Effectiveness of Online Advertising On Female Consumers' Choice of Beauty Products In Imo State, Nigeria

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ABSTRACT

This study assessed the effectiveness of online advertising on female consumers' choice of beauty products in Imo State. The focus of the study was on the online advertisement of the following products: Nivea, Johnson (soap and Cream), Cussion (soap and lotion), Blue Sea Vaseline, Zaron, Classic, Fair up, Kojic, Haweii, Iman, Neked and how effective these advertisements have been on consumers of these products in Imo State. The study was anchored on Technological Determinism theory. Mixed-method design was adopted for this study. The sample size for this study is 384, which was derived using Wimmer and Dominick calculator from the population of 2,580,542; while multi-stage sampling technique was used I the study. Questionnaire and interview guide were used as instruments for data collection. Findings revealed that online advertisement is an effective source for advertising beauty of products for female consumers' in Imo State at 85.4%. Delivery time, quality of products, inadequate internet connection, payment problem, fear of fraudsters, among others were the major factors affecting the effectiveness of online advertisement on the purchase of beauty product. It was therefore, recommended that there is need for the companies to organize trade fair, product exhibition, product promo, and give away as gimmick to lure them into purchasing beauty products that are being advertise online.

Keywords: Online Advertising, Consumer, Buying Behaviour, Effectiveness, Beauty products

1. INTRODUCTION

According to Bovee and Aren (1992) cited in Ucheanya (2012, p.276) "advertising is a non-personal communicating of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identifies sponsors through various media." A product or service is advertised to create awareness in the minds of potential buyers through various media. In recent years, digital media and networks have become embedded in our everyday lives, and are part of broad-based changes to how we engage in knowledge production, communication, and creative expression (Buckingham, 2008).

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With the increasing popularity of the internet, the purchasing patterns of the consumers have shown some innovations. This has encouraged advertising industry to move towards the web market, and establish different models of communication with consumers (Auguestine, 2020). For this purpose, companies are presently attracted towards online advertising. It allows companies to reach their diverse audience with targeted advertisement messages with great accuracy and on time (H & K, 2013).

Online advertising is the promotion of a company's goods and services by projecting advertising messages through other organizations" websites on the internet (Singh, 2016). It is an effective and efficient opportunity to conveniently target ad messages on the current and potential consumers of a company's products. Online advertising offers the consumer as well as the advertiser a medley of benefits (Zourikalatehsamad, Payambarpour, Alwashali & Abdolkarimi, 2015). Online advertising involves using the internet to deliver product messages that attract new customers, induce patronage, sustain existing ones as well as bringing in website traffic. In just a few years' time, online advertising has moved from the banner ads to full advertisement, competing for market share with the traditional advertising media. Suffice it to say that digital advertising poses a threat to television and radio advertising, especially the TV. Digital advertising makes use of online outlets such as Websites, Blogs, Facebook, YouTube, WhatsApp, IMO, Twitter, Yahoo Messenger and LinkedIN among others. These outlets facilitate services which attracts all and sundry to it.

According to research on the consumer behaviour of internet users, internet and web advertising provide advertisers a way to make product globally recognized (Srivastava, 2012). With the passage of time, there is a change in the way the world perceives advertisement. Advertisement has changed from print to electronic advertisement in 20th century (Aneeza& Malik, 2009 in Iweama, Iweka& Alfa, 2018). The growth of internet forces the advertiser to it to attract the consumers. Online advertisement is more attractive to the consumers as it uses various ways to advertise ideas such as through different websites, social media, pop up advertising among others (Ankita, 2014 in Iweama, Iweka& Alfa, 2018).

