

# Online Trading Analysis Of Impact On Consumer Buying Behaviour Of Cosmetic Products In Advertising Industrial Marketing Management Systems

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## ARTICLE INFO

## ABSTRACT

On-line advertising is tied in with building brand commonality with the intended interest group to at last move prospects down the showcasing channel of an organization. For abnormal state marking efforts, this might be as straightforward as urging prospects to visit the organization site. For mid-channel focuses on, the promotion could offer a white paper in return for the objective's contact data. For prospects close to the target, the offer may be rebate advancement on a particular item. Quantifiable and ease to follow the change make internet promoting miles ahead on the conventional publicizing techniques. Any type of publicizing helps in improving the marking and internet promoting stands a score high in improving the marking of an organization, administration or item. On the off chance that the advanced publicizing effort is very much arranged, the organization gets the opportunity of getting brand name spread via rally over a bigger gathering of people. Consequently, an investigation directed demonstrates that banner advertisements and popup promotions grabbed the eye of the greater part of the respondents. The respondents were generally induced by the inattentiveness of the commercial. Reversion examination utilizing SPSS programming showed a noteworthy effect of web-based publicizing on buyer purchasing conduct of cosmetic products.

**Keywords:** On-line Advertising, Cosmetic Products, Internet, Meta-ads and Quantifiable

## 1. INTRODUCTION

Advertising is constantly present, however, individuals may not know about it. In this day and age, publicizing utilizes each conceivable media to get its message through. It does this by means of TV, print (papers, magazines, diaries and so forth), radio, press, web, direct selling, hoardings, mailers, challenges, sponsorship, blurbs, garments, occasions, hues, sounds, visuals and even individuals (supports). Online advertising is a showcasing technique that includes the utilization of the Internet as a medium to get site traffic and target and convey promoting messages to the correct clients. Online advertising is designed for characterizing markets through one of a kind and valuable applications.

Online advertising is a standout among st the most financially savvy methods for advertising since showcasing items on the online are more affordable when contrasted with advertising them on a physical outlet. This is on the grounds that the costs utilized on beginning a site and the utilization of advertising articles or internet based life in building up an online nearness are negligible and an organization need not need to acquire the expense of property rental and upkeep as there will be no buy of stocks for showcase in a store.

The online gives a superior stage to assemble associations with clients accordingly expanding client maintenance level for instance when a client has bought an product the organization can start the relationship by sending a subsequent email to affirm the exchange and after that thank the client. It can likewise welcome the client to give item surveys on its site and this will help construct a feeling of the network. While work plans and certain ways of life could affect buyer's capacity to physically go outon the town to shop amid typical working hours, utilizing online advertising systems organizations can give their purchasers a 24-hour outlet for finding the products they need.

Purchaser conducts the investigation of how particular clients, gatherings or associations select, purchase, use, and discard thoughts, products, and administrations to fulfil their necessities and needs. It refers to the activities of the buyers in the commercial centre and the hidden intentions in those activities. Advertisers expect that by understanding what makes thecustomers purchase specific merchandise and enterprises, they will most likely figure out which items are required in the commercial centre, which is out of date, and how best to introduce the products to the buyers.

## 2. REVIEW OF LITERATURE

The following section describes the research work of various authors in the area of online marketing and consumer buying behaviour:

**Kwang Yeun Chun et al., (2014)** According to them, the internet environment has changed the format of internet advertising. One emerging form of online marketing communication is 'contextual advertising', in which marketers strive to develop customized images or texts more relevant to customers based on the content of web pages. This study investigates the effectiveness of internet contextual ads. In particular, they examine the effect of internet contextual ads on brand memory (i.e. recall and recognition) and attitudes towards theadvertisement and/or brand using the theory of priming effect. They found that the complexity of banner ads moderates the relationship between a contextual advertisement and its effectiveness, and generates two distinct priming effects (i.e. assimilation and contrast effects). The results demonstrate that the internet contextual advertisement enhances brand recognition and induces favourable attitudes towards the ad. In addition, consumers have higher recall rates and attitudes towards the brand when they are exposed to a less complex contextual advertisement or when they are exposed to a complex, non-contextual advertisement.

