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# IMPACT OF SOCIAL MEDIA ADVERTISEMENTS ON PURCHASE DECISIONS OF COSMETIC PRODUCTS – A STUDY IN PALANI, TAMIL NADU

**Reema Jenifer I[1], Mr.T. Sivagnana Selvakumar[2]**
[1]*II MBA*
[2]*Assistant Professor,*
*Sakthi Institute of Information and Management Studies, Pollachi, Coimbatore, Tamilnadu 642001*

**ABSTRACT**
*This study analyzes the impact of social media advertisements on consumers' purchase decisions of cosmetic products in Palani. The research focuses on how social media platforms influence consumer awareness, preferences, and buying behavior through influencer promotions, reviews, discounts, and attractive advertisements. Primary data were collected using a structured questionnaire from consumers in Palani. The study uses simple statistical tools for analysis. The findings indicate that social media advertisements significantly affect consumers' purchase decisions and help cosmetic brands increase product awareness and customer engagement. The research concludes that social media has become an important marketing tool for cosmetic companies and plays a vital role in shaping consumer behavior. The study may help marketers and cosmetic brands understand consumer preferences and develop effective digital advertising strategies.*

**KEYWORDS:** *Social Media Advertising, Cosmetic Products, Consumer Behavior, Purchase Decision, Influencer Marketing, Digital Marketing, Online Reviews.*

## 1. INTRODUCTION

### 1.1. Background of the Study

Social media has become an important part of daily life and plays a major role in influencing consumer buying behavior. Platforms such as Instagram, Facebook, YouTube, and WhatsApp are widely used for advertising cosmetic products through influencer promotions, celebrity endorsements, product reviews, and discount offers. Cosmetic companies increasingly depend on social media marketing because it allows them to reach a large number of consumers quickly and effectively. Attractive advertisements and online reviews often create awareness and encourage consumers to try new cosmetic brands and products.

In recent years, consumers in Palani have shown growing interest in purchasing cosmetic products through online platforms influenced by social media advertisements. Consumers compare products, read reviews, and follow influencers before making purchase decisions. This study aims to understand how social media advertisements affect consumer attitudes, preferences, and final purchase decisions regarding cosmetic products. The study also helps identify the major factors that motivate consumers to buy cosmetic products through social media influence.

### 1.2. Objective of the Study

- To study the influence of social media advertisements on consumer purchase decisions regarding cosmetic products.
- To identify the most preferred social media platforms for viewing cosmetic advertisements.
- To examine the factors that attract consumers towards cosmetic advertisements on social media.
- To analyze the role of influencer promotions, reviews, and discounts in affecting purchase behavior.
- To measure the satisfaction level of consumers with cosmetic products purchased through social media influence.
- To understand the relationship between social media exposure and buying decisions of cosmetic products in Palani, Tamil Nadu.

### 1.3. Statement of the Problem

In the modern digital era, social media platforms such as Instagram, Facebook, YouTube, and WhatsApp have become powerful marketing tools for cosmetic companies. Advertisements through influencers, celebrity endorsements, online reviews, and promotional offers strongly influence consumers' perceptions and purchasing behavior. Consumers, especially young people, are increasingly exposed to cosmetic advertisements while browsing social media platforms.

However, the extent to which these advertisements actually influence purchase decisions remains uncertain. Factors such as trust in advertisements, product reviews, discounts, and influencer recommendations may differently affect consumers' buying intentions. In Palani, Tamil Nadu, the growing use of smartphones and social media has increased online shopping trends, especially for cosmetic products.

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Therefore, this study attempts to examine how social media advertisements impact consumers' purchase decisions related to cosmetic products and to understand the preferences, attitudes, and satisfaction levels of consumers in Palani.

### 1.4. Scope of the Study

- The study focuses on consumers in Palani, Tamil Nadu.
- It examines the influence of social media advertisements on cosmetic product purchases.
- The study covers popular social media platforms such as Instagram, Facebook, YouTube, WhatsApp, and Snapchat.
- It analyzes consumer opinions regarding influencer marketing, reviews, discounts, and promotional advertisements.
- The study is limited to cosmetic product consumers who actively use social media platforms.
- The findings of the study may help marketers and cosmetic companies understand consumer behavior and improve advertising strategies.