The online advert placements are speedily done through the digital media without the rigors associated with advert placements on the conventional media. Adverts placed are instantly seen far and wide once people are online. This has made people to perceive using the conventional broadcast media as expensive and rigorous process in placing advertisements. It is perceived that the television advertisement has the disadvantage of reach and speed as it might not get to the target audience when they actually need it. The cost is also too high considering the fact that you may not reach your target audience at the same time, making people these days not to rely heavily on television and radio advertising. With mobile phone, tablet and laptop one can be exposed to any digital advert online, so long as one is connected online. This has prompted a migration of the public to digital media, which may have invariably reduced the number that tune to conventional media.

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The beauty and personal care as a major business sector in Nigeria is now engaging, apart from the conventional advertising, in the online advertising. Beauty and personal care market is experiencing rapid and dynamic growth, providing lucrative opportunities for beauty businesses from around the region and beyond Nigerian (Beautywestafrica, 2020). The market is currently worth an estimated US$3 billion, making Nigeria the sector's rising star in Sub-Saharan Africa (News.africa-business.com, 2020). This value is likely to rise to keep pace, with an increasing number of working women with disposable income as well as sophisticated youth searching for new ways to care for and make themselves presentable (Euromonitor, 2020).

Since advertisers and product owners, for want of visibility, go where the audience/market is now, and that is the digital media, this study therefore, sought to x-ray the effectiveness of online advertising on female consumers' choice of beauty products in Imo State of Nigeria, with reference to skincare products.

1.1 Statement of the Problem

The traditional measures of the effectiveness of advertising communications lay more emphasis on the influence of advertisers on consumers in what is a one-way effect of advertisement. Rarely has there been a time where the level of influence of advertisement on consumers is as important as the consumers' predisposition of what is being advertised. This has made producers and advertisers to be out of tune to the desires of the consumers. But with online advertising being hugely adopted presently, the characteristics of interactivity is beginning to tip the scale and scholarly attention is now more than ever shifting towards how consumers react to online advertising process.

With online advertising, consumers have more influence on the process of communication by their actions such as: selecting, searching for, using, and responding to advertisement. In online advertising, the power to control what amounts to influence and what does not is solely in the hands of consumers, not the advertiser. Therefore, advertisers must deal with this influence which consumers have on the interaction, and they have to change their previous approach of traditional advertising, which means that they should consider consumer behaviour in almost the whole decision-making process.

Notwithstanding the numerous advantages inherent in online advertising, it is not yet clear whether female consumers in Imo State fully embrace online advertising, given the fact that most of them seem not to have utilize this avenue as of buying goods and services. It is based on this premise that this study sought to ascertain the effectiveness of online advertisement of select beauty products on consumers in Imo State.

1.2 Objectives of the Study

The objectives of this study were to:
1. Ascertain the effectiveness of online advertisement on Imo State female consumers' purchase of beauty products.
2. Identify the factors affecting the effectiveness of online advertisements on Imo State female consumers' purchase of beauty products.

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1.3 Research Questions

This study was guided by these research questions:
1. What is the effectiveness of online advertisement on Imo State female consumers' purchase of beauty products?
2. What are the factors affecting the effectiveness of online advertisements on Imo State female consumers purchase of beauty products?

2. REVIEW OF LITERATURE

2.1 Insight into Online Advertising

The fastest growing media outlets for advertising are through those accessible on digital devices that utilize internet and mobile network technologies. Online advertising principally includes advertisements presented on desktop computers, tablets and smartphones, though digital televisions accessing internet content can also fall into this category. At the earlier stage of online advertising, banners added attraction for the viewer and the online marketing decisions count on its effectiveness (Bhat et al., 2002).

Compared to spending in other media, the rate of spending for online advertising is experiencing tremendous growth. Online advertising's influence continues to expand and each year more major marketers shift a larger portion of their promotional budget to this medium. Two key reasons for this shift rest with the digital media's ability to: Narrowly target an advertising message, and track user response to the advertiser's message (Knowthis.com, 2020). The businesses are shifting to the online or virtual business as the marketing strategy is changing with the new trends of technology, intending to focus on online advertising. Online advertising equips the advertisers and marketers with powerful weapons of communication which plays a vital role in creating an effective branding conveyance. The information and data can be displayed in a number of ways such as text, images, videos, and sound and thus results to be a flexible medium.

