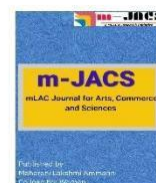




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## mLAC Journal for Arts, Commerce and Sciences (m-JACS)



# THE ROLE OF SOCIAL MEDIA IN PROMOTING HEALTH PRODUCTS AMONG WOMEN: A STUDY

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### Abstract

Social media has become an essential part of everyone's life and is a distinctive channel for promoting health-related products for both individuals and large corporations. Among all the products in the market, health products have also received significant attention from targeted customers. Social media platforms such as Facebook, Instagram, YouTube, and Twitter are widely used for the promotion of health products by sellers. The purpose of this article is to examine the effects of health-related products on women and to identify how social media plays a role in promoting health products among women. This study aims to reveal the socio-personal characteristics of the respondents and examine women's perceptions of social media and their intention to purchase health products.

Descriptive research was adopted for this study, and primary data was collected through a survey using a structured interview schedule. A total of 120 respondents were randomly selected for the collection of primary data through a structured questionnaire. The study aims to assess the role of social media in enhancing the effects of health-related products on women. The data collected was analyzed using SPSS software.

**Keywords:** Social Media, Health products, Purchase intension and Women

### Introduction

In today's society, the use of social media has become a necessary daily activity. Social media is typically used for social interaction and access to news and information and decision making. It is a valuable communication tool with others locally and worldwide, as well as to share, creates and spread information.

Nowadays, Women are very active on social media such as Facebook, Instagram, YouTube, Twitter, Whatsapp and Snapchat and etc. they easily communicate each other like friends, family, colleagues and others. They are very expressive and feel comfortable holding several conversations at a time.

Social media provide Health care policies with tools to share information, to debate health care policy and practice issues, to promote health behaviors, to engage with the public, and educate and interact with patients, caregivers, students and colleagues. With this social media provide health related products such as beauty products, Hair care, fitness, nutritious food, skin care, home remedies and body loss and etc.

Selling health-related products has become commonplace in specialties like dentistry, dermatology and even family medicine. Although most healthcare practices that sell products have mastered the art of in-office promotion, far fewer have had success in marketing their products in social media. Healthcare practice should consider using to promote health-related products, as well as the rationale for why these healthcare marketing ideas are effective at driving inters and sale. Such as Purchase paid search advertising, Publish products-centric blog post,

Discuss products on social media, send marketing emails to patients. The competition in the health products industry urges entrepreneurs to be more creative in promoting their business.

Nowadays, social media has become one of the most valuable platforms for marketing. One of the significant advantages of social media is that it enables business to reach the worldwide customer and allowing them to survey, select and purchase the products. Companies that use this platform are likely to be most successful in reaching, engaging and maintaining a customer base moving forward.

“Social media such as facebook, Twitter, Instagram, LinkedIn, YouTube and others are considered an accessible and easy way of promoting business as it can be done at home or anywhere else. Advertising methods through social sites are also easy to implement, as this method is free and useful. Women can introduce their health related products by sending pictures and listing its benefits to gain the confidence of friends on social media. Furthermore, women can promote health related products through advertising in various waiting areas, in magazines and even take advantages of free advertising”. (Siti Zanaria Yusoff and Yusma Fariza yasin, 2019)

### **Review of Literature:**

Jitender Kumar and Ashish Gupta (2021) in their article „Young Working Women’s Purchase Intension towards Organic Cosmetic Products” indicates that the usage and production of organic cosmetics products have grown in recent years as the consumers have become concerned with their health, the environment, brand, and availability of the product. And also understood that the environmental consciousness, availability, brand and price consciousness influence the attitude or buying intension of consumers towards organic cosmetic products. It can be concluded that respondents included in the study have started to switch to organic cosmetic products primarily for the reason of environmental and health consciousness. Consumers would most likely accept organic cosmetics from different brands.

