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ANALYSIS OF LEVEL OF PERCEPTION AND SATISFACTION OF CONSUMERS ON SOCIAL MEDIA MARKETING WITH SPECIAL REFERENCE TO PERSONAL CARE PRODUCTS IN CHENNAI

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ABSTRACT

Social media marketing has become the buzz word of today's marketing world and customers play vital role in the consumption of the products. Under such set-up the researcher endeavored to analyze the level of perception and satisfaction of consumers on social media marketing with special reference to personal care products in Chennai. Based on a sample of 79 customers of personal care products, the perception and satisfaction level of consumers on Social Media Marketing with respect to personal care products in Chennai was analyzed using descriptive and inferential analysis through one way ANOVA, Independent Sample "t" test, to test the hypotheses. The research reveals that there is a strong relationship between perception and satisfaction of consumers on social media marketing with special reference to personal care products. The findings of the study will help the stakeholders to boost up their sales.

Keywords: Social Media Marketing, perception and satisfaction of consumers, personal care products

INTRODUCTION

Today's business success mainly depends upon social media to develop their performance and increase their customers. The world of personal care industry faces a huge demand and challenges in providing assured quality with the advancement in technology, globalization, high competition and increased purchasing power of the buyers.

Of late, the consumers have become more hygiene and beauty conscious. On the other hand social

media is paving way for rapid development in personal care industry by providing comfortable platform for marketing their products. Thus social media marketing provides several benefits such as building product image, disseminating the products throughout the globe by offering qualitative customer service in the digital world

PERCEPTION OF CONSUMERS

F.G. Crane and T.K. Klarke (1994) have defined ‘Customer perception is a Process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements and attitudes’

According to the Business Dictionary, consumer perception or customer perception is a “Marketing concept that encompasses a customer's impression, awareness, or consciousness about a company or its offerings.”

CUSTOMER SATISFACTION

For every business organization it becomes the need of the hour to satisfy their customer as it will give them long term sustainability in the market. So it becomes necessary for them to provide qualitative product, gather and retain their smart customers in the competitive marketing scenario.

Customer satisfaction is defined as a ‘Measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how best to improve or change its products and services’.

PERSONAL CARE PRODUCTS

In today's world appropriate personal care is a precondition for a fit and hygienic body. It has become an essential convention for grooming ourselves through skin care, hair care, dental care and beauty care products. Personal hygiene is an inevitable habit. Taking complete care of one's body is the prime necessity for hale and healthy life style. It can be well understood from a blog refresh your life in the website which portrays the importance of personal care products saying that these products promote hygiene, and help the consumers to prevent themselves from catching and spreading of germs and disease and also enhance attractiveness, help in feeling good about oneself and their body.

NEED FOR THE STUDY

The Indian population got accustomed to social media like duck to water. Since social media marketing is easily accessible, they were able to spare on an average 2.25 hours on it daily. The numbers of social media users are increasing in leaps and bounds in India and the number of Internet users are also growing at a gigantic rate of 624 million, which is roughly estimates to 45% of the total Indian population.

Total population in India	1.39 billion
Active social media users in India	0.448 billion
Number of Internet users in India	0.624 billion
Social Media Users via Mobiles in India	0.444 billion
Number of Mobile Internet users in India	0.572 billion

Source: <https://www.theglobalstatistics.com/india-social-media-statistics/>

The above table well portrays that social media has become the part and parcel of every Indian customer.

So the researcher felt the necessity to carry research on the current topic.

STATEMENT OF RESEARCH PROBLEM

Social Media Marketing has been growing rapidly. Most of the companies are forced to allocate the budget for social media marketing. Marketing managers were able to identify that consumers trust the content and reviews of the users rather than advertisement of the firm. Though social media marketing is a new terminology just from the year 2000 onwards, it took the strongest position in supply chain management and drew the attention of various researchers.

The present study examines the perception and satisfaction level of consumers towards social media marketing with regard to personal care products through a structured questionnaire the researcher attempted to identify the various Social Media channels preferred by the consumers, factors that affect the customers buying decisions and their level of satisfaction with respect to personal care products in Chennai.

OBJECTIVES OF THE STUDY:

The Objectives refer to the questions to be answered through the study and they indicate what researchers are trying to get from the study. The objectives of this study are

- ❖ To study and analyze the perception of consumers on social media marketing with respect to personal care products in Chennai.
- ❖ To assess the level of satisfaction of consumers on social media marketing with respect to personal care products in Chennai.
- ❖ To evaluate the various channels preferred by consumers for buying decisions through social media over traditional channels.
- ❖ To offer suggestions for the stakeholders based on the findings of the study.