**Luk, Sherriff, Yip and Leslie (2008):** Their study investigates the characteristics of manufacturers' Internet advertising behavior, including the reasons for using Internet advertising, the factors that determine the firm's commitment to Internet advertising projects, and types of information provided in an Internet advertising message. The framework proposed by Resnik and Stern (1977) was modified to analyze the content of 472 product advertisements advertised in the Web sites. The possible impact of the content and enhancement device of Internet advertising upon the attractiveness and effectiveness of online advertisements was investigated. The findings show that Internet advertising canfacilitate selling activities, though the impact is not as strong as expected.

**Joshua Fogel & Chaim Teichman (2014):** They examined variables associated with seekinginformation from doctors, the Internet, and a combination of both doctors and Internet after exposure to direct-to-consumer advertisements. Data were analyzed from 462 college students. Younger age, women, and health insurance were associated with greater odds for doctor; women, subjective norms, intentions, and greater time since seen doctor were associated with greater odds for Internet; and African American, Hispanic, subjective norms, intentions, and health insurance were associated with greater odds for both doctor and Internet. Marketers of direct-toconsumer advertisements can use these findings for tailoring and targeting direct-to-consumer advertisements.

**Punyatoya, Plavini (2011):** Internet being the fastest-growing medium of all time provides a lot of opportunity to almost every industry in the 21st century. As consumers move online, so do advertisers. The purpose of their research was to study the features that lead to an effectiveinternet banner advertising and to compare and contrast the pattern of banner ad that is being used by advertisers in two large categories (products and services). Content analysis was conducted for comparing product and service banner ads posted on Indian websites. It was found that the banners ads were effective due to absence of promotional incentives, presence of information and absence of animation. But ineffectiveness is present in the banner ads due to presence of company logo and action phrase on them. Firms also need to increase size of the banner and length of the message in the ad, to make them more effective. Product and service banner ads were also found to be different in terms of effectiveness. This research will help advertiser and marketers to have an effective internet banner ad, so that consumer will form a positive attitude for the product or service banner ad.

**Radha Mookerjee, Subodha Kumar, Vijay S. Mookerjee (2016):** They studied the problem of an Internet advertising firm that wishes to maximize advertisement (ad) revenue, subject to click-through rate restrictions imposed by the publisher who controls the website on which the ads are displayed. The problem is directly motivated by Chitika, an Internet advertising firm that operates in the Boston area. Chitika contracts with publishers to place relevant ads over a specified period, usually one month, on publisher

websites. They developed a predictive model of a visitor clicking on a given ad. Using this prediction of the probability of a click, they developed a decision model that uses a varying threshold to decide whether or not to show an ad to the visitor. They vary the threshold depending on (1) the cumulative number of times an ad has been shown and (2) the cumulative number of clicks on the ad. The decision model's objective is to maximize the advertising firm's revenue subject to a click-through rate constraint. The implemented models work in real time in Chitika's advertising network.

### 3. RESEARCH METHODOLOGY

Utilization of the Internet has changed the method for selling and especially corrective items. Organizations not utilizing this advantage are believed to have lost their piece of the pie in the nation. Advertising is done from various perspectives and there are different components like imagination, music, idea, shading that make a promotion speaking to the imminent customers. The investigation will empower us to discover the impact of web ad on the buyer purchasing conduct of cosmetic products.

#### RESEARCH OBJECTIVES

- To look at the customer inclination between the traditional market and online market
- To understand the variables that makes online advertising engaging.
- To know the different types of ads done on online.

#### TYPE OF RESEARCH:

The Study is descriptive in nature

#### Population

Customers buying cosmetics online in Hyderabad City

#### Sample size

The sample for the study would be limited to 453 respondents.

#### Sampling unit

For this study the respondents will be the customers buying cosmetics online.

#### Type of sampling:

The type of sampling used is convenience sampling – a non-probability sampling method

#### Tools of data collection:

Primary data is collected using the structured questionnaire as well as personal interview method while the Secondary data is obtained from Companies Magazines, websites, brochures, newspaper, internet, reports and other promotional activities.

#### Hypotheses stated for the study

H1: There is significant association between Occupation and reason to buy products online.