Lusiah, Hendra, Wan Suryani and Errie Margery (2020) in their research „The Influence of Social Media Advertising, E-Marketing and Product Quality on The Process of Purchasing nature Cosmetics” examines that variables of social media Advertising, E-Marketing and Product quality simultaneously have positive and significant impact on consumers decision in making purchases of Nature consumers in North Sumatra-Indonesia. Influenced by the variables of social media Advertising, E-Marketing, Products quality is 0.593% or 59.3% while the remaining 40, 7% is influenced by other factors beyond the scope of this study.

Hasman Abdul Manan, Shahira Ariffin, Tengku Sharifeleani Ratul Maknu and Fatin Nabilah Zakartia (2020) in their study of „Effects of Social Media

Advertisements on Intension to Purchase Health and Beauty Products” revealed that consumers purchase intention of health and beauty products are affected by trust and affective variables. Therefore, health and beauty products seller should focus on the causal relationship between trust and affective attitude to boost consumer’s intension to purchase health and beauty products. And their research also found that on authenticity its relationship with products purchase intension could assist marketers in deciding whether to use or not to use authenticity strategy will depend on the description and category of products.

Siti Zanariah Yusoff and Yusma Fariza Yasin (2019) in their article „The Role of Social Media in Promoting Health Products among Women Entrepreneurs in Malaysia” showed that the entrepreneurs that engage in social media as their marketing tool have positive impacts on their sales of health products. Their products are well known in the market through the utilization of social media. Therefore, it significantly increases their sales and profits. It is not only cost-effective, yet it serves as a ready market for the entrepreneurs to explore.

Ibrahim Halil Efendioglu (2019) in their article „The Impact of Conspicuous Consumption in Social Media on Purchasing Intension” found that consumer involve, personal image representation and share satisfaction have been found to have a positive impact on purchasing intension. Consumers performing consumption also benefit from the social status, prestige and reputation that the products/services have earned them by taking within their social circles about the products or services they use. And also this study revealed that sharing in order to gain appreciation and social status is also observed in lower income groups.

### **Statement of the problem**

Nowadays most of the people especially the women are spending more time on social media for searching and purchasing health related products. Are they getting positive result after buying health related products and to know the effects of health products on women? So it felt necessary to have an in depth study on the role of Social media in promoting health products among women.

### **Objectives**

1. To assess the socio-personal characteristics of the respondents.
2. To know the effects of Health related products on women.
3. To identify the role of Social Media in promoting health products among women

4. To examine the women perceptions of Social Media health information and their intension to purchase Health Products.

**Methodology:**

To assess the role of Social media in promoting health products among Women descriptive research design was adopted. The descriptive research method describes the characteristics of the population and phenomenon that is being studied. The primary data is collected through a survey method by using a structured interview schedule. A total of 120 respondents were selected randomly for the collection of primary data through a structured questionnaire. The data is analyzed through SPSS software.

**Data analysis:**

**Table 1: Age**

Age	Frequency	Percentage
18 to 20	06	5%
21 to 25	20	16.7%
26 to 30	48	40%
31 to 35	24	20%
Above 35	22	18.3%
Total	120	100%

Table 1 reveals the age group of the respondents. It indicates that most of the respondents (40%, N=48) belonged to 26 to 30 year age groups, followed by 20 percent (N=24) belongs to 31 to 35 years age group, 18.3%, (N=22) respondents were belonged to above 35 years age group and 16.7 percent (N=20) belongs to 21 to 25 years age group. Whereas only 5 percent (N=6) respondents were 18 to 20 years age groups.

**Table 2: Education Qualification**

Education qualification	Frequency	Percentage
Primary or Secondary	10	8.5%
Pre University	20	16.8%
Under Graduation	44	36.7%
Post Graduation	42	35%
Others	4	3.5%
Total	120	100%

Table 2 reveals the Education Qualification of the respondents. It indicates that majority of the respondents (36.7%, N=44) were belonged Under Graduation level, followed by Post Graduation studies (35%, N=42), Pre University studies (16.8%, N=20). Whereas (8.5%, N=10) were belonged to Primary or secondary and only 3.5 percent (N=4) were belonged to other education category.

