

PERCEPTION AND SATISFACTION OF WOMEN CONSUMERS TOWARDS SOCIAL MEDIA ADVERTISEMENT IN RAMANATHAPURAM DISTRICT

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Abstract: Using websites and social media platforms to advertise goods and services is known as social media marketing. Social media apps, such as YouTube, Instagram, and others, have developed over the past few decades in the technological age, and conducting business using technology is not a novel idea. It's thought to be the most effective approach for marketers to engage with prospective customers. It has a significant impact on marketing. By assisting customers in discovering more efficient methods for establishing and maintaining connections with one another, it aided in the expansion and self-promotion of numerous enterprises. A vast audience base and the absence of regional restrictions have facilitated widespread use of social media. This article discusses how women consumers are satisfied with social media advertising in the study area.

Keywords: Social Media Marketing, Perceptions, Technology, Satisfaction.

I. INTRODUCTION

Across all age groups, social media marketing has become increasingly important and popular. The teenagers find it impossible to envision living a day without social media. The practice of drawing people's attention to marketing using social media is known as social media marketing. This was an opportunity that many technopreneurs spotted and seized. Consequently, clients will purchase and sell their goods online. Many firms have embraced techniques for social media marketing in order to reach millions of individuals on social media with their products. These days, Facebook, Instagram, Twitter, Pinterest, YouTube, and WhatsApp are the main social media platforms. In the past, people spoke with one another in non-verbal communication. The modern approach to correspondence has undergone a significant shift. Online media has emerged as a useful tool for education across all age groups. The way that consumers and advertisers are reached has changed due to the Internet, particularly online media. Among the many advantages of the internet are its modest capacity to store vast amounts of data at different locations; it's amazing web search capabilities; its capacity to organize and distribute data; its capacity to function as a real distribution channel for content; and its very cheap expenses.

Money managers may now meet all of their clients with a single click thanks to the internet and the availability of many web-based media outlets. Thanks to web innovation, the user can now peruse the item on the internet, view the audit, and learn how previous customers positioned themselves for the item before making a purchase. Consumers today make extensive use of technology since many purchase PCs, which leads to the use of online marketing. Web-based media influences consumers' purchasing decisions through a variety of correspondence. Another tactic for growing the firm is the online platform. Online media alters the specialized methods used by buyers and sellers. A web-based business influences the consumer's purchasing decision. Online media correspondence is an additional platform for exchanging information about products and services. Since the majority of buyers utilize the internet and online web-based media devices, the primary movement for marketing goods and services is the study of buyer behaviour. Web-based media has grown to be an important medium for product presentation and marketing, as well as for research. Social networking has become an important tool for short-term activities these days. It is therefore crucial to determine how social media is affecting consumer behaviour.

II. OBJECTIVES OF THE STUDY

The objectives of the study are

- To study the perception of women consumers of Ramanathapuram District towards social media marketing.
- To identify the most popular social media among all age groups of women in the study area.
- To measure the satisfaction level of women consumers towards social media marketing in the study area.

III. DESIGN OF THE STUDY

1. Methodology for Collection of Data

This study uses the survey method as its empirical research design. A questionnaire will be distributed by the researchers in order to gather primary data. Secondary data will be gathered from print journals, magazines, websites, E-Journals, and pertinent books on consumer behaviour.

2. Scope of the Study

The focus of the current study is on how women consumers in the Ramanathapuram district perceive and are satisfied with social media advertisements. The primary focus of this study is on consumer preferences, attitudes, and behaviours regarding social media advertisements in the Ramanathapuram district only.

3. Profile of Study Area

Ramanathapuram District is an administrative district of Tamil Nadu state in southern India. 1,337,560 people were counted in the Ramanathapuram district overall in the 2011 census. Males make up half of the population, and females the other half. 84% of men and 74% of women in the country are literate, an average of 79%, above the 59.5% national average. Ramanathapuram, a well-known historical site, is 65 miles from Rameswaram, a Hindu holy site. The analysis will focus solely on the Ramanathapuram district and examine how women consumers perceive and are satisfied with social media advertisements.

4. Pre-Testing

The researchers personally pre-tested the questionnaire before distributing it to the respondents. Following a thorough study of the feedback received, the questionnaire has been modified as needed. Twenty respondents took the pre-test. Before the questionnaire was finalized, appropriate revisions were made because the researchers encountered some difficulty in gaining replies to some of the issues posed during the interview.