Online advertising leverages the popularity of trusted sites like Facebook, YouTube, Instagram, Google Search and more. In order to deliver services to their own customers, they sell you ad space on their websites. When you advertise on a platform, you are in effect supporting that platform that your customers love (Standberry, 2019). Online advertising allows you to get to the target audience with the intended message at the right time. It can be personalized to maximize relevance to your target customer. This, in turn, maximizes conversion rates. And because it's digital, you can track virtually every step your customer makes in relation to your ad. This allows you to achieve an ROI not possible through other means, he asserted.

Online advertising creates a cost effective and on-going relationship with the consumers, by letting them to know about the product and services whenever and wherever they want to with the wish to purchase or repurchase (Reddy, 2003). Comparison among the variety of products and services is possible with the advertisements published in the internet (Bondar, 2000). Online advertising is very much cost effective than the traditional form of advertising and marketing due to the use of the power of internet network and interactive media results in reaching the objectives of marketing (Geld, 2003).

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Online advertising is multi-directional and real-time, an aspect that allows firms to engage with their target consumers more efficiently. The emergence of the internet and social media has changed the manner in which communication is attained in most businesses (Eldesouky, 2018). Online advertising is very much interactive in nature emerging as a strong advantage for the advertisers and marketers which provide new and virtually limitless opportunities to reach the new as well as the existing audiences (Robin, 1998). The majority of advertisers and marketers prefer online medium for advertisement as it facilitates the advertisers to focus how well their advertisement is doing on a daily basis. The introduction of social media has made it possible for users to share content, links, and comments in a multi-directional way with their target consumers in the market. The rationale of including social media channels in marketing programmes is usually to enhance business interaction with their target customers as well as improve on product sales. Besides, the number of social media active users is vast and growing, making it an attraction for most businesses. Moreover, the recent introduction of smartphones has contributed to increase in digital marketing (Eldesouky, 2018).

Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the advertisement copy, the advertisement server who technologically delivers the advertisement and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser (Anusha, 2016).

Bakshi and Gupta (2013) observed the following objectives of online advertising: build brand loyalty; increase website traffic; generate sales; build a social media following; and improve customer convenience. Its message is very effective and its cost very efficient unlike the traditional TV and radio ads. Tavor (2011) opined that the cost is beginning to rise although. Its effectiveness makes it to transfix the audience in such a way that it guards him into placing order for the product advertised (Awan, Ismail, Majeed& Ghazal, 2016). The internet has become a source that is recognized to expand increasingly. Its growth particularly attracts the attention of advertisers as well advertising agencies as a more productive means of reaching out to customers. In fact, the internet is providing users with unfathomable access to information superhighway on which abounds different products and brands from different companies around the world. Okolo and Ehikwe (2015) observed thus:

2.2 Empirical Studies
The study by Nyekwere, E. O., Kur, J. T. and Nyekwere, O (2013) entitled " Awareness and Use of Social Media in Advertising examined social media sites, particularly Facebook, to ascertain how users in Port Harcourt, Rivers State perceive their adoption as advertising media. If consumers patronise products advertised on them and how they make buying decisions on these social platforms. The survey research design was used to elicit information from a sample of 300 users in Port Harcourt Metropolis, which formed the study population. The findings revealed that social media are good media for advertising, despite the challenges inherent in their use. It was also revealed that consumers patronize products/services advertised on social media predominantly based on recommendations/referrals from trusted sources - their friends, and that their need for such products necessitated their patronage.