**Table 3: Occupation**

Occupation	Frequency	Percentage
Student	38	31.7%
Self Employee	30	25%
Private Sector	28	23.3%
Government Sector	10	8.3%
House wife	14	11.7%
Total	120	100%

Table 4 reveals the Occupation of the respondents. The above table shows that most of the respondents (31.7%, N=38) were students, followed by self Employee (25%, N=30), Private Sector (23.3%, N=28). Whereas (11.7%, N=14) were house wife and only 8.3 percent (N=10) have Government jobs.

It notices from table 4 reveals the family Monthly income of the respondents. It shows that most of the respondents (33.3%, N=40) have 20000 to 50000 monthly income, followed by 25 percent (N=30) were belonged to less than 20,000 and 50000 to 1, 00,000. Whereas only 16.7 percent (N=20) have above 1, 00, 000 income.

**Table 5: Marital status**

Marital status	Frequency	Percentage
Married	48	40%
Unmarried	72	60%
Total	120	100%

It can be found from the table 5 that majority (60%, N=72) of the respondents were Unmarried and only 40 percent (N=48) were Married.

**Table 6: Usage Social Media sites**  
N=120

Social Media sites	Frequency	Percentage
YouTube	100	83.3%
Facebook	72	60%
Twitter	26	21.7%
Instagram	96	80%
Snapshot	24	20%
Whatsapp	96	80%
Telegram	24	20%
Others	2	1.7%

Table 6 reveals that more than three fourth of the respondents (83.3%, N=100) were using YouTube, followed by 80 percent (N=96) respondents were using Whatsapp and Instagram, 60 percent (N=72) were using Facebook. Whereas (21.7%, N=26) respondents were using

Twitter, (20%, N=24) were use Snapchat and Telegram and only 1.7 percent (N=2) were using other social networking sites. This table indicates that most of the respondents in social media sites were used YouTube, Instagram and Whatspp.

**Table 7: Access of Social Media Content**  
N=120

Social Media Content	Frequency	Percentage
Food	94	78.3%
Health	88	73.3%
Gadget & Technology	56	46.7%
News and Current Affairs	48	40%
Any other	10	8.3%

Table 7 reveals the access of social media content by the respondents. The above table explained that majority of the respondents (78.3%, N=94) use social media to know about Food, followed by health 73.3 percent (88), Gadget and Technology 46.7 percent (N=56). Whereas (40%, N=48) of the respondents use social media for News and Current Affairs and only 8.3 percent (N=10) were use it for any other content.

**Table 8: Frequency of using Social Media**

Years of using	Frequency	Percentage
7-5 years	14	11.7%
5-3 years	38	31.7%
3-1 years	58	48.3%
Less than one year	10	8.3%
Total	120	100%

It is observed from table 8 that nearly half of the respondents (48.3%, N=58) using social media from the period of 3 to 1 year, 31.7 percent (N=38) respondents were using it from 5-3 years. While, 11.7 percent (N=14) were using it from 7 to 5 years and only 8.3 percent (N=10) of the respondents were using social media for less than one year.

**Table 9: Benefits from health products on Social media**

Benefits from health products	Frequency	Percentage
Positively	62	51.7%
Negatively	54	45%
Both	4	3.3%
Total	120	100%

Table 9 reveals the benefits of h the health products from social media. The above table shows that more than half of the respondents (51.7%, N=62) said social media benefits them positively, followed by 45 percent (N=54) said negatively and only 3.3 percent (N=4) said social media benefits them both positively and negatively.

**Table 10: Effects on health related products**

Opinion	Frequency	Percentage
Yes	70	58.3%
No	12	10%
Sometimes	38	31.7%
Total	120	100%

Table 10 reveals the effects of health related products in their daily lives. The above table explained that more than half of the respondents (58.3%, N=70) agreed that health related products effecting their daily life, followed by 31.7 percent (N=38) said sometimes health products effected and only 10 percent (N=12) respondents were didn't agreed to this.

