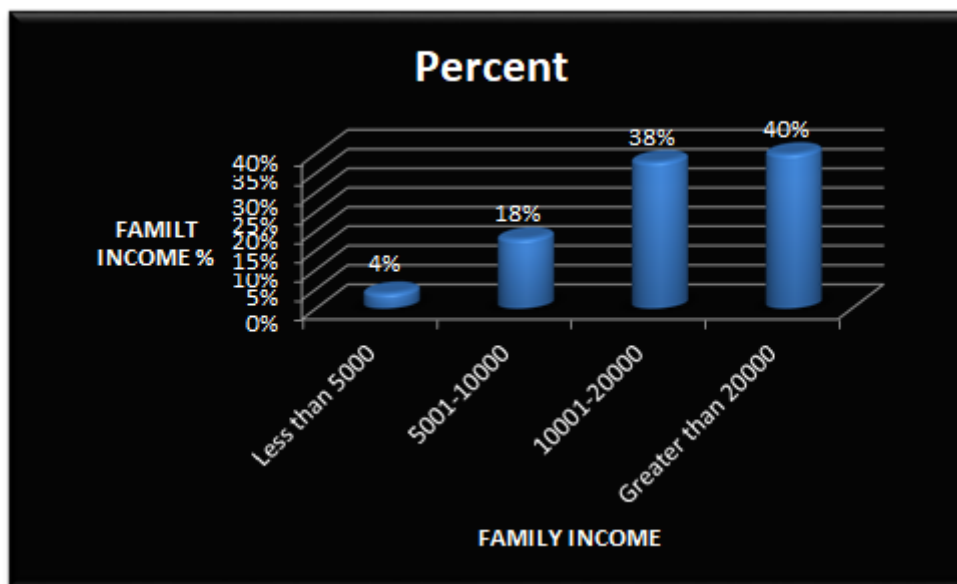
**4. Family income**

Instagram is one of the most famous sites.

**Table 4** Respondents of family income

Family Income	Frequency	Per cent
Less than 5000	20	4%
5001-10000	90	18%
10001-20000	190	38%
Greater than 20000	200	40%
<b>Total</b>	500	100%

Analysis on the Impact of Social Media Advertisement on the Consumer Buying Behaviour of Women for Cosmetic Goods in NCR Region



**Figure 4** Respondents of family income

According to the above graph, the family having income higher than 20000 is impacted by 40%, which is higher than the family income 10001- 20000.

**Table 5** Cosmetic Advertisements

Variables	Items
Cosmetic Advertisements	Cosmetics are imperative to my appearance.
	Women are precisely depicted in cosmetic promotion today.
	I want to resemble the models in cosmetic ads.
	Cosmetics are essential to my assertiveness.
	Cosmetics are significant in professional circumstances. (e.g., work, prospective employee meet-ups)

**Table 6** Consumer Buying Behavior

Variables	Items
Consumer Buying Behavior	Print ads make attention to another cosmetic item.
	Print ads generate a choice for a new consumer item.
	Print advertising has an impact on my purchase decision making.
	I buy cosmetic items to look lovely.
	I buy cosmetic items to be socially valuable.

The Statistical Package for Social Science (SPSS) tool is applied to the raw data to gather some information. In this research, Analyzing frequencies of these factors helps to more readily interpret the relevance and acceptability of the data.

The statistic will contain the graphic and inferential statistics equally, which helps with investigating and examining the impacts of segment issue on consumer buying behaviour.

**Table 7:** Cosmetic advertisement factors in Descriptive Statistics

		Frequency	Percentage (%)
Cosmetics are imperative to my appearance.	Strongly Agree	243	48.6
Women are precisely depicted in cosmetic promotion today.	Agree	277	55.4
I want to resemble the models in cosmetic ads.	Neutral	240	48.0
Cosmetics are essential to my assertiveness.	Strongly Agree	267	53.4
Cosmetics are significant in professional circumstances. (e.g.,work, prospective employee meet-ups)	Strongly Agree	249	49.8
Print ads make attention to another cosmetic item.	Agree	217	43.4
Print ads generate a choice for a new consumer item.	Agree	222	44.4
Print advertising has an impact on my purchase decision making.	Agree	237	47.4
I buy cosmetic items to look lovely.	Agree	273	54.6
I buy cosmetic items to be socially valuable.	Strongly Agree	235	47.0

The observation demonstrated that the more significant part of the respondents had accepted the statements made by the advertiser for influencing. As indicated by Richins, advertiser shows mostly charming and thin models in front of viewers which impact teenage girls who have low-confidence will try to improve their actual appearance by implementing cosmetic items. The promise of "Beauty" influences buyers for choosing their cosmetic products, giving profits to cosmetic organizations.

