

The Impact of Social Media Advertisements on Working Women's intention to Purchase Beauty Products with reference to Madurai City

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Abstract

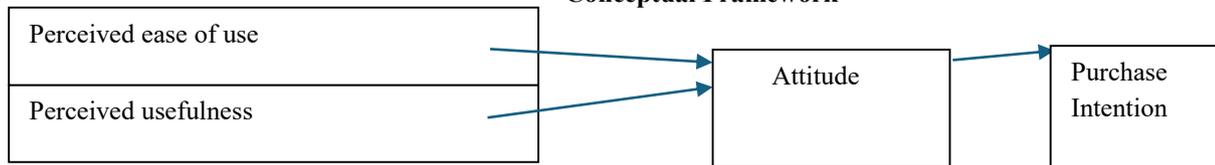
Social media has become an integral aspect of life, encompassing a wide range of platforms, including professional networking sites like LinkedIn, video-sharing platforms like YouTube, multimedia messaging apps like Snapchat, and social networking sites like Facebook and Instagram. Individuals frequently share demographic information—such as age, gender, interests, passions, and hobbies—on these platforms, which enables advertisers to tailor products and create targeted campaigns. Social media offers various forms of advertising, including static image ads, video ads, and story ads. Macheka et al. (2023) Young consumers increasingly rely on online reviews and celebrity endorsements when deciding on a purchase. In this study, the Technology Acceptance Model (TAM) has been applied to examine the impact of social media advertisements on working women's purchase intentions regarding beauty products, specifically within Madurai City.

Keywords: social media, TAM, purchase intention

Introduction

Consumers use social media for entertainment, interacting with others, gaining information, connecting with brands, and discovering special offers. Social media advertisements are generally more affordable than traditional media. Since social media facilitates communication with target audiences and allows for feedback, many brands opt for social media advertising. Khan et al. (2024) study revealed that social media usage, influencer credibility, and social media marketing significantly impact attitude, subjective norms, and perceived behavioral control. These components, in turn, positively influence female consumers' online purchase intentions. This study examines the impact of social media advertisements on working women's intention to purchase beauty products in Madurai City.

Conceptual Framework



Problem Statement

Even though working women are among the most active users of social media, the impact of advertisements on their purchase intentions has yet to be explored. This research investigate the factors, such as perceived usefulness, and ease of use, that influence working women's attitudes toward social media advertisements. Ultimately, it seeks to understand how these attitudes affect their intention to purchase beauty products in Madurai City.

Objectives

- To examine the impact of social media advertisements on the purchase intention of working women in Madurai City.
- To study the demographic profile of the respondents

ANALYSIS AND INTERPRETATION

Interpretation

This demographic indicates that the age group below 30 years constitutes the majority of respondents (69%), suggesting a predominantly younger demographic. 67% of respondents are married, implying that most respondents likely have family responsibilities. 49% hold a postgraduate degree (P.G.), highlighting that the sample is highly educated. 67% are employed full-time, demonstrating stable employment among the majority. 38% earn above Rs 45,000, representing the highest income group.

II. To test whether there is a significant relationship between social media advertisement factors (Perceived ease of use, Perceived Usefulness) and attitude.

Table 1: Regression model summary

| Model Summary | | | | | |
|---------------|------|----------|-------------------|----------------------------|---------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | F value |
| 1 | .556 | .309 | .283 | .54523 | 11.645 |

Table 2:

Regression Table

| Coefficients ^a | | | | | | |
|---------------------------|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.262 | .444 | | 5.098 | .000 |
| | Perceived ease of use | .074 | .116 | .089 | .633 | .530 |
| | Perceived Usefulness | .432 | .122 | .500 | 3.537 | .001 |

a. Dependent Variable: Attitude

| | | | |
|---------------------------|----------------------|-----------|------------|
| Age | 41-50 | 4 | 7 |
| | Above 50 | 3 | 6 |
| | Total | 55 | 100 |
| Marital Status | Married | 37 | 67 |
| | Single | 18 | 33 |
| | Total | 55 | 100 |
| Educational Qualification | High School/ Diploma | 8 | 15 |
| | U.G | 15 | 27 |
| | P.G | 27 | 49 |
| | Ph.D | 5 | 9 |
| | Total | 55 | 100 |
| Employment Status | Full Time | 37 | 67 |
| | Part-time | 11 | 20 |
| | Self Employed | 4 | 7 |
| | Free Lancer | 3 | 6 |
| | Total | 55 | 100 |
| Income | Less than 15000 | 13 | 24 |
| | 15001-30000 | 12 | 22 |
| | 30001-45000 | 9 | 16 |
| | Above 45000 | 21 | 38 |
| | Total | 55 | 100 |

Interpretation

The result shows that Perceived Usefulness of social media advertisements significantly influences Attitude (p = 0.001), highlighting that women perceive these ads as useful for making purchase decisions about beauty products. However, Perceived Ease of Use does not significantly affect their attitude (p = 0.530).

III. To test whether there is a significant relationship between Attitude and Purchase intention of beauty products

Table 1:

| Model Summary | | | | | |
|---------------|------|----------|-------------------|----------------------------|---------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | F value |
| 1 | .392 | .153 | .137 | .79647 | 9.596 |

Regression model summary

Table 2: Regression Table

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.240 | .729 | | 1.701 | .095 |
| | Attitude | .522 | .168 | .392 | 3.098 | .003 |

a. Dependent Variable: Purchase Intention

Interpretation

The result indicates that there is a significant relationship between attitude and purchase intention (p=.003). Attitude plays an important role in shaping Purchase Intention, emphasizing the importance of creating engaging and credible social media advertisements to enhance consumer interest in beauty products.

Results and Findings

1. Perceived usefulness is the key factor influencing favorable attitudes toward social media advertisements among working women in Madurai city. This states that the importance of creating informative and engaging content in social media advertisements to shape attitudes and ultimately influence purchase intentions.
2. A positive attitude toward social media advertisements increases the chances of purchasing beauty products.
3. The demographic indicates a predominantly young, educated, and financially stable audience with family responsibilities. This group has strong purchasing power, making them a key target for social media beauty product advertisements.

Conclusion

Social media advertisements serve as a powerful tool for influencing consumer behavior. Engaging and informative content in these advertisements quickly captures customers' attention. Marketing firms can leverage personalized content to effectively attract their target audience. According to Sultana (2021), online advertising on social media is evolving rapidly, with platforms like Instagram, Facebook, YouTube, and shopping apps such as Nykaa, Sephora, Amazon, and Mynta providing numerous shopping opportunities.

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