H2: There is significant influence of online advertising on the consumer buying behaviour of cosmetic products

#### Plan of Analysis

The data collected from various sources is tabulated and represented using the percentage method. Graphical tools like bar and pie charts were used to illustrate the data pictorially. Inferences and interpretation of data was done based on the tabulated data. The first hypothesis stated for the study was tested using Chi-square test of independence of attributes and the second using Linear Regression analysis with the help of SPSS Software Version 21.

### 3. RESULTS AND DISCUSSION

**Table-1: Demographic Details of the respondents**

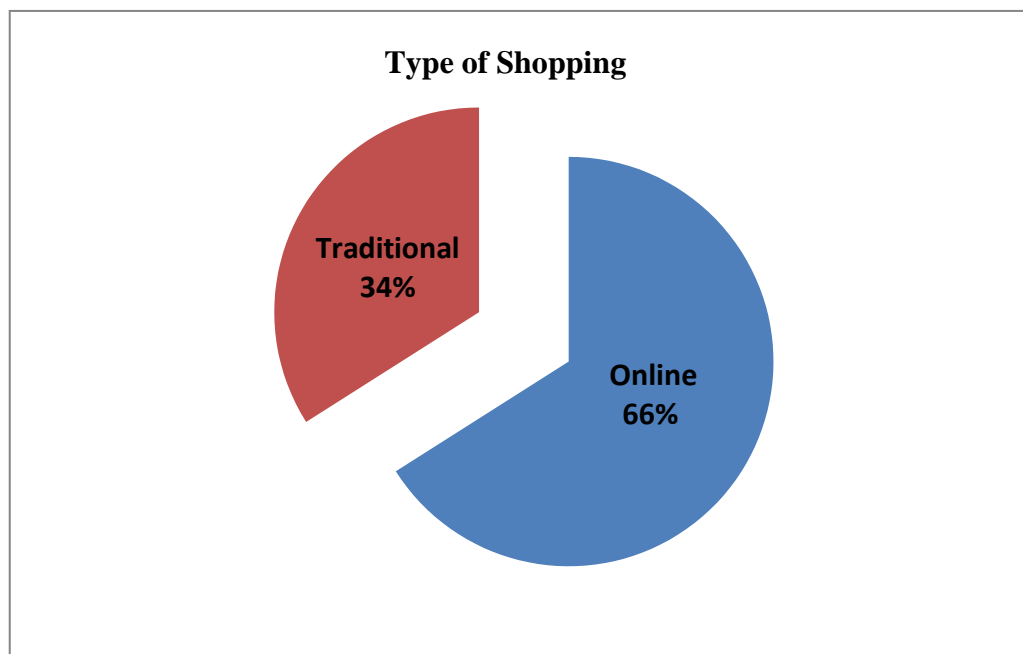
Variable	No. of Respondents	Percentage
<b>GENDER</b>		
Male	150	45%
Female	161	55%
<b>AGE (In Years)</b>		
Less than 20	16	14%
20 – 35	78	70%

36 – 50	10	9%
Above 50	7	6%
<b>OCCUPATION</b>		
Student	145	41%
Self employed	122	20%
Business	75	23%
Housewife	27	10%
Unemployed	19	2%
Others	13	4%
<b>MONTHLY INCOME (In INR)</b>		
Less than 50,000	81	28%
50,001 - 1,00,000	50	36%
1,00,001 - 2,00,000	34	12%
2,00,001 – 3,00,000	9	7%
Above 3,00,001	49	17%