**Table 8:** Analysis of Reliability Statistics

Variables Name	Value of Cronbach's Alpha	No. of Items
Cosmetic Advertisements	0.858	5
Consumer Buying Behavior	0.862	5

As shown in Table 8, Cronbach's Alpha actual value for Cosmetic Advertisements is 0.858 and for consumer buying behaviour is 0.862. Consequently, this demonstrated that the actual test after the consequences of all factors is considered acceptable (solid reliability).

**Chi-Square**

Here we have examined the viewpoint of selected respondents and testing the hypothesis. There are approximately 500 women, of which 190 women are working in the private sector, 210 in public, and 100 are a homemaker.

Table showing the opinion of the respondent regarding the "Cosmetic advertisement."

**Table 9:** Observed Values

Analysis on the Impact of Social Media Advertisement on the Consumer Buying Behaviour of Women for Cosmetic Goods in NCR Region

	Respo ndents						Tota l	
	Private Sector		Public Sector		Homemaker			
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
<b>Q1</b>	130	12.38	100	9.75	13	3.54	243 (Row total)	9.87
<b>Q2</b>	150	14.2	90	8.78	37	10.08	277	11.26
<b>Q3</b>	100	9.52	100	9.75	40	10.89	240	9.75
<b>Q4</b>	100	9.52	100	9.75	49	13.35	267	10.85
<b>Q5</b>	110	10.47	110	10.73	29	7.90	249	10.12
<b>Q6</b>	100	9.52	100	9.75	17	4.63	217	8.82
<b>Q7</b>	80	7.61	100	9.75	42	11.44	222	9.02
<b>Q8</b>	110	10.4	75	7.31	52	14.16	237	9.63
<b>Q9</b>	70	6.86	150	14.63	53	14.44	273	11.09
<b>Q10</b>	100	9.52	100	9.75	35	9.53	235	9.55
<b>Total</b>	1050(Column total)	100	1025	100	367	100	2460(Grand total)	100

So we are starting with making a hypothesis-

(a) Null hypothesis (H1)- There is no significance of cosmetic products advertisements on the buying behaviour of the consumer.

(b) The alternate hypothesis (H2)- There is a significance of cosmetic products advertisements on the buying behaviour of the consumer.

There are different significance for different types of observation, but usually, we take 0.05

Significance level ( $\alpha$ ) =0.05

**Table 10:** Expected Values

	Private Sector	Public Sector	Homemaker
<b>Q1</b>	103.7195	101.25	36.252
<b>Q2</b>	118.23	115.41	41.32
<b>Q3</b>	102.43	100	35.80
<b>Q4</b>	113.96	111.25	39.80
<b>Q5</b>	106.28	103.75	37.14
<b>Q6</b>	92.62	90.41	32.37
<b>Q7</b>	94.75	92.5	33.11
<b>Q8</b>	101.15	98.75	35.35
<b>Q9</b>	116.52	113.75	40.72
<b>Q10</b>	100.30	97.91	35.05

The expected value can be calculated as- ((Row total \* Column total)/Grand total)



Row total=Total frequency of highly satisfied (1st row) row

Calculation of  $\chi^2$  (chi-square)-

Column total=Total frequency of 1st column Grand total=Total frequency

These total are according to the calculated value.

**Table 11:** Chi-square calculation

O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
130	103.7	26.3	691.69	6.670106
100	101.25	-1.25	1.5625	0.015432
13	36.25	-23.25	540.5625	14.91207
150	118.23	31.77	1009.333	8.537029
90	115.41	-25.41	645.6681	5.594559
37	41.32	-4.32	18.6624	0.451655
100	102.43	-2.43	5.9049	0.057648
100	100	0	0	0
40	35.8	4.2	17.64	0.492737
100	113.96	-13.96	194.8816	1.710088
100	111.25	-11.25	126.5625	1.13764
49	39.8	9.2	84.64	2.126633
110	106.28	3.72	13.8384	0.130207
110	103.75	6.25	39.0625	0.376506
29	37.15	-8.15	66.4225	1.787954
100	92.62	7.38	54.4644	0.588041
100	90.41	9.59	91.9681	1.017234
17	32.37	-15.37	236.2369	7.29802
80	94.75	-14.75	217.5625	2.296174
100	92.5	7.5	56.25	0.608108
42	33.11	8.89	79.0321	2.386956
110	101.15	8.85	78.3225	0.77432
75	98.75	-23.75	564.0625	5.712025
52	35.35	16.65	277.2225	7.842221
70	116.52	-46.52	2164.11	18.57287
150	113.75	36.25	1314.063	11.5522
53	40.72	12.28	150.7984	3.703301
100	100.3	-0.3	0.09	0.000897
100	97.91	2.09	4.3681	0.044613
35	35.05	-0.05	0.0025	7.13E-05
				106.3973

$$\sum (O-E)^2/E$$

$$\chi^2(\text{calculated})=106.39$$

Now this calculated value has to compare with tabular chi-square value with the help of degree of freedom-

$$\text{Degree of Freedom}=(\text{columns}-1)(\text{rows}-1)$$

$$=(3-1)(10-1)$$

$$= (2)(9)$$

## Analysis on the Impact of Social Media Advertisement on the Consumer Buying Behaviour of Women for Cosmetic Goods in NCR Region