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Another study done by Aligwe, H. N, Ugochukwu, N. S and Nwafor, K. A (2017) entitled 'Knowledge and Patronage of Online Advertised Products among Social Media Users in South-East, Nigeria" proved that with the arrival of the Internet and Internet powered computer devices in Nigeria, advertisers and marketers in the country are rapidly taking advantage of the technology to reach potential users of their products and services online especially through social media platforms such as Facebook, Twitter, Youtube and Whatsapp. Survey method was adopted. 385 copies of structured questionnaire were administered on respondents systematically drawn from selected cities and towns across the five states of South-East, Nigeria. Using mean computation for the test of hypotheses, the study among others found that knowledge of online advertising and purchases among social media users in South-East, Nigeria is related to their social media use and that their level of knowledge about online advertising is not significantly related to their actual patronage of the advertised products and services.

Edegoh, L. O.N., Nwanolue, I. M. &Ezeh, N. C. (2014) in their study entitled' Audience Assessment of the Use of Models in Billboard Advertising" investigated the use of models in billboard advertising and its' effects. It argues that the use of attractive models in billboard advertising sometimes creates distraction as audience focus their attention on the models rather than the advertised product. A sample size of 373 was drawn purposively from the population of Amstel malt consumers in Onitsha. Findings revealed that models in billboard advertising attract more attention to themselves than to products advertised and that audience recall models in billboard advertising more than the product advertised.

Similar study by Okolo, V.O., Okafor, J.N. & Obikeze, C. O. and Nduka, C (2018) entitled Influence of online advertising on consumer brand awareness and patronage of financial institutions in Enugu"revealed that online advertising significantly influences customer brand awareness of UBA products. Also, that online advertising has no significant influence on consumer purchase behavior. Most consumers have not adequately adopted online transaction even when they are aware of its existence.

Etim, G. S., Effiom, E. I. Orji, N.V.&Ojike, C. I (2019) did a study entitled 'Influence of Advertising Media on Consumer's Patronage of GoTV and StarTimes Networks in Calabar Metropolis, Cross River State-Nigeria. Sample size of four hundred (400) consumers of GoTV and StarTimes was scientifically drawn from the population of three hundred and seventy thousand nine hundred and seven (370,907) consumers using Tare Yamane formula. The findings revealed that television advertising has significant influence on consumer patronage of GoTV and StarTimes networks in Calabar metropolis.

2.3 Theoretical Framework
The technological determinism theory was pronounced a theory in 1964 through the works of the Canadian media scholar, Marshal McLuhan, (Asemah et al, 2017). The theory holds that there is a long and still active tradition of searching for links between the dominant communication technology of an age and key features of society – with a common element of media centeredness, (McQuail, 2010). The thrust of this theory is the fact that everything that happens in the society has been revolutionized by the introduction and adoption of new media technologies. The theory states that technology, especially the new media, decisively shape how individuals think, feel and act and how societies organize themselves and operate.

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The theory also speaks of the growing influence of the social media as a technological tool that has changed social interactions and shaped consumer lives in different ways. It further goes to say that the technologies of the day determine the behavior of societal members and society by extension.

Going from the above explanation about technologies becoming the major determinants of lifestyles and patterns in the society, the theory is relevant to this study in that social media is part of the recent technological developments that has come to stay and its presence has changed the way things work in the society as against the usual norm of advertising in traditional media. This theory is suitable for this study because of the way technology have redefined how advertisement messages are packaged and disseminated to the audience. Technological devices and platforms have resulted to the emergence of media convergence whereby we have online advertisement. And this goes a long way in understanding the level of adoption of these technologies by online advertisers in Nigeria. As a result, many companies now placed their goods and services online for the patronage of the consumers.

3. METHODOLOGY

The explanatory sequential mixed method research approach was adopted for this study. This approach offered the researcher opportunity to use both quantitative and qualitative data. Survey research method was used for quantitative, while in- depth interview was analyzed qualitatively for this study. The essence of this was that it encouraged Imo State female consumers to express their opinions and feelings about the effectiveness of online advertising on consumers purchase of beauty products. The data generated from the quantitative and qualitative methods complemented each other in providing better results for solving the research problem.

