

A Comparative Study of the Impact of Social Media Advertisements on Working Women and Homemakers in Jaipur

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Abstract

The evolution of social media has transformed advertising strategies, providing businesses with innovative tools to target distinct audience segments effectively. This study investigates the impact of social media advertisements on working women and homemakers, examining their consumption patterns, engagement levels, and overall response to marketing strategies on platforms such as Facebook, Instagram, Twitter, and Pinterest. With social media use reaching approximately 4.9 billion people globally in 2023, advertisers have a unique opportunity to target specific demographics with personalized content. Online advertisements have significantly impacted the purchasing habits of the general public due to the increasing internet use. The online retail sector in India is transitioning, as many brands are shifting away from traditional brick-and-mortar stores. Various parameters of online advertising influence consumer behavior. As the online retail market in India continues to expand, new brands and shopping websites are emerging daily. Women consumers play a crucial role in this growth, as their buying behavior significantly influences the online shopping landscape across different platforms and applications. Social media advertising is rapidly evolving, with platforms like Instagram, Facebook, YouTube, and shopping apps such as Nykaa, Meesho, Amazon, and Myntra offering numerous shopping opportunities for women, featuring a wide range of national and international cosmetic brands. This research focuses on the influence of advertisements on homemakers, who have shifted from traditional media to social media. This also explores how working women use the knowledge gained through online advertisements. The study utilizes a quantitative research questionnaire survey method, gathering data from 100 women (50 working women and 50 homemakers) in Jaipur City to understand their behavior toward social media advertisements. The present research aims to explore a comparative study of the impact of online advertisements on working women and homemakers in Jaipur.

Keywords: Social media, online advertisements, online shopping, working women, home makers.

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Introduction

The advent of social media has revolutionized the advertising landscape, offering unprecedented opportunities for businesses to reach diverse audiences. Among the most impacted groups by this evolution are homemakers and working women. Social media advertising leverages platforms such as Facebook, Instagram, Twitter, and Pinterest to target users with personalized content, making it a powerful tool for influencing consumer behavior. This study explores the distinct impacts of social media advertising on homemakers and working women, shedding light on their consumption patterns, engagement levels, and the overall effectiveness of such marketing strategies. Social media platforms have become integral to daily life, with statistics showing that as of 2023, approximately 4.9 billion people worldwide use social media (Kemp, 2023). This widespread adoption has created a fertile ground for advertisers aiming to capture the attention of various demographics. Homemakers, who traditionally might have been more influenced by television and print media, are now increasingly engaging with social media content. This demographic is often targeted with advertisements for household products, parenting tips, and lifestyle content, tailored to their specific needs and interests (Mishra & Soni, 2020). Conversely, working women represent a dynamic and influential segment on social media. Balancing professional responsibilities with personal life, they often seek content that resonates with their dual roles. Advertisers targeting this group focus on career development tools, time-saving products, health and wellness, and fashion. The unique consumption patterns of working women, characterized by their fast-paced lives and limited leisure time, make social media an ideal platform for quick and impactful advertising (Smith, 2021). The impact of social media advertising on homemakers and working women can be analyzed through various lenses, including psychological influence, purchasing behavior, and brand loyalty. For homemakers, social media offers a sense of community and support, where they can exchange ideas and reviews about products and services. Studies indicate that peer recommendations and user-generated content significantly affect homemakers' purchasing decisions (Cheung et al., 2019). The interactive nature of social media allows for a two-way communication channel, where homemakers can provide feedback and feel more connected to brands. Working women, on the other hand, are often swayed by convenience and efficiency in advertising. Social media platforms utilize algorithms to ensure that advertisements are relevant and timely, catering to the specific needs of this demographic. Research shows that working women appreciate advertisements that are informative and provide value, such as tips for work-life balance or quick recipes for healthy meals (McKinsey & Company, 2022). Working women, often juggling multiple responsibilities, may find their online activities monitored and exploited for targeted advertising purposes, raising questions about consent and autonomy in the digital sphere (Jennings & Gartner, 2019). Similarly, homemakers, whose online interactions may revolve around household management and caregiving, are vulnerable to invasive advertising practices that commodify their domestic labor. Social media advertising has become an indispensable aspect of modern marketing strategies, profoundly impacting various segments of society, including working women and homemakers. With the proliferation of digital platforms, social media advertising offers a dynamic and targeted approach to reach diverse audiences. (Ramprabha, 2017). Additionally, targeted ads help working women stay informed about relevant products and services that