5. Sample Design

A defined strategy for selecting a sample from a specific population is known as a sample design. It speaks of the method or process that the researchers will use to choose the objects for the sample. Based on demographic, economic, and other factors, the Ramanathapuram District is the study area. The goal of the study is to measure and assess how satisfied women

customers are with social media advertisements generally. Convenience sampling, a non-probability technique, was used to select the sample respondents. For this aim, a sample of 120 respondents from the Ramanathapuram District were selected. To obtain the required data from the sample respondents, the researcher met with them.

6. Period of the Study

The survey for collection of data was conducted during the month of April and May 2024.

7. Framework of Analysis

Data which were collected from the respondents were analysed by using percentage analysis, five point scales that are Likert's scale analysis and chi-square test are used.

IV. LIMITATIONS OF THE STUDY

Conducting the survey was challenging because the majority of them were unprepared for personal questions. Since secondary sources were not used to acquire the data, it's possible that the information is inaccurate.

V. REVIEW OF LITERATURE

In the article, "Consumer's perception towards social media advertising," Bindia Daroch (2017) made an attempt to ascertain how consumers feel about the promotions and advertisements that businesses use on various social media websites. She also focused on identifying the various factors that influence consumers' perceptions of social media advertising. A total of 230 respondents took part in the study, and questionnaires with closed-ended questions were utilized to gather the data. According to the study's findings, most of the time consumers are drawn in by commercials and end up buying things they don't really need as well as those they need.

Kameswara Rao Poranki looked at consumer attitudes and beliefs about cosmetics and personal care in Visakhapatnam, India, in a study that was published in 2015. The purpose of the study was to assess different methods for obtaining information on customer expectations and perceptions that influence the acquisition and use of cosmetic and personal care goods. The researcher used structured questionnaires to collect primary and secondary data from the internet, newspapers, magazines, and business websites. Customer satisfaction and brand loyalty are significantly impacted by consumer attitudes, beliefs, and perceptions, which are critical factors in the decision-making process associated to purchases, as the study has shown.

The goal of Nilesh Anute et al.'s 2019 study was to focus on the demographics of consumers who buy cosmetics. focused on variables influencing consumers' decisions to purchase cosmetics. focused on the category of cosmetic items that clients use the most frequently. focused on a buyer's sample purchase of cosmetics. focused on consumer preference for certain brands of cosmetics. According to the research, the majority of people who purchase cosmetics are between the ages of 15 and 30. Sixty-five percent of people said they preferred using domestic brands. Sixty percent of the population prefers to buy natural cosmetic products. Nearly 50% of people watched TV to learn more about cosmetic products. A sizable percentage of people (42.5%) use cosmetics to seem beautiful.

According to Man Qitong et al. (2019), the purpose of this evaluation was to investigate how social media marketing affects students' steadfastness for cosmetic brands. The research questions and hypotheses were well-crafted, and a proper cycle was used to obtain the results. The study found that undergraduates' remedial brand devotion was positively impacted by online media marketing. Profitable missions, relevant content, up-to-date statistics, well-known content, and a variety of platforms and applications all demonstrated strong, positive correlations with students' loyalty to cosmetic brands. These findings suggest that companies selling beauty care goods should prioritize social media marketing and use creative, eye-catching platforms to build strong relationships with their incoming freshmen. Cosmetic companies should provide lucrative missions, such as contribution essential exercises, limits, and coupons, to assist their understudy clients. Their web-based media platforms or applications should provide relevant and up-to-date information about new designs or goods relating to beauty care products. Businesses that sell beauty care goods should also make use of a variety of online media platforms and tools, such as mobile applications, to increase their likelihood of communicating with their college-bound customers. At that time, if a group of pupils learns about the internet media stage, these students will influence others.

VI. DATA ANALYSIS

SOCIO ECONOMIC ANALYSIS OF THE RESPONDENTS

Table – 1: Socio Economic Analysis of the Respondents

Description	No of Respondents	Percentage
Age group		
Less than 20	10	8.33
21 to 30	15	12.5
31 to 40	75	62.5
41 to 50	12	10
Above 50	8	6.66
Marital status		
Married	90	75
Unmarried	22	18.3
Others	8	6.7
Qualification		
SSLC/diploma	17	14.1
HSE	12	10
UG	68	56.6
PG	13	10.8
Professional Studies	10	8.33
Occupation		
Private job	78	65
Government Job	22	18.33
Professionals	12	10
Others, specify_____	8	6.66
Annual income		
Less than 2 lakhs	10	8.33
2 lakh to 3 lakh	13	10.8
3 to 4 lakh	67	55.8
4 to 5 lakh	26	21.6
Above 5 lakh	4	3.33
Area of residence		
Urban	82	68.3
Rural	32	26.7
Semi urban	6	5
Nature of family		
Joint family	22	18.33
Nuclear family	98	81.67