Since we are looking at the female residents of Imo State, the population to be considered was that of the females, which is projected National Population Commission at 2020 to be 2,580,542. Wimmer and Dominick calculator was used to get the sample size of the study to be 384. For the in-depth interview, 12 interviewees were selected. That is three persons each from the selected online vendors in Owerri Imo State. Multi- stage sampling technique was adopted for this study. Imo State was divided into 3 senatorial districts or clusters. The 3 zones or clusters were further divided into 27 Local Government Councils or clusters. Simple random sampling technique was used to select two Local Government Areas from each of the senatorial districts. The researcher randomly selected one community from each of the selected local government from each of the senatorial districts.

In this study, closed-ended and open-ended questionnaire was used for collection of data. Complete and strict anonymity of respondents were maintained. Also, interview guide was used to generate data for the in-depth interview. The IDI guide was designed in simple English along with major questions in line with the research. In checking for the reliability of the questionnaire, a pilot study was conducted in Port- Harcourt, Rivers State among female inhabitants, 20copies of questionnaire were administered to 20 respondents. The result showed coefficient correlation of 0.85 using Cronbach's alpha statistical formula.

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4. DATA PRESENTATION AND ANALYSIS

A total of 384 copies of the questionnaire were produced and distributed to respondents, using the available sampling technique. Out of the 384 copies of the distributed questionnaire, 6 were not returned. It meant that 1.6% of the produced copies of the questionnaire were invalid for this study. It was the 98.4% or 378 valid copies that represented the 100% used in this study.

4.1 Answering Research Questions

Research Question One: What is the effectiveness of online advertisement on Imo State female consumers' purchase of beauty products?

Table 1: Residents on view whether online advertisement of beauty products is effective

Response	Frequency	Percentage
Yes	210	55.5%
No	51	13.5%
Can't say	117	31%
Total	378	100%

Source: Field survey, 2021

Data obtained from the table above shows that 210 representing 55.5% of the respondents agreed that online advertisement of beauty products is effective. It means that majority of the respondents believed that online advertisement is effective.

Table 2: Respondents view on online advertisement effectiveness on Imo State female consumers' purchase of beauty products

Response	Frequency	Percentage
Patronize beauty products	115	30.4%
Online advertising offers privacy of shopping	53	14%
Creating brand awareness	93	24.6%
Enhance beauty products recall	62	16.4%
Can't say	55	14.6%
Total	378	100%

Source: Field survey, 2021

From the table above it is clear that 85.4%of the respondents that online advertisement is proven to be an effective source for advertising beauty products to female consumers in Imo State. The impact of which has been felt in the following ways: patronize beauty products; offered privacy of shopping; creating brand awareness; and enhanced beauty products recall among female consumers.

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Table 3: Respondents view on the extent online advertising effectiveness in advertising beauty products?

Response	Frequency	Percentage
High	112	29.6%
Minimal	183	48.4%
Low	6	1.6%
Can't say	77	20.4%
Total	378	100%

Source: Field survey, 2021

The table above indicates that the extent to which online advertising has been effectiveness in advertising beauty products is minimal at 48.4%. This is because most people do not subscribe to buying goods electronically. But prefer the traditional buying method.

Summary of Research Question One
What is the effectiveness of online advertisement on Imo State female consumers' purchase of beauty products?

In responding to the effectiveness of online advertisement on Imo State female consumers purchase of beauty products. Findings revealed that 55.5% of the respondents agreed that online advertisement of beauty products is effective. Given the fact that, 85.4% representing majority of the respondents agreed that online advertisement is an effective source for advertising beauty products among female consumers in Imo State. Online advertising is effective in the sense that can lead one to patronize beauty products; ensure privacy of shopping; create brand awareness; and enhanced beauty products recall among female consumers. However, the extent to which online advertising has been effectiveness in advertising beauty products is minimal at 37.8%. This is because most people do not subscribe to buying goods electronically. But prefer the traditional buying method.