enhance their work-life balance, such as time-saving gadgets, productivity tools, and flexible work arrangements. On the other hand, social media advertising also significantly influences homemakers. It offers them a platform to explore a wide range of products and services that cater to household needs, such as home appliances, cooking tools, cleaning supplies, and childcare services. Targeted ads can help homemakers discover innovative solutions that streamline daily tasks, allowing them to manage their responsibilities more efficiently (Singh, 2018). However, the effectiveness of these advertisements depends largely on the target audience's behavior towards them. In this research paper, we will be exploring the behavior of women towards social media advertisements through a quantitative research questionnaire survey method.

Review Of Literature

According to Tiwari (2016) millions of users log in to platforms like Facebook, Instagram and Twitter every day. These platforms have become potential place for the social media advertisers and commercial companies to showcase their advertisements. The advertisers get a huge advantage as the social media sites provide them a large database of viewers. Online advertising promote business through social sites. In this context Vijay (2016) discusses the benefits and importance of social media advertisements in his research paper, saying that with the increasing popularity of social media, government and non-governmental organizations are using social media to promote their products and services. Social media is now becoming a cost-efficient and most effective advertising and public relations method. Singh (2018) states that housewives and working women of various age groups are not influenced by different advertising factors when purchasing household appliances. Household appliances play a crucial role in facilitating domestic work by saving time and energy, which can be utilized for other tasks. It can be said that all women's household responsibilities are the same. The findings reveals that these factors have an equal impact on both housewives and working women. Therefore, it can be concluded that age and advertisement factors do not significantly influence the consumer behavior of housewives and working women, regardless of their working status and age. In this regard, Dhingra, Manish, and Mudagal (2019) report in their research paper that – Social Media has developed rapidly over time, and social media has become an important tool for businesses to communicate their marketing messages. The researchers find many advantages of advertising through social media than other advertising media. Whereas Suhail, Kulsum, and Hemmige (2021) conclude in their research that online advertising has a variety of impacts on people's decision-making process. Promoting online products makes more product shopping and most women buy products as per their convenience. Other factors affecting consumer behavior include brand awareness, motivational language, positive reviews, and feedback from consumers who have already purchased a product.

Research Method

Objective: The primary aim of this study is to analyze and contrast the online buying behaviors of working women and homemakers. The main objective is further divided into several specific objectives to achieve this objective effectively.

1. To know the social media advertisements are viewed the most.
2. To know the reasons for opting online shopping.
3. To find out the type of products are purchased more.
4. To know monthly expenditure on online shopping influenced by social media advertising.

Universe: Women Internet users in Jaipur city.

Sample Size: 100 women (50 working women and 50 homemakers)

Method: In this study, the researcher used a survey method selected by random sampling and prepared a questionnaire and collected data of sample size 100 women, of which 50 were working women and 50 were homemakers of Jaipur city.

Result And Discussion

This section presents the analysis of data collected from Google Forms. Each question has been explained by a chart and a comprehensive analysis. The primary aim of the research was to identify different factors influencing female consumers when exposed to social media advertisements. To address the research objectives, all the data collected for the study analyzed and interpreted meticulously. Additionally, this section is subdivided into headings to provide more insight into the questions posed to the participants. The study helps a lot in understanding the impact of online advertising on women.