### 1.5. Need for the Study

- Social media has become an important medium for advertising cosmetic products.
- Consumers rely heavily on online reviews, influencer opinions, and advertisements before making purchase decisions.
- The study helps identify the factors that motivate consumers to purchase cosmetic products through social media influence.
- It provides useful insights for cosmetic companies to improve their digital marketing strategies.
- The study contributes to understanding changing consumer behavior in the digital age.

### 1.6. Limitations of the Study

- The study is limited to respondents in Palani, Tamil Nadu.
- The accuracy of the study depends on the honesty of respondents' answers.
- Time and cost constraints may limit the sample size.
- Consumer opinions may change over time due to changing social media trends.
- The study focuses only on cosmetic products and not on other product categories.

## 2. REVIEW OF LITERATURE

Kaplan and Haenlein (2010) explained that social media has transformed the way companies communicate with consumers by creating interactive platforms for sharing information, opinions, and advertisements. Their study highlighted that social media marketing helps businesses build strong customer relationships and improve brand awareness.

Mangold and Faulds (2009) stated that social media acts as a powerful promotional tool influencing consumer purchase behavior. The researchers found that online advertisements, customer reviews, and electronic word-of-mouth significantly affect consumers' buying decisions, especially among young consumers.

Evans (2012) emphasized that influencer marketing and online engagement play a major role in attracting consumers toward cosmetic and fashion products. The study revealed that consumers trust influencer recommendations and product reviews shared on social media platforms.

Kim and Ko (2012) examined the impact of social media marketing on customer purchase intention in the beauty and fashion industry. Their findings showed that entertainment, interaction, and trendiness in social media advertisements positively influence customer satisfaction and buying behavior.

Schivinski and Dabrowski (2016) found that social media communication significantly improves brand image and customer trust. Their research concluded that engaging advertisements and positive online reviews encourage consumers to purchase cosmetic products through digital platforms.

## 3. RESEARCH METHODOLOGY

### 3.1. Research Design

The present study adopts a descriptive research design to analyze the impact of social media advertisements on consumers' purchase decisions of cosmetic products in Palani. The study focuses on understanding consumers' attitudes, opinions, and buying behavior influenced by social media advertisements.

### 3.2. Area of the Study

The study is conducted in Palani, located in Dindigul District, Tamil Nadu. The research focuses on consumers who actively use social media platforms such as Instagram, Facebook, YouTube, and WhatsApp and purchase cosmetic products.

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### 3.3. Population and Sample Size
The population of the study consists of social media users in Palani who are exposed to cosmetic advertisements. A sample of 150 respondents was selected for the study using the convenience sampling technique.

### 3.4. Methods of Data Collection
Both primary and secondary data were used for the study. Primary data was collected through a structured questionnaire consisting of personal details, social media usage, opinion statements, and satisfaction levels. Secondary data was collected from books, journals, research articles, magazines, newspapers, and reliable websites related to social media marketing and consumer behavior.

### 3.5. Tools Used for Analysis
The collected data was analyzed using percentage analysis, Likert scale analysis, and weighted average method. Percentage analysis was used to interpret demographic and usage-related data, while the Likert scale measured respondents' attitudes toward social media advertisements. The weighted average method helped rank the factors influencing cosmetic purchase decisions.

## 4. DATA ANALYSIS AND INTERPRETATION
### 4.1 Demographic Profile of Respondents
The demographic and personal profile of the respondents indicates that the majority (81%) belong to the age group below 30 years, showing that the study mainly represents young consumers in Palani. In terms of gender, female respondents (57%) are slightly higher than males (43%), indicating a near-balanced but female-dominated sample. Regarding educational qualification, most respondents are graduates and postgraduates (63%), reflecting a moderately well-educated group. Occupational distribution shows that students form the largest segment (60%), making the survey largely student-oriented. In terms of monthly income, more than half of the respondents (54%) earn below 10,000, indicating that the sample mainly belongs to the low-income category. Overall, the analysis reveals that the respondents are predominantly young, educated, student-dominated, and lower-income social media users.