**Table 11: addicts to health products on social media**

Opinion	Frequency	Percentage
Yes	54	45%
No	24	20%
Can't say	42	35%
Total	120	100%

Table 11 reveals the addiction of health products on social media. The above table explained that most of the respondents (45%, N=54) opined that they were addicted to health products on social media, followed by 35 percent (N=42) opined that they can't say regarding addiction to health products on social media, whereas 20 percent (N=24) said they were never addicted to it.

**Table 12: Influenced to use new health products on social media**

Opinion	Frequency	Percentage
Yes	64	53.3%
No	10	8.3%
Sometimes	46	38.3%
Total	120	100%

Table 12 indicates that majority of the respondents (53.3%, N=64) were influenced to use new products related to health in social media, followed by (38.3%, N=46) respondents said sometimes they were influenced. Whereas only 8.3 percent (N=10) were never influenced.

**Table 13: Sharing of health products related information with friends and family**

Opinion	Frequency	Percentage
Yes	76	63.3%
No	8	6.7%
Sometimes	36	30%
Total	120	100%

Table 13 indicates the sharing of information related to health products with friends and family. It shows that majority of them (63.3%, N=76) respondents share the information, followed by 30 percent (N=36) respondents opined that sometime they share and only 6.7 percent (N=8) never share any information.

**Table 14: Reading reviews or comments on health products in social media**

Opinion	Frequency	Percentage
Yes	98	81.7%
No	22	18.3%
Total	120	100%

Table 14 reveals that three fourth of the respondents (81.7%, N=98) read reviews or comments on health products in social media before purchase and only 18.3 percent (N=22) respondents said that they didn't read reviews and comments on social media.

**Table 15: Benefits of Social media for Health communication  
N=120**

Benefits	Frequency	Percentage
Provide health information on a range of conditions	94	78.3%
Provide answers to medical questions	54	45%
Facilitate dialogue between patients to patients and health professional	68	56.7%
Increase interaction with others	58	48.3%
Used for health intervention	60	50%

Used for health promotion such as diet, exercise	68	56.7%
Used in health education	58	48.3%
Provide online consultation	30	25%

Table 15 reveals the benefits of social media for health communication. It shows that majority of the respondents (78.3%, N=94) were beneficial of health communication for the reason that it provide health information on a range of conditions, followed by 56.7 percent (N=68) were beneficial for facilitate dialogue between patients to patients and health professional and use it for health promotion such as diet, exercise. Whereas (50%, N=60) were use it for health intervention, 48.3 percent (N=58) were use it for health education and increase interaction with others, followed by 45 percent (N=54) were used it to provide answers to medical questions and only (25%, N=30) respondents use it to provide online consultation.

**Table 16: Usage of health products on social media  
N=120**

Usage of Health products	Frequency	Percentage
Hair care	104	86%
Beauty Products	70	58.3%
Fitness	78	65%
Nutrition food	76	36.3%
Skin care	80	66.7%
Home remedies	54	45%
Fat loss	48	40%
Other	2	1.7%

Table 16 indicates the Usage of health products on social media. It shows that more than three fourth of the respondents (86%, N=104) use social media to know about hair care products, followed by 66.7 percent (N=80) use it for skin care, (65%, N=78) use it for fitness, for beauty products (58.3%, N=70). Whereas 45 percent (N=54) use it for home remedies, 40 percent (N=48) use it for fat loss, 36.3 percent (N=76) use it for Nutrition food and only 1.7 percent (N=2) use social media for others reasons.