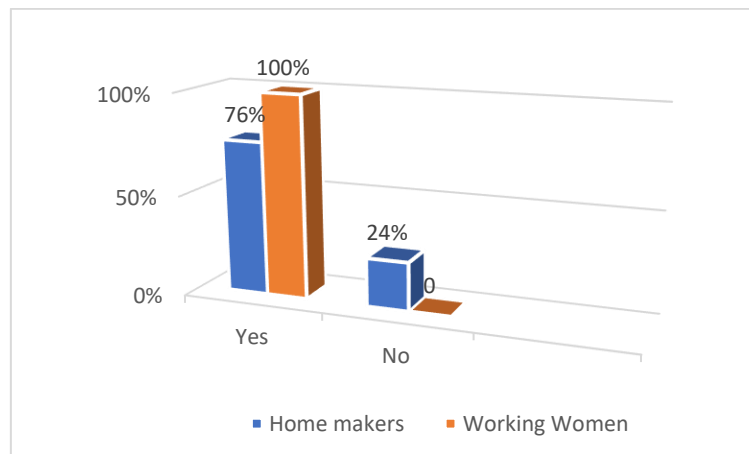


Figure 1. Internet User

The data analysis shows that the 76% of homemakers use the Internet for their multiple requirements whereas all working women who were taken as sample use the Internet. It is pertinent to note that in the scope of this study only Internet users are worthwhile to consider.

Therefore, for further calculations and understanding, the 76% of internet user homemakers have been considered as 100%.