### 4.2. Respondents' Level of Agreement on Opinion Statements Regarding the Impact of Social Media Advertisements on Cosmetic Purchase Decisions

| Statement | Weighted Score | Weighted Average | Rank |
|---|---|---|---|
| Social media ads increase my awareness of cosmetic products | 599 | 3.99 | 1 |
| Discounts and offers in social media ads motivate me to purchase | 565 | 3.77 | 2 |
| Online customer reviews influence my buying decision | 557 | 3.71 | 3 |
| Influencer reviews affect my purchase decisions | 555 | 3.70 | 4 |
| I compare cosmetic products through social media before purchasing | 553 | 3.69 | 5 |
| Social media advertisements save my shopping time | 552 | 3.68 | 6 |
| Attractive ads encourage me to try new cosmetic brands | 543 | 3.62 | 7 |
| Social media advertisements influence my final purchase decision | 523 | 3.49 | 8 |
| I trust cosmetic products advertised on social media | 513 | 3.42 | 9 |

The weighted average analysis indicates that social media advertisements significantly influence consumer awareness and purchasing behavior toward cosmetic products.

- The statement "Social media ads increase my awareness of cosmetic products" received the highest weighted average score of 3.99, ranking first. This shows that social media is highly effective in creating awareness about cosmetic products and brands among consumers.
- The second-highest score (3.77) was for discounts and offers motivating purchases, indicating that promotional strategies and special offers strongly attract consumers and encourage them to buy cosmetic products online.
- Online customer reviews and influencer reviews also received high scores (3.71 and 3.70 respectively), showing that consumers rely heavily on reviews, ratings, and influencer opinions before making purchase decisions.
- The statements regarding product comparison through social media and time-saving benefits also received favorable responses, suggesting that consumers use social media platforms as convenient tools for comparing products, gathering information, and simplifying shopping decisions.
- The statement "Attractive ads encourage me to try new cosmetic brands" scored moderately high (3.62), indicating that creative and visually appealing advertisements can motivate trial purchases and increase consumer interest in new brands.
- Lower scores were observed for trust in cosmetic products advertised on social media (3.42) and social media advertisements influencing final purchase decisions (3.49). This suggests that although social media creates awareness and interest, consumers may still consider other important factors such as product quality, brand reputation, and authenticity before making final purchasing decisions.

The weighted average analysis clearly shows that social media has a positive influence on cosmetic product purchasing behavior. Awareness creation, discounts, reviews, and influencer promotions are the strongest factors affecting consumers.

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However, trust and final purchase decisions depend not only on advertisements but also on consumer confidence and product credibility

## 5. FINDNGS AND SUGGESTIONS

### 5.1. FINDINGS

- Majority of respondents are below 30 years, showing that young consumers dominate the study.
- Female respondents are slightly higher than male respondents.
- Most respondents are graduates or postgraduates.
- Students form the largest occupational group.
- Majority of respondents belong to low-income category (below ₹10,000 monthly income).
- Instagram is the most preferred social media platform for cosmetic advertisements.
- Respondents are frequently exposed to cosmetic advertisements on social media.
- Product reviews are the most preferred and trusted type of advertisement.
- Influencer promotions and discount offers strongly influence purchase decisions.
- Online reviews and ratings are the most important factors affecting buying decisions.
- Social media advertisements increase awareness of cosmetic products significantly.
- Consumers show only moderate trust in cosmetic products advertised online.
- Most respondents are neutral or satisfied with products purchased through social media influence.
- Age and occupation do not significantly influence satisfaction or advertisement preference (Chi-square result).
- Overall, social media advertisements positively influence awareness and purchase behavior.

### 5.2. SUGGESTIONS

Cosmetic marketers should focus more on young consumers by strengthening promotional activities on Instagram, which is the most preferred platform. Affordable product ranges should be introduced to suit student and low-income groups. Advertisement strategies should prioritize product reviews, influencer marketing, and discount offers, as these are the most effective in attracting consumers. At the same time, brands must work on building trust by improving product authenticity, highlighting genuine customer reviews, and ensuring transparency in advertising. Companies should also focus on enhancing product quality and post-purchase satisfaction to convert neutral consumers into loyal customers. Overall, marketing efforts should balance creativity, affordability, and credibility to improve consumer engagement and long-term retention.

## 6. CONCLUSION

The study concludes that social media advertisements play a significant role in influencing cosmetic purchase decisions among consumers in Palani. Platforms like Instagram have become powerful tools for creating awareness and shaping consumer preferences through influencer promotions, product reviews, and promotional offers. However, despite their strong influence, consumers still rely heavily on product quality, brand reputation, and trust before making final purchase decisions. The findings confirm that while social media marketing effectively drives awareness and interest, building credibility and consumer trust remains essential for converting interest into long-term customer loyalty.

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