**Table 17: Types of health products preferred most on social media  
N=120**

Types of Health	Frequency	Percentage
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products		
Ayurveda products	108	90%
Siddha	20	16.7%
Unani and Yoga	32	26.7%
Homoeopathy	60	50%
English Medicine	74	61.7%
Any other	04	3.3%

Table 17 indicates the Types of health products preferred most on social media. It shows that a great majority of the respondents (90%, N=108) prefer Ayurveda products, followed by 61.7 percent (N=74) respondents prefer English medicine, Homoeopathy (50%, N=60). Whereas 26.7 percent (N=32) prefer Unani and yoga. 16.7 percent (N=20) prefer Siddha types and only 3.3 percent (N=4) respondents prefer any other type of products. It is found from the study that most of the respondents prefer social media to search for Ayurveda products.

**Table 18: Promotion of health products through social media N=120**

Promoting health products	Frequency	Percentage
Purchase paid search advertising	100	83.3%
Publish products-centric blog posts	76	63.3%
Discuss products on social media	80	66.7%
Send marketing emails to patients	34	28.3%

Table 18 reveals the promotion of health products through social media. It shows that three fourth of the respondents (83.3%, N=100) were promoting for purchase paid search advertising, followed by (66.7%, N=80) were Promoting for discuss products on social media. Whereas 63.3 percent (N=76) were publish products-centric blog posts and only 28.3 percent (N=34) of the respondents were promoting health products on social media for send marketing emails to patients.

**Table 19: Following health related pages on social media**

Opinion	Frequency	Percentage
Yes	102	85%
No	18	15%
Total	120	100%

Table 19 reveals that majority of the respondents (85%, N=102) follow health related pages on social media and only 15 percent (N=18) never follow it. This table indicates that most of the respondents follow health related pages on social media.

**Table 20: Number of following health pages in social media**

Number of health products pages	Frequency	Percentage
1 to 4	86	81.1%
4 to 6	12	11.3%
More than 6	8	7.5%
Total	120	100%

Table 20 reveals the number health pages followed by respondents in social media. The above table examined that majority of the respondents (81.1%, N=86) follow 1 to 4 health pages, followed by 4 to 6 (11.3%, N=12), whereas only 7.5 percent (N=8) were have more than 6 number of following health related product pages.

**Table 21: Purpose of purchase health related products on social media N=120**

Purpose of purchase health products	Frequency	Percentage
Quality of products	90	75%
Variety of health products	64	53.3%
Time saving	82	68.3%
Easy Availability	68	56.7%
Online transaction	40	33.3%
Easily accessible	36	30%

Table 21 reveals the Purpose of purchasing health related products on social media. It show that three fourth of the respondents (75%, N=90) were purchasing health products for because of its quality, followed by time saving 68.3 percent (N=82), for Easy Availability 56.7 percent (N=68). Whereas (53.3%, N=64) respondents were purchasing health products for the purpose of Variety of health products in social media. 33.3 percent (N=40) were purchase for online transaction and only 30 percent (N=36) respondents were purchase health products for the purpose of easily accessible.

The information presented in table 22 reveals the opinion about the satisfied with health products. It shows that the majority of the respondents (41.66%, N=50) were strongly agreed, followed by 33.33 percent (N=40) respondents were agreed. Whereas (23.33%, N=28) were neutral and only 1.66 percent (N=2) were disagreed to

satisfied with health products. Not single respondents were opined that strongly disagreed.

(5%, N=6) were disagreed and only 1.66 percent (N=2) respondents were strongly agreed to it. This result indicates

**Table 22: Opinion on following**

Opinion	Strongly Agree	Agree	Neutral/ Not say	Disagree	Strongly Disagree
It there satisfied with health products	50 (41.66%)	40 (33.33%)	28 (23.33%)	2 (1.66%)	-
Purchasing health products on social media	16 (13.33%)	70 (58.33%)	30 (25%)	4 (3.33%)	-
I search for health related products rather than videos	22 (18.33%)	38 (31.66%)	56(46.66%)	4(3.33%)	-
It is easy to search new products on social media	18 (15%)	64(53.33%)	30(25%)	6(5%)	2(1.66%)
Health related products is becoming addictive to Women	22(18.33)	36(30%)	46(38.33%)	6 (5%)	10(8.33%)
Social media health products are believable	24(20%)	42(35%)	40 (33.33%)	4 (3.33%)	10(8.33%)