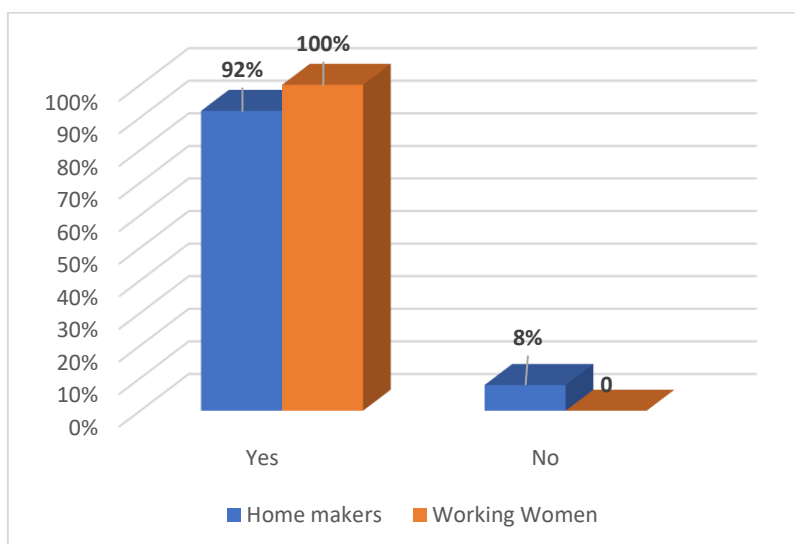


Figure 2. Awareness regarding online advertising

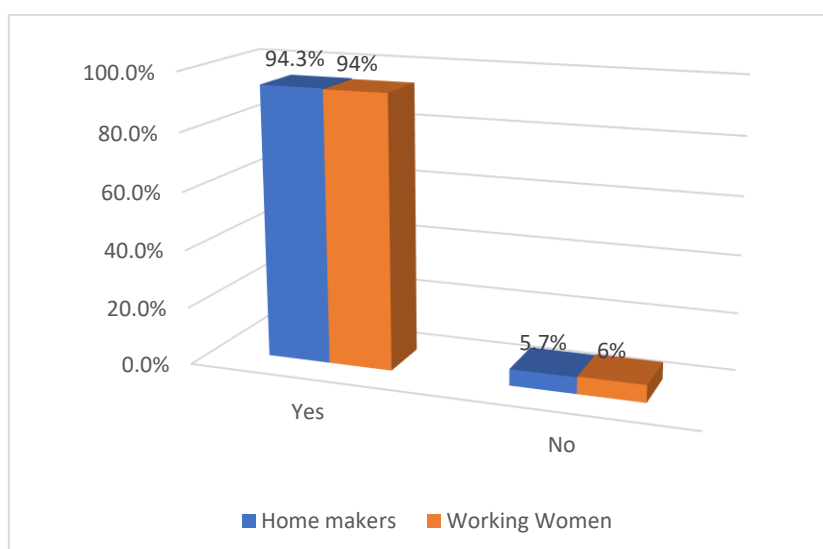


Figure 3. Social media users

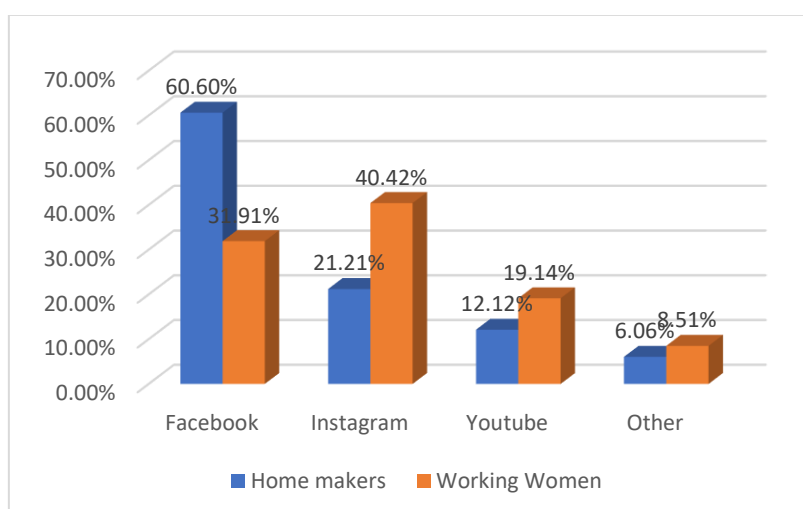


Figure 4. Most used social media platform

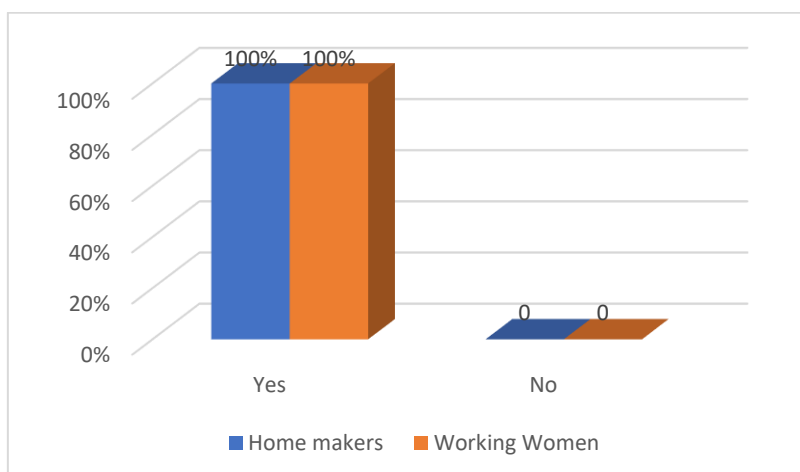


Figure 5. Viewership of Advertisements on Social Media Sites

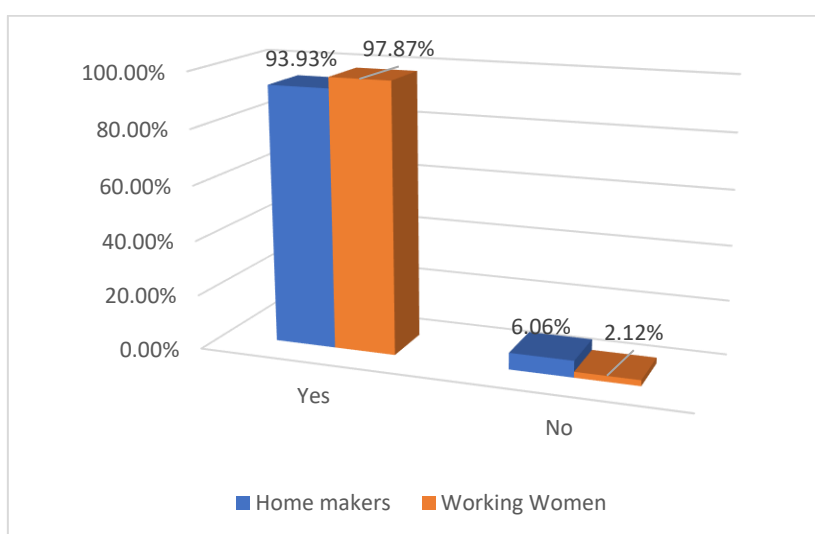


Figure 6. Social media advertising affects shopping behavior

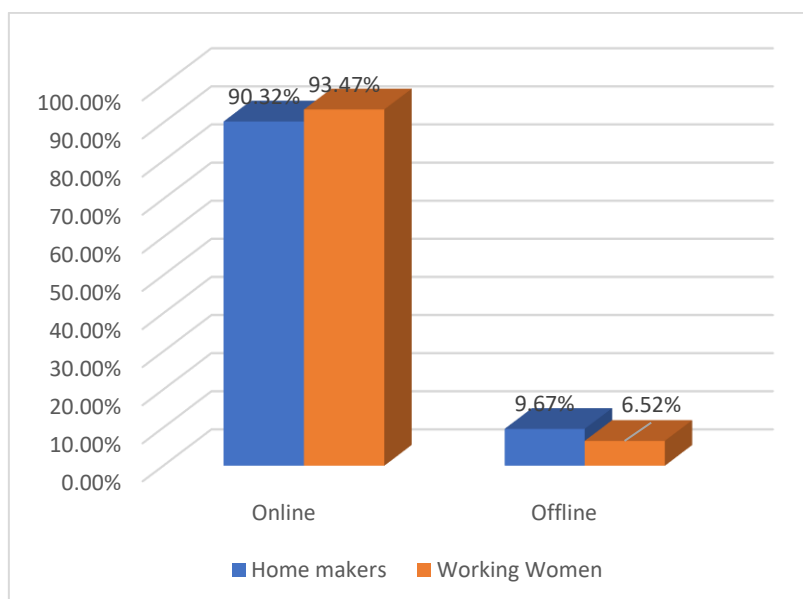


Figure 7. Mode of shopping

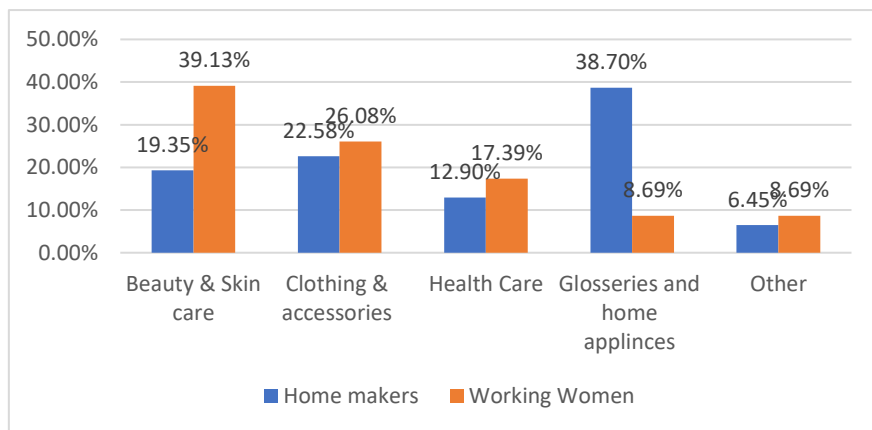


Figure 8. Most purchased products are influenced by social media ads

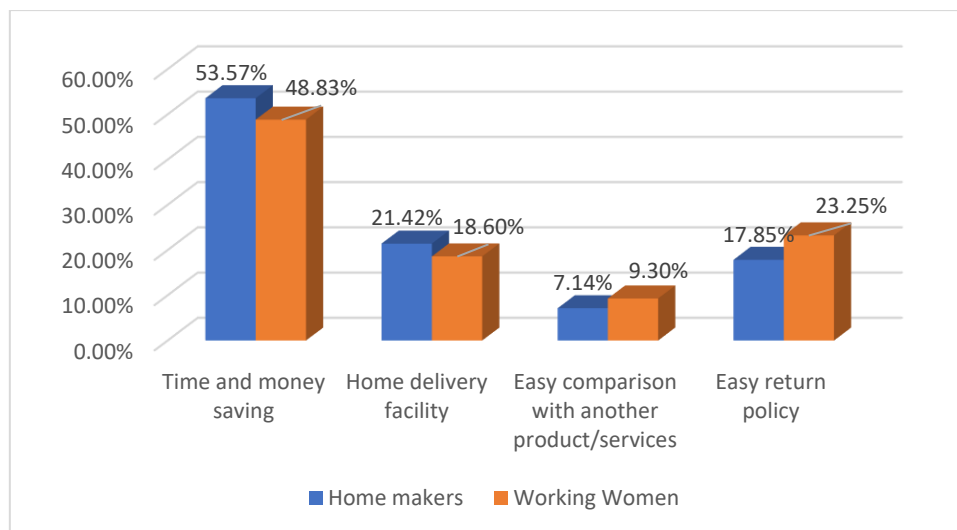


Figure 9. The reason behind online shopping

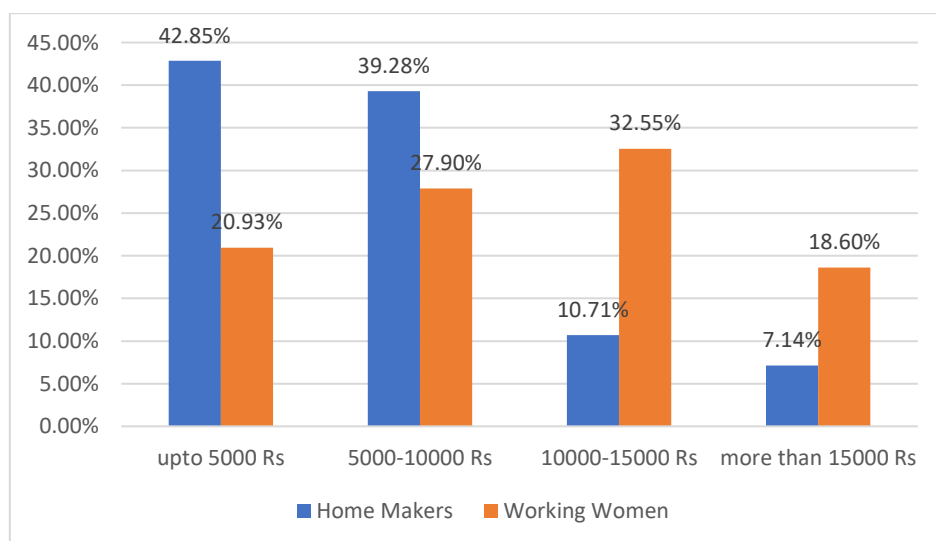


Figure 10. Monthly expenditure on online shopping

During analysis of data, it was found that both working women and homemakers are almost equally aware of online advertisements (Figure 2). Here, Figure 3 represents that almost all working women and homemakers use social media. Analysis of Figure 4 illustrates that most homemakers use the social media platform Facebook to get online information specially related to products and services and to stay connected with friends and family, while most working women use Instagram and YouTube to follow the latest trends and to get information related to career enhancement courses. Here, it is worthwhile to note that Facebook provides multiple options like audio-visual, text, stories, and the option to write and express in detail. This platform is the first choice of homemakers as they get enough time to navigate with Facebook. They get a suitable platform to express their views and emotions. While analyzing