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IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR: A STUDY ON COSMETIC PRODUCTS

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ABSTRACT

Present paper reveals the impact of advertisements regarding cosmetic products on college students. A questionnaire prepared to collect the data. The sample data has been collected from college students between 18-26 age groups. As a whole 7 brands of cosmetic has been taken into consideration, like Lakme, Loreal, Olay, Maybelline, Avon, Revlon, Ponds. Results revealed that consumers considered advertisement as a reliable source of knowledge as compared to others. Advertisements play a major role in changing the behaviour and attitude of consumers towards the products shown in the advertisement.

KEYWORDS

college students, consumer behaviour, brands, cosmetic products, personality.

INTRODUCTION

Advertisement has today become one of the most important aspects of all business and to imagine life without it is almost impossible. Advertisement has a great influence on our daily lives because of its creativity. The main intention of advertisement is to create awareness, interest, arouse desire and action on customers. To achieve this every business concern adopts ac proper strategy in their ads. They are-

1. Selection of proper media
2. Selection of celebrity
3. Creativity in advertisement
4. Advertisements appeal
5. Layout of advertisement

Effective advertisements through media persuade the consumer to make a purchase irrespective of various factors. It persuades the consumer by taking him/her through a series of stages in a sequence from generating awareness to ultimate purchase of the brand. Advertisement can not only change the buying decision but also has the power to change the mindset and attitude of people. The intention advertisement is to get a response from the target audience. The response of the consumer may be cognitive, affective and behavioural.

CONSUMER BEHAVIOUR

Consumer behaviour refers to buying, using and disposing of goods and services to satisfy his/her needs, wants and desires. Consumer behaviour is influenced by various factors like demographic, socio cultural, family and personal factors.

UNDERSTANDING OF CONSUMER BEHAVIOUR

Understanding of consumer behaviour is important for a marketing manager because it provides useful information to business for developing new product, choice of channels, price levels, media decision and other marketing variable decisions. In today's world many people are aware that their personal appearance is very important before others. So they always give more importance to cosmetic advertisement. For this purpose cosmetic concerns are encouraging customers through effective advertisement.

RATIONAL OF STUDY

The research was conducted to find out the impact of advertisement on consumer behaviour with reference to their cosmetic products. Advertisers and marketers are more concerned to know what are the consumer motives and purchasing pattern relating to cosmetic products.

OBJECTIVES OF THE STUDY

1. To understand the consumer behaviour in purchasing cosmetic products.
2. To find out the impact of personality in advertisement
3. To find out the impact of appeal used in advertisement
4. To determine the impact of media on consumer

SCOPE OF THE STUDY

The present study helps in understanding the consumer behaviour. It is understood that advertisement is not only used for creating awareness about goods and services, but also plays an important role in creating demand, brand loyalty and also increase the sales.

NEED OF THE STUDY

It is a matter of fact that all the companies spend a lot of money on advertisement to establish the product as well as brands. It is also important for the companies to know whether their advertisements are effective or not and also about how much effect it has on consumer behaviour.

RESEARCH METHODOLOGY**RESEARCH DESIGN**

In this study researcher will use descriptive design. The main purpose of the present study is "to know the impact of advertisement of consumer buying behaviour" on cosmetic products among college students. A survey was conducted amongst the college students and a thorough analysis was made.

SAMPLE SIZE

A sample of 100 students was taken for the purpose of study analysis. This sample size consists of girls of the age group of 18- 25 years. They all were viewers of cosmetic advertisements.

SAMPLING UNIT

Sampling unit consists of random selection of consumers those who are having interest in cosmetic products.

DATA COLLECTION

Data was collected through primary and secondary sources.

PRIMARY DATA: Primary data was collected with the help of well structured questionnaires and schedules administered among 100 respondents.

SECONDARY DATA: Secondary data will be obtained from various published reports, research studies.

TOOL FOR ANALYSIS

The different statistical tool used for the purpose of the analysis of this study is the simple percentage technique, collected through well structured questionnaire.

LITERATURE REVIEW

In reviewing previous works on the subject matter, so many views cropped up with others adding new knowledge to the subject.