RESEARCH METHODOLOGY

To solve the research problem, a systematic approach called Research methodology is implemented. The method followed for the study includes research problems, sample design, questionnaire, data collection and statistical tools used for analyzing the collected data. Both qualitative and quantitative research approaches were employed by the researcher in this research. The population and sampling unit of the present research is Customers who are buying personal care products through social media marketing in Chennai. The sample size is 79 social media marketing customers using personal care products.

REVIEW OF LITERATURE

Kameswara Rao poranki (2015) conducted a study on ‘Consumer attitudes and perception on personal care products and cosmetics at Visakhapatnam, India’ and attempted to assess different methods for acquiring the information on consumer’s perception and expectations which influence the purchasing and consumption of personal care and cosmetic products. The researcher used structured questionnaires for collecting primary data and secondary data collected from internet, newspapers, magazines and companies websites. Primary data was collected through a sample survey among 150 customers who

were randomly selected from the selected malls and supermarkets in Visakhapatnam. The researcher has confirmed that the Indian Consumer is growing more and more brand conscious in purchasing cosmetics as well as personal care products and suggested the companies to focus on the form of advertising which plays the biggest role here is Word of mouth promotions are a key factor in a price sensitive economy like India. Strategies like Visual Merchandising are important only at the stage of buying decision while searching and evaluating alternatives. The researcher has proved that brand loyalty and customer satisfaction are highly influenced by the consumer attitudes, beliefs and perceptions that play a key role in purchase decision making.

Bindia Daroch (2017) attempted in the present article termed 'Consumer's perception towards social media advertising' and aims to find how customers react towards the advertisements and promotions being used by the companies on several social media websites and focuses on identifying the various factors which influences the customer's perception towards social media advertising. Questionnaires were used to collect the data which includes closed ended questions and a total 230 respondents participated in the study. The results of the study show that most of the time advertisements do catch the attention of users and people tend to purchase the products they need but also buy even if they don't require them.

Ezlika Ghazali, Pat Chen Soon, Dilip S Mutum and Bang Nguyen (2017) researched on the topic 'Health and cosmetics: Investigating consumer's values for buying organic personal care products' and focused on the factors influencing consumer attitude and intention to re- purchase organic personal care products, participants who had purchased organic Personal Care Products within the last 12 months were recruited to complete a questionnaire. A non-probability purposive sampling technique was adopted in this study 343 responses were collected from customers of organic shops of Malaysia. The variance-based method Partial Least Square using SmartPLS 3.0 software was employed to analyze the data, The findings revealed that most of the hypothesized relationships linking the consumer perceived value constructs (namely, health, safety, hedonic and environmental) with attitude towards the rebuying of organic Personal Care Products, were supported. The study also exposed that product knowledge is the main driver for the attitude toward re-purchasing organic Personal Care Products. Marketers should utilize mini samples as a marketing tool to persuade trials.

Dr. Rajee M and Kasinathan S (2019) stated in their research work labeled 'Consumer preferences, usage pattern and satisfaction towards Himalaya cosmetics in baby care products segment - an analytical study' with the objective to investigate the consumer's preferences and the buyer's usage pattern and satisfaction towards Himalaya Cosmetics especially in Baby care products segment in Chennai region. The researchers selected Moisturizing Baby Soap, Gentle Baby Shampoo, Baby Lotion, Baby Powder, Baby Care Gift Pack, Baby Care Gift Box Mini (Soap- Powder) products of Himalaya for the study. Questionnaires were distributed and self- administered to 500 respondents. Descriptive analysis, and Pearson Chi-Square were used in this study. Buyers' preference of baby care products was analyzed using the chi square test. The findings exposed that there is a significant association between frequency of purchase and usage level, usage level and satisfaction of baby care products of Himalaya and the

customers are satisfied with the baby care products of Himalaya.