Research Question Two
What are the factors affecting the effectiveness of online advertisements on Imo State female consumers purchase of beauty products

Table 4: Respondents view on whether there are factors affecting the effectiveness of online advertisement on the purchase of beauty products

Response	Frequency	Percentage
Yes	265	70%
No	34	9%
Can't say	79	21%
Total	378	100%

Source: Field survey, 2021

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Data in the table above indicates that 265 representing 70% of the respondents said yes that there are factors affecting the effectiveness of online advertising of beauty products. This implies that certain factors are inimical for online advertising to thrive.

Table 5: Respondents' views are the factors affecting the effectiveness of online advertising

Response	Frequency	Percentage
Delivery time frame	76	20.1%
Quality of products	33	8.7%
Inadequate internet connection	86	22.7%
Payment problems	47	12.4%
Fear of fraudsters	104	27.5%
Shortage of indigenous online vendors	21	5.5%
Others	11	3.1%
Total	378	100%

Source: Field survey, 2021

The result shows that delivery time frame, quality of products, inadequate internet connection, payment problems, fear of fraudsters and shortage of indigenous online vendors were key factors affecting the effectiveness of online advertising on consumers' choice of beauty products at 100%. It means that defrauding them their hard earn money, followed by inadequate internet connection, delivery time frame among others are militate against the effectiveness of online advertising on Imo State female consumers choice of beauty products.

Summary of Research Question Two
What are the factors affecting the effectiveness of online advertisements among Imo State female consumers?
Findings revealed that several factors affect the effectiveness of online advertisements Imo State female consumers' purchase of beauty products at 100%. These factors include delivery time frame, quality of products, inadequate internet connection, payment problems, fear of fraudsters and shortage of indigenous online vendors. This is because 70% of the respondents accepted that there are factors affecting the effectiveness of online advertising of beauty products.

Summary of In-Depth Interview Conducted
What is the effectiveness of online advertisement on Imo State female consumers' purchase of beauty products? It is clear from the responses obtained from the in-depth interview, that online advertisement is very effective as 9 out of the 12 interviewees held that view. This is because most female consumers are more comfortable purchasing beauty product electronically than the usual traditional method. It ensures that female consumers can shop online beauty products at the comfort of their homes and working places.

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What are the factors affecting effectiveness of online advertisement on Imo State female Consumers purchase of beauty products?
In responding to the research question above, data indicate that various factors affect the effectiveness of online advertising. These ranges from fear of fraudsters, inadequate internet services, shortage of indigenous online vendors, fear of buying poor quality products, delay in service delivery among others posed a serious challenge to the effectiveness of online advertising.

5. DISCUSSION OF FINDINGS

The effectiveness of online advertisement on Imo State female consumers' purchase of beauty products
In responding to the effectiveness of online advertisement on Imo State female consumers' purchase of beauty products. Findings revealed that 85.4% representing majority of the respondents agreed that online advertisement is effective source for advertising beauty products to female consumers in Imo State. Online advertising is effective in the sense that they can lead one to patronize beauty products; ensure privacy of shopping; create brand awareness; and enhanced beauty products recall among female consumers.However, the extent to which online advertising has been effectiveness in advertising beauty products is minimal at 37.8%. This is because most people do not subscribe to buying goods electronically. But prefer the traditional buying method.

Again, data from the in-depth interview, revealed that:Respondent E: "From my personal opinion, I think online advertisement is very effective, it enhances easy recall of beauty products. The female consumers are well exposed to various beauty products and can recall those beauty products that are available to them online." Respondent B: "I feel really special for this given opportunity, I appreciate. I honestly think that online advertisement is very effective in advertising beauty products. Most female consumers feel that online advertising offers privacy of shopping on beauty products and hence it is effective in giving them a satisfactory level of privacy." Respondent J: "Sincerely speaking, I think that online advertisement is very effective in advertising beauty products.