= 18

Now we have to see the chi-square distribution given below for the tabular value of chi-square having Degree of Freedom is 18, and the significance value 0.05 is 28.87

Thus  $\chi^2(\text{calculated})=106.39$   $\chi^2(\text{tabular})=28.87$

$\chi^2(\text{calculated}) > \chi^2(\text{tabular})$

if calculated is greater than the tabular value, reject the null hypothesis and accept the alternate hypothesis.

Hence Hypothesis 2 is true, i.e., there is a significance of cosmetic products advertisements on the buying behaviour of the consumer.

### 5. Results

Knowledge and understanding the attitudes of customers is essential. A survey is conducted in the NCR region and analyzed to recognize customer attitudes towards cosmetic products marketing on social media. To interpret the reliability coefficient or internal consistency of data, i.e., how strongly the items are related as a group. Cronbach's alpha is determined, which comes out to be 0.858 for cosmetic advertisement and 0.862 for consumer buying behaviour, which is acceptable and shows most of the items seemed to be retained. An item with relatively low correlations has to be eliminated from the survey to obtain more accurate results.

Along with testing the reliability of data, we also determine whether observed data incredibly matches with expected data using Chi-Square. It is used for hypothesis testing. From the above analysis, we find that the null hypothesis gets rejected because the calculated chi-square is greater than the critical value, determined using the degree of freedom. Hence, an alternate hypothesis of the significance of cosmetic products advertisements on the buying behaviour of the consumer is accepted.

### 6. Conclusion

From the above overall research discussion, we conclude that this paper's objective has been met and social media advertising has a significant impact on women buying behaviour on cosmetic products. It is necessary to continue their advertising on social media to increase vending. It is not only because of the social advertisement but also their willingness to buy a product. This study indicates that social sites marketing on cosmetic products leads to target consumers of different age group based on their income and likes or dislikes. Marketing works and has a long-term effect on customer purchases. Companies are expected to raise their advertisement funds, make innovative ideas and offer discounts to make social media advertising exciting for customers to collaborate with them, undoubtedly affecting cosmetic companies' revenues. The long-term advertisement on social media continues to create demand for cosmetic products.

### References

- [1]. Faisal-E-Alam, Md. (2020). The Influence of Quality on Consumers' Purchase Intention between Local and Multinational Cosmetic Firm. *Journal of International Business and Management*. Pg no.1-11. Doi 10.37227/jibm-2020-63.
- [2]. Khattri, Varsha. (, 2019). Impact of Cosmetic Advertisements on Women. Vol 3. Pg no.305-330.
- [3]. Suresh, V.(2016). A Study on Factors Determining Social Media on Cosmetic Product. *J. Pharm. Sci. & Res.* Vol. 8(1), 2016, Pg no.1-5
- [4]. Anute, Nilesh & Deshmukh, Anand. (, 2015). "Consumer Buying Behavior towards Cosmetic Products". 7.
- [5]. Riaz, Shamsa & Wasif, et al. (2015). Impact of Packaging Designs of Cosmetics on Female Consumer's Buying Behavior. *Academic Research International*. 6. 130.
- [6]. Ampofo, A. (2014), Effects of Advertising on Consumer Buying Behaviour: With Reference to Demand for Cosmetic Products in Bangalore, India, *New Media and Mass Communication*, vol 27 pp. 48- 67.
- [7]. Anandarajan, S. and Sivagami, T. (2016), Consumer Purchase Decision Behaviour Towards Cosmetics Marketing, *Asia Pacific Journal of Research*, vol 1(37) pp. 144-149.
- [8]. Anute, N., et al. (2015), Consumer Buying Behavior towards Cosmetic Products, *International Journal in Management and Social Science*, vol 3(7) pp. 25- 34.

- [9]. Bechan, K. and Hoque, M. E. (2016), Influence of Income Growth on Purchasing Patterns of Luxury Cosmetic Products Among Nigerian Customers, Public and Municipal Finance (hybrid), vol 5(4) pp. 41-47.
- [10]. Swadia, Bhavik U.(2018), Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Ahmedabad City, vol. 5(1).