Vahideh Arghashi, Zehra Bozbay and Azhdar Karami (2021) examined the article titled ‘An Integrated Model of Social Media Brand Love: Mediators of Brand Attitude and Consumer Satisfaction’ the researchers applied the concept of brand love to social media and observed the intervening effect of consumer satisfaction and attitude which ultimately leads to positive brand outcomes. The study was conducted in Turkey, data was collected through a paper-based survey from 461 Turkish students who have active accounts on social media. Structural equation modeling (SEM) and Hayes Process macro were piloted to assess the hypotheses. Findings supported the conceptual model and confirmed that brand image forms a positive attitude towards social media brands and enhances consumer’s satisfaction. It implies that social media managers should emphasize the management of the brand image because the relationship between brand image, brand attitude and consumer satisfaction make a vital contribution to develop social media brand love and positive consumer behavior.

DATA ANALYSIS, FINDINGS AND DISCUSSION

The data, after collection and processing, has been analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. Analysis has been done through various statistical tools to understand the outcomes with reference to the objectives and hypothesis. In order to analyze and give the proper interpretation of data the various statistical tools like Percentage Analysis (descriptive) one way Anova and Independent Sample ‘t’ test, (inferential) are used in this research.

Table -1
Demographic and Social Media Usage Profile of Customers

Variables		F	%
Gender	Male	30	38.0
	Female	49	62.0
Age	Less than 25 Years	21	26.6
	26-40 Years	20	25.3
	41-60 Years	35	44.3
	Above 60 Years	3	3.8
Marital Status	Married	57	72.2
	Unmarried	22	27.8
Educational Qualification	Undergraduate	18	22.8
	Post Graduate	39	49.4
	Professional	18	22.8
	Others	4	5.1
	Upto 50,000	31	39.2

Monthly Family Income	50001 - 1,00,000	23	29.1
	1,00,001-1,50,000	11	13.9
	1,50,001-2,00,000	4	5.1
	Above 2,00,000	10	12.7
Time Spent For Social Media Per Day	Less Than 1 Hour	25	31.6
	1-2 Hours	29	36.7
	2-3 Hours	12	15.2
	More Than 3 Hours	13	16.5
Social Media Used	Whatsapp	36	45.6
	Facebook	20	25.3
	Twitter	2	2.5
	Instagram	3	3.8
	Linkedin	2	2.5
	Google+	9	11.4
	You Tube	5	6.3
	Flickr	1	1.3
	Other	1	1.3
Purchase Decision Influencers	Family Members	29	36.7
	Friends/Relatives	16	20.3
	Colleague	2	2.5
	Online Advertisement	6	7.6
	Product Review	14	17.7
	Personal Experience	11	13.9
	Discussion Forums	1	1.3
Type of Health Care Product Recently Purchased	Skin Care Products	36	45.6
	Hair Care Products	17	21.5
	Dental Care Products	7	8.9
	Beauty Care Products	19	24.1

Source: Primary Data

The table provides the information relating to the Demographic and Social media usage profile of the Respondents for personal care products in Chennai. Out of 79 Respondents, Majority of the Respondents (62%) are female (44.3%) belonging to the Age group of 41 – 60 Years, (72.2%) are married. As regards to the educational qualification most of the Respondents(49.4%) are post graduates whereas (39.2%) of them has monthly family income below 50,000.

With regard to social media usage profile, Majority of the Respondents (36.7%) spend 1-2 hours per day for social media, (45.6%) use whatsapp, (36.7%) are influenced by familymembers for their purchase decisions whereas (45.6%) buy skin care products by searching information from social media.

- As majority of the respondents are female belonging to the Age group of 41 – 60 Years, men folk also can have Social Media access towards personal care products and groom themselves.
- Sphincters can be the main target for Social Media Marketing. They can draw the attention of youngsters by attractive discounts and bonanza offers as they may have very little money at their disposal.
- Social Media Marketing should try to attract all strata of customers to maximize their turnover as most of the customers of the study are post graduates with monthly family income below Rs.50, 000.
- With regard to social media usage profile, the majority of the respondents spend 1-2 hours per day on social media. This figure appears to be satisfactory. Steps can be taken by the Social Media Marketer to retain or increase the spending time of the customers.