#### Source Primary Data

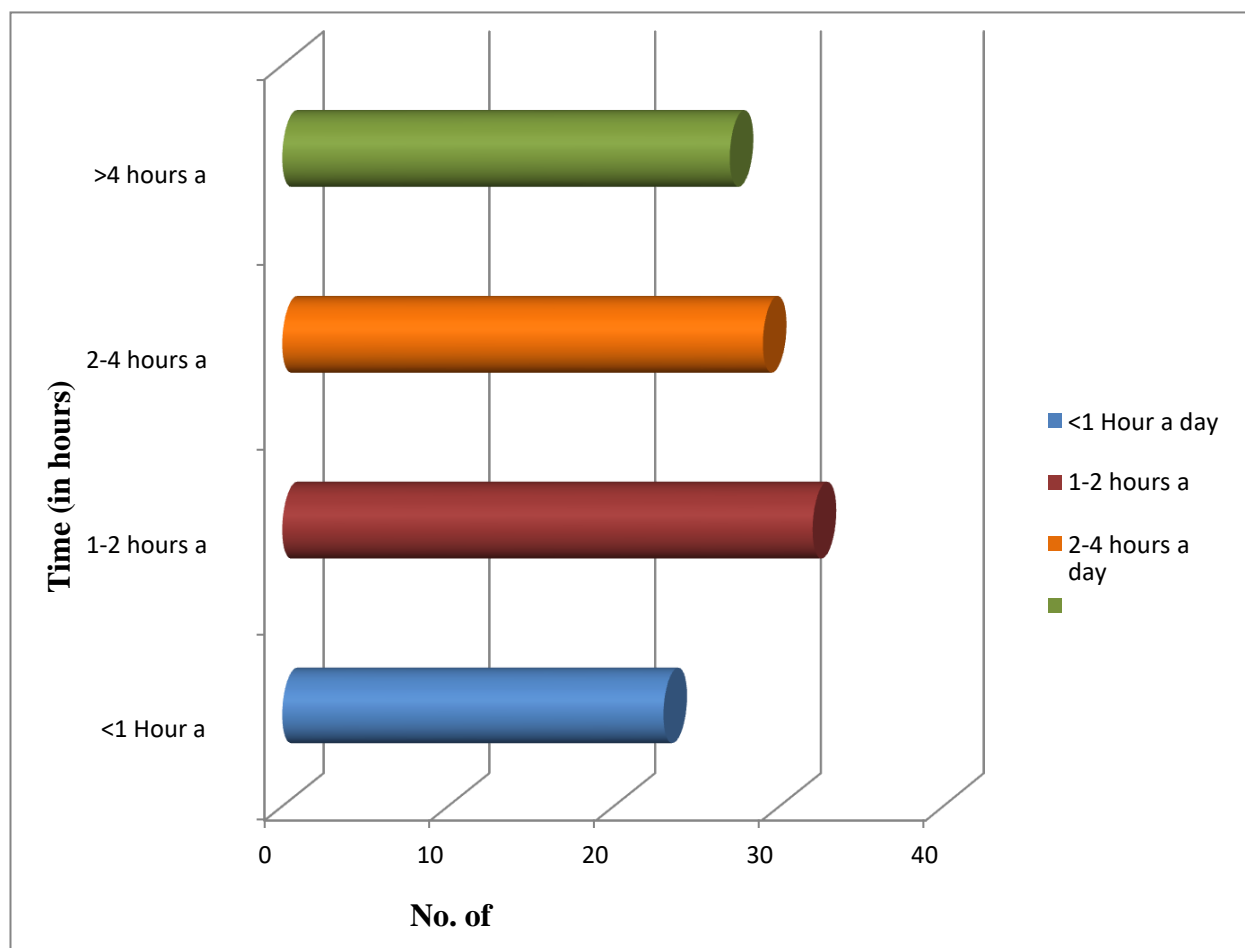
From table 1, it is apparent that a greater part of the respondents are females with 20-35 years on the grounds that the utilization of cosmetic is most extreme in the college going students and young office employees. self employed individuals and business class respondents set up together are more in number in light of the fact that these are the ones who need to look satisfactory consistently of their work. While the following rate is trailed by students who are particularly intrigued with looks they convey and thus their number is most noteworthy among cosmetic buyers though jobless can't spend much on cosmetics which are demonstrated by their fewer numbers.

**Fig-1: Type of shopping preferred by the respondents**



**Source: Primary Data**

From Fig. 1 it is observed that majority of the respondents find online shopping as a better option than the traditional way of buying the goods by visiting the shops personally.



**Fig-2: Time spent online by the respondents**

From fig.2, it can be analysed that, since the respondents are both students and of working class, there is a blended reaction in the utilization of online every day. Respondents utilizing not exactly a hour daily are the ones who sign in for explicit reasons, respondents who utilize around 2 hours are the individuals who need to look for some data on the online and the clients of as long as 4 hours are the individuals who sign in for diversions, shopping and so on users of 4 hours or more are for the most part youngsters who go online for no particular reason or they are jobless who invested hours searching for job.