Source: Primary Data

Majority of the women consumers of this study are married and in the age group of 31 to 40, they possess under graduation as their qualification and are private employees. Majority of the respondent's annual income is between 3 lakhs to 4 lakhs, hails from nuclear family and are from urban area of Ramanathapuram district

USAGE OF SOCIAL MEDIA

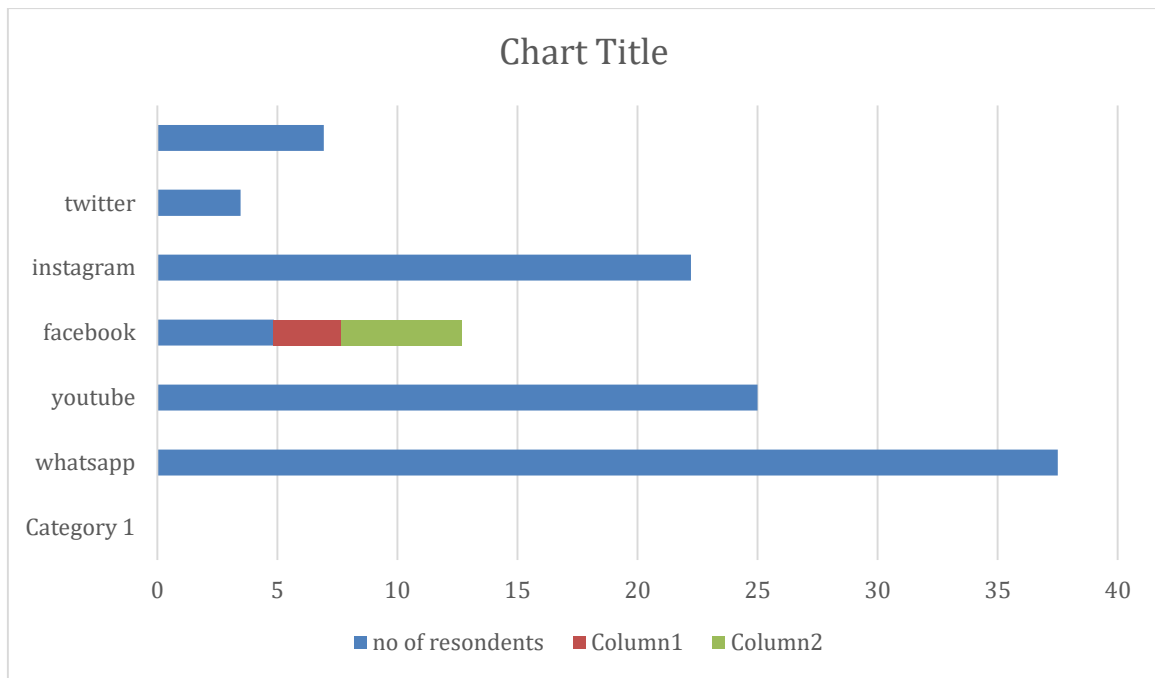
Table -2: Usage of Social Media

Category	No of Respondents	Percentage of respondents
Using of social media	120	100
Not Using of social media	0	0
Total	120	100

Source: Primary Data

From the above table, it is evident that 100 per cent of the respondents use social media

FREQUENTLY USED SOCIAL MEDIA



From the above graph it is revealed that 37.5 per cent of respondents use WhatsApp, 25 per cent of respondents use YouTube, 4.86 per cent of respondents use Facebook, 22.22 per cent of respondents use Instagram, 3.47 per cent of respondents use Twitter, and 6.94 per cent of respondents use Pinterest

SATISFACTION LEVEL OF RESPONDENTS

Table -3: Satisfaction Level of Respondents

Level of satisfaction	No of respondents	Percentage
Highly Satisfied	16	13.3
Satisfied	74	61.7
Neutral	30	25
Dissatisfied	0	0
Highly Dissatisfied	0	0
Total	120	100

Source: Primary Data

The above graph shows 61.7 per cent of respondents are satisfied, 13.3 per cent of respondents are highly satisfied and 25 per cent of respondents response are neutral.