OBJECTIVE 1:

TO STUDY AND ANALYSE THE PERCEPTION OF CONSUMERS ON SOCIAL MEDIA MARKETING WITH RESPECT TO PERSONAL CARE PRODUCTS IN CHENNAI

Table – 2

Descriptive Statistics					
Perception of Consumers on Social Media Marketing	N	Minimum	Maximum	Mean	Std. Deviation
Contents shown in Social Media is the latest/updated information	79	1	5	3.59	1.115
Information about products from Social Media is more accurate	79	1	5	3.19	1.087
Customer reviews are widely available for personal care products and services	79	1	5	3.61	.993
Social Media facilitates social interactions such as online forums, communities, ratings, reviews and recommendations.	79	1	5	3.62	1.017
Interactions through Social Media help to increase the level of trust and reduce perceived risk.	79	1	5	3.39	1.005
Interactions through Social Media help consumers to get more knowledge on the pros and cons of the products.	79	1	5	3.72	1.073
We get more information about products and services very quickly through social media	79	1	5	3.95	1.011

We can update and share information about products easily.	79	1	5	3.94	.965
The reliability of information is greater in social media than mass media.	79	1	5	3.51	1.108
The trust can facilitate the interaction of individuals and encourage them to stick to their current network.	79	1	5	3.56	1.047

Source: Primary Data

The above table provides descriptive statistics of perception on factors of social media marketing. It reveals that out of 79 Respondents, 'we get more information about products and services very quickly through social media' gets the highest response compared to other variables followed by 'we can update and share the information contents about products easily' whereas 'information about products from Social Media is more accurate' got the least response.

OBJECTIVE 2:

TO ASSESS THE LEVEL OF SATISFACTION OF CONSUMERS ON SOCIAL MEDIA MARKETING WITH RESPECT TO PERSONAL CARE PRODUCTS IN CHENNAI

Table – 3

Descriptive Statistics					
Level of Satisfaction of Consumers on Social Media Marketing	N	Minimum	Maximum	Mean	Std. Deviation
Availability of information	79	1	5	3.84	.775
Relevance of information	79	1	5	3.48	.890
Reliability of information	79	1	5	3.43	.872
Product Reviews and Recommendations	79	1	5	3.65	.848
Product Safety	79	1	5	3.34	.861
Value for Money	79	1	5	3.34	.846
Updating information	79	1	5	3.70	.853
Usefulness for purchase decision	79	1	5	3.63	.835

The above table provides descriptive statistics of level of satisfaction of consumers on social media marketing. It reveals that 'Availability of information' gets the highest score compared to other variables followed by 'Updating information' whereas 'Product Safety' and 'Value for Money' gets the lowest score.

OBJECTIVE 3:

TO EVALUATE THE VARIOUS CHANNELS PREFERRED BY CUSTOMERS FOR BUYING DECISIONS THROUGH SOCIAL MEDIA OVER TRADITIONAL CHANNELS.

S.NO.	SOCIAL MEDIA CHANNELS	TOTAL SCORE	MEAN SCORE	RANK
1.	Whatsapp	710	79	I
2.	Facebook	514	57	III
3.	Twitter	527	59	II
4.	Instagram	353	39	VII
5.	LinkedIn	443	49	IV
6.	Google+	414	46	V
7.	YouTube	402	45	VI
8.	Flickr	176	20	VIII
9.	Others	85	9	IX

Weighted average method was used to assign rank to the various social media channels preferred by the customers for buying decisions. Whatsapp has secured first rank with a mean score of 79, Twitter secured second rank with a mean score of 59, and Facebook has secured third rank with a mean score of 57.

➤ Out of various Social Media Marketing channels whatsapp is used by majority of the respondents and they are influenced by family members for their purchase decisions. They prefer to buy skin care products by searching information from social media. Marketers of personal care products can try to understand their customers and can maintain a positive connection with the customers.

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 – 5

	N	'r'	P=Value	Relationship	Remarks	
					Significant	Result
Perception on factors of social media marketing and Level of satisfaction on social media marketing	79	703**	0.000	Positive	Significant	Rejected

****.** Correlation is significant at the 0.01 level (2-tailed).

INFERENCE: As the p Value is lesser than significant value at 0.01 level of significance, the 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.

➤ There is a significant relationship between perceptions on factors of social media marketing and level of satisfaction on social media marketing. Marketers of personal care products can try to understand their customers and can maintain a positive connection with the customers.

RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND PERCEPTION ON SOCIAL MEDIA MARKETING OF THE RESPONDENTS TOWARDS PERSONAL CARE PRODUCTS

One way ANOVA

Ho: There are significant differences with educational qualification and Perception on social media marketing of the respondents towards personal care products.