Through online advertisement, most female consumers are well built and knowledgeable on the various brands of beauty product that are not available traditionally or are scarce to locate in some regions or locality." This finding was supported the finding of Okolo, Okafor, Obikeze and Nduka (2018) concluded that online advertising significantly influenced customer brand awareness of UBA products. Similarly, Etim, et al (2019) revealed that television advertising had significantly influenced consumers' patronage of GoTV and StarTimes networks in Calabar metropolis.

However, this finding differs from the finding of Aligwe, et al (2017) that respondents' level of knowledge about online advertising is not significantly related to their actual patronage of the advertised products and services.In the same vein, Nyekwere, et al (2013)study revealed that consumers patronize products/services advertised on social media predominantly based on recommendations/referrals from trusted sources their friends, and that their need for such products necessitated their patronage.

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Again, Muhammad, et al (2015) in their study noted thatyouth of Pakistan agree with the fact that the independent variables that affect their buying behaviour towards online shopping have a very significant effect in their process of decision making. Online buying behaviour of students or the youth is considerably affected by how much trust they put into a website. They purchase from an online website that they feel like they can trust; convenience is a significant factor affecting the online buying behavior of students of the Punjab University; being able to save time has a considerable and visible effect on consumer buying behavior towards online shopping; the independent variable has a significant and visible effect on the consumer buying behavior towards online shopping; Youth sees the availability of more products as a major reason to buy online of student; and shows that though consumer buying behavior is greatly affected by the perception of privacy people have towards online shopping, it is still less than the other variables.This finding is supported by the elaboration of likelihood model this study was anchored on.

The factors affecting the effectiveness of online advertisements among Imo State female consumers
Findings revealed that several factors affect the effectiveness of online advertisements Imo State female consumers' purchase of beauty products at 100%. These factors include delivery time frame, quality of products, inadequate internet connection, payment problems, fear of fraudsters and shortage of indigenous online vendors.Similarly, all the interviewees agreed that there are numerous factors affecting the effectiveness of online advertising as follows:Respondent A "I think that fear of fraudsters can be seen as a factor that militates against the effectiveness of online advertising. Most female consumers have been defraud of their hard earned money, as a result, are withdrawn from online transaction." "Respondent B "Thank you for giving me the privilege to express my view on this matter.

Without wasting much of your time, I think that inadequate Internet connection pose a problem to the effectiveness of online advertisement. Most times, inadequate internet connection disrupts online transaction and hinders its effectiveness" Respondent C "Firstly, I must appreciate you for granting me this opportunity to air my opinion,. I think that shortage of indigenous online vendors also pose a problem to the effectiveness of online advertisement. There are fewer indigenous online vendors, at such serve as a factor that militate against online advertisement of beauty product." Respondent D "Honestly speaking, most female consumers are afraid of purchasing beauty products online, because the quality of products as seen online is different from the quality of product received. It is really disappointing." "In relation to this Israel and Oguche(2018) revealed that poor data and epileptic networks, were factors responsible for social media advertisements suffer setbacks."

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6. CONCLUSION

Online advertising proved to be effective in influencing Imo State female consumers' purchase of beauty products. Given the fact it encouraged patronage of beauty products by privacy of shopping, creates the much desired brand awareness and enhanced consumers recall beauty of products. However, certain factors hindered the full actualization of the effectiveness of online advertising in respect to beauty products. These factors include fear of paying to fraudsters and hacking of their account, delay in delivery time, poor quality of products, inadequate internet connection, payment problems, and shortage of indigenous online vendors.

7. RECOMMENDATIONS

Given the findings from this study, it is recommended that online advertiser and producers should endeavour to continuously bombard the female consumers with deluge of beauty products on daily basis. These advertisements should be packaged, designed and conveyed in such away and manner that it will attract their attention and retain their interest towards beauty products. The ministry of communication should liaise with telecommunication companies to improve internet connection or network services. Government should regulate internet advertising in order to forestall to people from being defraud.

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