The above table reveals the opinion about purchasing health products on social media. It shows that the majority of the respondents (58.33%, N=70) were agreed, followed by 25 percent (N=30). Whereas 13.33 percent (N=16) were strongly agreed to purchasing health products and only 3.33 percent (N=4) respondents were disagreed to this. Not a single person opined to strongly disagree.

The result presented in the above table reveals the opinion about search for health related products rather than videos. It shows that majority of the respondents (46.66%, N=56) were Neutral, followed by 31.66 percent (N=38) were agreed. Whereas (18.33%, N=22) were strongly agreed and only 3.33 percent (N=4) were disagreed. Not a single person opined that strongly.

It is found from the above table the opinion about it is easy to search new products on social media. It is observed that the majority of the respondents (53.33%, N=64) were agreed, followed by 25 percent (N=30) were neutral. 15 percent (N=18) respondents were strongly agreed. Whereas

that most of the respondents were easy to search new products on social media.

It shows the opinion about health related products is becoming addictive to women. It is found that (38.33%, N=46) were neutral, followed by 30 percent (N=36) were agreed. 18.33 percent (N=22) were strongly agreed to health products were addicted. Whereas (8.33%, N=10) were strongly disagreed and only 5 percent (N=6) respondents were disagree to women's were not addicted to health related products.

Table 22 also reported the opinion about the influence of social media health products is believable. The above table shows that (33.33%, N=40) were agreed, followed by 33.33 percent (N=40) respondents were neutral. (20%, N=24) were strongly agreed. Whereas 8.33 percent (N=10) were strongly agreed and only 3.33 percent (N=4) were disagree to this. This means most of the respondents were believable to health related products on social media.

**Table 23: opinion about the following with reference to health related products on social media**

Opinion	Very Good	Good	Average	Poor	Very Poor
Products Contents	34 (28.33%)	70 (58.33%)	16 (13.33%)	-	-
Quality	16 (13.33%)	58 (48.33%)	46 (38.33%)	-	-
Variety	46 (38.33%)	52 (43.33%)	22 (18.33%)	-	-

Table 23 indicates the opinion of the health products content of social media. It shows that majority of the respondents (58.33%, N=70) said content is good, followed by very good (28.33%, N=34). Whereas (13.33%, N=16) were said that content is average and not a single respondents opined about that social media contents are poor or very poor.

It shows that the majority of the respondents (48.33%, N=58) were opined that the quality of the social media content is good, followed by 38.33 percent (N=46) respondents were said average. Whereas (13.33%, N=16) respondents said the quality of social media is very good. Not a single respondent's opined health products quality is poor or very poor in social media.

It is found that the majority of the respondents (46.66%, N=56) opined that language of health products on social media is good, followed by 28.33 percent (N=34) respondents said average and 25 percent (N=30) respondents said very good and not a single respondents opined that health products language on social media is poor or very poor.

It shows that the majority of the respondents (43.33%, N=52) opined variety of health products in social media is good, followed by 38.33 percent (N=46) respondents were opined that very good and only 18.33 percent (N=22) were opined that average. Not single respondents opined that variety of the health products of the social media is poor and very poor.

### Conclusion

The main purpose of the study is to find out how health related products were influenced women through social media. This article viewed positive impacts on social media users. Social media promote most of the health products in different aspects. Majority of the women are following social media to know about health products. Most of them preferred Ayurveda products and they are getting information through social media. It is found from the study that women view the reviews and comment shared by others before selecting the products and they are purchasing health products by assessing its quality and varieties too. The results shows that a great majority of the women using social media for hair care and skin care products. Most of them purchasing health products and suggest the people to

buy new products which are easily available in social media.

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