data of working women, it was found that they use social media platforms like Instagram and YouTube where they get specific information regarding career options and precise space to share their views. Figure 5 clearly indicates that all working women and homemakers who use social media, are viewers of advertisements posted on social media sites also. It is clear from Figure 6 that social media advertising has an impact on the shopping behavior of working women and homemakers equally while Figure 7 reveals that the products/ services advertised on social media are bought online by both groups i.e. working women and homemakers. As mentioned in Figure 8 most working women buy beauty, skincare, and healthcare-related products from social media sites, whereas most of the homemakers buy groceries and household appliances. The study found that employed women purchase beauty, skincare, and health items to enhance their self-esteem and maintain a professional appearance due to their financial independence. In contrast, homemakers lack financial independence and they spend more time on household tasks but possess the liberty to acquire household appliances and goods that is why the majority of housewives opt to purchase groceries and household appliances through social media platforms. The data of Figure 9 reveals the reasons behind online shopping of both groups. The data depicts that most homemakers shop online because it saves money and time and gets the product delivered at home while most working women shop online because of the easy return policy and easy comparison of the products. Figure 10 indicates that 42.85% of homemakers spend up to Rs 5000 per month on online shopping, 39.28% spend Rs 5000 to 10000 in comparison to 32.55% of working women spend Rs 10000 to 15000 pm. The study found that homemakers who spend up to Rs 5000 per month on online shopping have modest family income and homemakers who spend Rs 5000 to 10000 per month have financially strong families whereas working women who are able to spend Rs 10000 to 15000 per month on online shopping have superior family income due to their own contribution.

Major Findings

- Both working women and homemakers are almost equally aware of online advertisements and actively use social media platforms.
- Homemakers predominantly use Facebook for product information and social connections, while working women prefer Instagram and YouTube for career-related information and trend-following.
- Social media advertising significantly influences the shopping behavior of both working

women and homemakers, with both groups frequently purchasing products advertised online.

- Working women mainly buy beauty, skincare, and healthcare products to maintain professional appearance and self-esteem. Homemakers primarily purchase groceries and household appliances due to their focus on household tasks.
- Homemakers generally spend less on online shopping compared to working women. Homemakers shop online to save money and time, while working women are motivated by easy return policies and product comparisons.
- Facebook and Instagram emerged as the most popular social media platforms among both demographics. However, the preferences slightly differed, with working women favoring Instagram for its visual content and homemakers preferring Facebook for its community features.
- Convenience and time-saving were the primary reasons for online purchases among homemakers while working women valued the variety and the ability to explore products and services that cater to household needs. Both groups appreciate the ease of comparing prices and reading reviews online.
- The study found that both demographics spend a significant portion of their monthly budget on online shopping influenced by social media advertisements. However, working women tend to have a slightly higher expenditure due to their dual roles and the necessity for efficient solutions.
- Most homemakers and working women prefer online shopping over traditional in-store shopping.

Conclusion

The research highlights the profound impact of social media advertising on the shopping behaviors of homemakers and working women. Both groups i.e. working women and homemakers are equally engaged in online shopping and social media use, their specific preferences, motivations, and spending behaviors differ based on their lifestyle, financial independence, and household responsibilities. This detailed understanding can help marketers tailor their strategies to effectively reach and engage both demographics. By understanding these demographics' unique consumption patterns and preferences, advertisers can craft more effective and targeted campaigns. The study emphasizes the importance of leveraging social media platforms to reach these groups, given their high engagement and responsiveness to online advertisements.

Limitations

The analysis was limited to a few aspects due to time constraints. There are a lot of areas that are not considered for the study. This makes the study to an extent incomplete. Given all limitations, the analysis can be extended for further research.

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