SIGNIFICANCE BETWEEN CREATIVITY AND TRUST

Trust and creativity are the two fundamental elements that drive the consumers towards a venture or a business. In this research it is believed to have a significant impact on women consumers’ perception and satisfaction towards social media marketing in the study area. The significant difference between creativity and trust is analysed using Chi Square test. The result of the same is as follows;

Null hypothesis: There is no significant difference between creativity and trust

Table -4: Chi-Square Tests for Creative and Trust

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	20.736a	4	.000
Likelihood Ratio	19.549	4	.001
Linear-by-Linear Association	14.005	1	.000
N of Valid Cases	120		

Source: SPSS Output

As the p-value is less than 0.05 there is significant difference between creative and trust. The Null hypothesis is rejected. Alternate Hypothesis is accepted. Thus it is concluded that the message creativity and trust has impact on women consumers’ perception and satisfaction towards social media marketing in the study area

SIGNIFICANCE BETWEEN UNIQUENESS AND PERSONAL TOUCH

One can use a personal touch in marketing to create and strengthen relationships with customers and key accounts. It's crucial to personalize your communications to address the customer's or prospect's specific experiences, needs and history. The significant difference between Uniqueness and Personal Touch is analysed using Chi Square test. The result of the same is as follows;

Null hypothesis: There is no significant difference between Unique and Personal Touch

Table -5: Chi-Square Tests for Unique and Personal Touch

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	26.034a	4	.000
Likelihood Ratio	31.701	4	.000
Linear-by-Linear Association	21.018	1	.000
N of Valid Cases	120		

Source: SPSS Output

As the p-value is less than 0.05 there is significant difference between Unique and Personal touch. The Null hypothesis is rejected. Alternate hypothesis is accepted. It is concluded that uniqueness and personal touch in the message of the social media marketing influences the women consumers in the study area.

RELATIONSHIP BETWEEN PERCEPTIONS ON SOCIAL MEDIA MARKETING AND LEVEL OF SATISFACTION ON SOCIAL MEDIA MARKETING

Ho: There is no significant relationship between Perceptions on factors of social media marketing and Level of satisfaction on social media marketing

Table -6: Perceptions on Social Media Marketing and Level of Satisfaction on Social Media Marketing

	N	R	P=Value	Relationship	Remarks	
					Significant	Result
Perception on factors of social media marketing and Level of satisfaction on social media marketing	120	703**	0.00	positive	Significant	Rejected

Source: SPSS Output

As the p Value is lesser than significant value at 0.01 level of significance, there is a relationship between Perceptions on social media marketing and level of satisfaction on social media marketing, the Null hypothesis is rejected. Therefore, there exists a significant relationship between Perceptions and level of satisfaction on social media marketing.

VII. MAJOR FINDINGS OF THE STUDY

1. Majority of the women consumers of this study are married and in the age group of 31 to 40
2. Majority of the respondents have under graduation as their qualification
3. Majority of the respondents are private employees
4. Majority of the respondent's annual income is between 3 lakhs to 4 lakhs
5. Majority of the respondent's hails from nuclear family and are from urban area of Ramanathapuram district
6. Most used social media by the respondents is WhatsApp and the least used is twitter
7. 61.7 per cent of respondents, which is the major portion are Satisfied towards social media marketing
8. It is found from chi square analysis that, message creativity and trust have impact on women consumers' perception and satisfaction towards social media marketing in the study area
9. It is found from chi square analysis that, uniqueness and personal touch in the message of the social media marketing influences the women consumers in the study area
10. It is found from chi square analysis that, there exists a significant relationship between Perceptions and level of satisfaction on social media marketing

VIII. SUGGESTIONS AND RECOMMENDATIONS

The following are the major suggestions of the study

1. Consumers should be given proper awareness regarding how to report, block, and filter content
2. Recheck the price and product description before buying online. Consumers should never believe the social media marketing blindly.
3. Many social media sites or apps will request to access your location, but in most cases this isn't necessary. Consumers should be given knowledge about "Turning off geolocation"
4. Avoid public Wi-Fi connections, like those offered at coffee shops or airports, when using a website that asks for a password. Limit your social media usage to personal or private Wi-Fi networks, while using cellular data on your phone, or under the protection of a Virtual Private Network (VPN).
5. Consumers should feel free to Report harassment or inappropriate content

IX. CONCLUSION

The purpose of the social media marketing study was to determine how traditional businesses have evolved into technology-based ones that demand less capital but more time and patience to conduct business. Consequently, conventional business is changed to become a social business. In social business, the marketer's role is to give his followers pertinent information about the brand in order to increase brand awareness. Everything has advantages and disadvantages. Using technology in company might be dangerous, but it can also increase goodwill. Because electronic hackers may be found everywhere on the internet, consumers find it difficult to make purchases because they are worried about their security and privacy. With the proliferation of social networking apps, selecting a certain brand from a wide range of options is more straightforward. Customers have an extensive selection of products to select from. As a result, social media is among the networks with the quickest rate of growth and is poised to revolutionize the future. Also, it is evident from the present study that women of all age group in the study area are highly influenced by the social media marketing and the study also concludes that the women consumers are highly satisfied towards the social media marketing.

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