Table – 6

	VARIABLES	EDUCATIONAL QUALIFICATION				F-Value	p-Value
		UG	PG	PROFESSIONALS	OTHERS		
1	Contents shown in Social Media is the latest/updated information	3.39	3.44	3.94	4.50	2.011	.120
		1.145	1.142	.998	.577		
2	Information about products from Social Media is more accurate	3.11	3.15	3.17	4.00	.783	.507
		1.183	1.040	1.150	.816		
3	Customer reviews are widely available for personal care products and services	3.39	3.59	3.83	3.75	.624	.602
		1.037	1.069	.786	.957		
4	Social Media facilitates social interactions such as online forums, communities, ratings, reviews and recommendations.	3.28	3.67	3.78	4.00	1.040	.380
		.895	1.108	.943	.816		
5	Interactions through Social Media help to increase the level of trust and reduce perceived risk.	3.22	3.31	3.61	4.00	1.037	.381
		1.166	1.004	.850	.816		
6	Interactions through Social Media help consumers to get more knowledge on the pros and cons of the products.	3.67	3.54	4.11	4.00	1.288	.285
		1.237	1.072	.900	.816		
7	We get more information about products and services very quickly through social media	3.83	3.90	4.17	4.00	.384	.765
		1.098	1.095	.786	.816		
8	We can update and share the information contents	3.89	3.77	4.28	4.25	1.311	.277

	about products easily.	.963	1.038	.752	.957		
9	The reliability of information is greater in social media than mass media.	3.50	3.51	3.39	4.00	.324	.808
		1.043	1.144	1.145	1.155		
10	The trust can facilitate the interaction of individuals and encourage them to stick to their current network	3.22	3.51	3.89	4.00	1.507	.220
		1.166	.997	.963	1.155		

INFERENCE

The One-way ANOVA test on educational qualification and Perception of social media marketing towards personal care products reveals that P values at (0.05) level of significance are

greater than sig. value in case of almost all variables i.e 'Contents shown in Social Media is the latest/updated information' (0.120), 'Information about products from Social Media is more accurate' (0.507), 'Customer reviews are widely available for personal care products and services' (0.602), 'Social Media facilitates social interactions such as online forums, communities, ratings, reviews and recommendations' (0.380), 'Interactions through Social Media help to increase the level of trust and reduce perceived risk' (0.381), 'Interactions through Social Media help consumers to get more knowledge on the pros and cons of the products' (0.285), 'We get more information about products and services very quickly through social media' (0.765), 'We can update and share the information contents about products easily' (0.277), 'The reliability of information is greater in social media than mass media' (0.808) and 'The trust can facilitate the interaction of individuals and encourage them to stick to their current network' (0.220) the Null Hypotheses are accepted.

➤ The educational qualification and perception of social media marketing towards personal care products reveals that there is significant difference with educational qualification and perception on factors of social media marketing towards personal care products. Social media marketing can try to reach all types of customers invariably.

RELATIONSHIP BETWEEN GENDER AND SATISFACTION LEVEL ON SOCIAL MEDIA MARKETING

Independent 't' Test

Ho: There is no significant difference between gender and satisfaction level on Social Media Marketing

Table – 7

VARIABLES	MALE			FEMALE			t-Value	p-Value
	N	Mean	SD	N	Mean	SD		
LEVEL OF SATISFACTION ON SOCIAL MEDIA MARKETING	30	26.7000	6.39585	49	29.4490	4.36397	-2.077	.043

INFERENCE

Since the P value of Independent Sample “t” test is lesser than Sig. Value (0.05) insatisfaction level on social media marketing (0.043), the Null Hypothesis is rejected.

Based on the mean score of satisfaction level on Social Media Marketing, we can say that the mean score of Female ($M = 29.44$) is more than Male ($M = 26.70$). This indicates that Female customers get more satisfaction through Social Media Marketing compared to Male customers.

➤ There is a statistically significant difference between the Male and Female customers with respect to satisfaction level on Social Media Marketing. So Social Media Marketing must try to attract all strata of buyers belonging to various segments in order increase their turnover and thus maximize their profit which is prime goal of all business enterprises.

CONCLUSION:

Social media marketing has almost got imbibed into the lifestyle of the every buyers. Since the customers can get all the information about the product from their comfortable zone through contents and reviews in the website and there are so many options available for a single product alone, thorough understanding of the perception and satisfaction level of consumers by the marketers either through online survey or telephonic conversation has become the need of the hour. This process will help them to adopt themselves according to the expectation of the customers. Social media platforms has become a vibrant force in marketing the products and to attract the customers through various offers, discounts, cash back offers, bank credit card and debit card offers etc. These platforms, as well as increased access to product information influences purchase decisions, their engagement and loyalty.

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