**Table-2: Type of advertisements in which the respondents are interested.**

Type of advertisements	No. of respondents	Percentage
Banner ads	42	38%
Sponsorship	13	12%
Meta-ads	10	9%
Pop-ups	29	26%
E-mail ads	17	15%
Total	111	100%

**Source: Primary data**

From table 2, it can be analyzed that banner ads pull in the greater part of the respondents since it is one of the biggest sizes among every single other commercial and is normally exceptionally colourful and inventive. Pop-ups continue popping and henceforth it is difficult to disregard them though Meta ads, email ads and sponsorship ads are overlooked effectively by the respondents as they are least appealing.

**4. HYPOTHESES TESTING**

H1: There is significant association between Occupation and reason to buy products online.

**Table-3: Cross tabulation of Occupation and main reason to buy products Online**

Variable		Main reason to buy products online				
		Convenience	Save time	Open 24/7	Global reach	Privacy
Occupation	Student	45	0	0	0	0
	Self employed	2	12	8	0	0
	Business	0	0	14	11	0
	Housewife	0	0	0	8	3
	Unemployed	0	0	0	0	3
	Others	0	0	0	0	5
TOTAL		47	12	22	19	11

Source: SPSS Output

**Table-4: Chi-square table**

	Value	df	Asym- sig ( 2 sided)
Pearson Chi-Square	261.7352	20	0.00
Likelihood Ratio	235.8039	20	0.00
Linear-by-Linear Association	96.92855	1	0.00
N of Valid Cases	111		

Source: SPSS Output

Decision based on the test: Since p-value (0.00) < 0.05( $\alpha$ ), a significant association is established between occupation and the main reason to buy products online. Hence the hypothesis is accepted. Therefore Occupation and main reason to buy products online are dependent.

H2: There is significant influence of online advertising on the consumer buying behaviour of cosmetic products.

**Table-5: Model Summary for online advertising and the consumer buying behaviour of cosmetic products.**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square	Change F	df1	df2	Sig. F Change
1	0.114	0.013	0.010	0.42122	0.013	3.929	1	298	0.048

Source: SPSS Output

**Table-6: Coefficients for online advertising and the consumer buying behaviour of cosmetic products.**

Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.		
		B	Std. Error			Beta	
(Constant)	4.483		0.065		68.604	0.000	
Consumer buying behaviour of cosmetic products	0.040		0.020		0.114	1.982	0.048

Source: SPSS Output

The objective of satisfying the customers' requirements can be met by following the advertising practices, thereby enhancing the competitiveness of the firm. Organizations are increasingly attempting to incorporate the views and counter-views of their clients, suppliers, and workforce, for facilitating a favourable buying behaviour towards their products.

The various stages in which people co-operate and share information for buying a product are crucial in marketing management of a company. In certain conditions, the business practices may even be modified to suit the clients' necessities (Whipple, Lynch and Nyaga, 2010). Modern day competition has compelled several organizations to be extremely efficient in delivering timely products and services.

Significant resources, such as industry contacts, appropriate pricing structure, quality consciousness, brand awareness, etc. can be of paramount importance in influencing the buying behaviour of consumers (Tsai, Song, & Wong, 2009). The results obtained through regression analysis suggest that the buying behaviour of cosmetic products by the consumers was significantly influenced by the online advertisements ( $p=0.048$ ). Hypothesis 2 is therefore accepted.

## 5. CONCLUSION AND SCOPE FOR FUTURE RESEARCH

The Internet is reaching many hands and infiltrating into new regions day by day and has turned into an incredible medium to exchange any data anyplace yet at the same time, individuals have faith in verbal exchange (words of mouth) from the influencers like family, companions and specialists. Web promoting is generally utilized by the youthful age or the adolescent. Individuals as a rule utilize this administration as a result of its comfort, a wide scope of items and 24 hours/7 days accessibility. From the research study, it was discovered that the principle explanation behind the respondents to go online was to utilize the internet search tool pursued by online chat. It was seen that banner ads and pop-up promotions grabbed the attention of the greater part of the respondents. The respondents were generally induced by the inventiveness of the ad.

The study is constrained to the cosmetic business and the example measure was confined to 453 respondents living in Hydrated City. Subsequently future study can be led to cover the impact of individual shopper identity on their purchasing conduct in more extensive geographical regions.

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