Advertising has been a subject discussed over centuries ago, but prior to the 20th Century, this subject was not as New Media and Mass Communication ISSN 2224-3267 (Paper) ISSN 2224-3275 (Online)Vol.27, 201450 important as it seems now. The reason has been that, in the 19th century, economist were busy trying to develop the theory of perfect competitive markets. This theory assumed that, there was perfect information in the market and that, consumers had fixed preference for their products which were homogenous in nature. It was then thought of as a waste of resource and an increase in cost of production for one to advertise on products because consumers were not in any way going to respond to that.

An early reflection was given by Alfred Marshall (1890, 1919), in his works, "Principles of Economics" and "Industry and Trade". He marks out two roles played by advertising. To him, advertising might be useful in providing information to consumers which will help them satisfy their wants. He termed this as a constructive role played by advertising. The second role he calls a combative role played by advertising. It may provide less information to consumers leading them to shift among products. Marshall gave an insight to the role of advertising but less can be said of its fusion to microeconomics.

(Bagwell, 2011)Chamberlin in his work "The Theory of Monopolistic Competition" came up with new ways of looking at advertising. He modelled the expenditure of a firm as a "selling cost" that expands a firm's demand for a differentiated product. In his work, he describes a market structure in which there are many firms producing and selling similar but not identical products. In this market, Chamberlin believes that advertising may provide consumers with information about their wants but also adds that, it can be persuasive and alter one's demand for another. Advertising when informative makes consumers responsive to price changes and thus increases the demand elasticity for the product but a persuasive advertisement will create brand loyalty making the demand for a good inelastic.

(Bagwell, 2011).Scale economies play a central role in Chamberlin's work and he believes that, such economies may exist in production and advertising as well. Chamberlin then concluded that, the effects of advertising cannot be determined by theory alone. One should consider whether a firm's demand curve is tangential to its U-shaped average cost of production and selling, and the extent to which advertising is informative or persuasive and also whether scale economies exist.

(Bagwell, 2011)After this insight by Chamberlin, there came into existence three views of advertising; persuasive, informative and complementary. The persuasive view developed by Robinson and later advanced by Braithwaite (1928) and Kaldor (1950), and empirically supported by Bain (1956) and Comanor and Wilson (1967) holds that, advertising affects one's demand and it is capable of ensuring brand loyalty. This view adds that, advertising makes demand for a product inelastic and thus ensures increase in the price of the product and this effect might lessen as a result of scale economies. The view also adds that, consumers are unwilling to try new products especially those of unknown quality and this may deter entry of new producers. These scholars agree that, this view of advertising will only work in the presence of scale economies in production.

The informative view of advertising, propagated by Ozga (1960) and Stigler (1961) holds that, advertising serve to inform consumers about a product. They add that, advertising increases the demand elasticity for a product and this happens because, it is believe by these scholars that, as information of a product is given, it is assumed the product is of high quality and this can even increase the demand for products which is of low quality in general.

There is the complementary view of advertising which is developed by Stigler and Becker (1977) and thoroughly defended by Stigler and Murphy (1989). This view believes that, advertising influences consumers by attaching a "complementary influence in the consumer's utility function" (Bagwell 2001). It might be that, a consumer would like to attain some status in society and using a certain product is capable of achieving this. What this view means is that, the consumer, in his quest to achieve social status will be influenced by this advertising.

Anneza Bashir And Nijma Iqbal Malik(2009), concluded in their study, " effect of advertisement on consumer behaviour of university students" that advertisement persuade the consumer to at least buy the product once in a life time. Personality used in commercials influenced the consumers more as compared to keywords/captions. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compared to others (friends, neighbours, reference group) opinions.

These views make us understand the different phases through which advertising has gone and we now know the areas through which advertising works perfectly.

THE INDIAN BUYING BEHAVIOUR

The Indian consumer buying behaviour has seen tremendous growth over the past years. This can be attributed to the high growth of the middle class in the country. This increase in the middle class has resulted in increased demand for luxury and personal care products. Many foreign firms and entrepreneurs have noted the increase in the demand for goods and have ensured increasing supply of these goods to consumers. A lot of foreign companies moved into the Indian market after the liberalisation of trade and there have been massive increase in job opportunities and income, resulting in high demand for goods and services. The rise of companies after trade and liberalisation in the 1990s saw most cosmetic firms enter India with local ones gaining grounds from partnerships. Consumers have since then increased their demand for products of these cosmetic firms. It is in this steady growth that the Associated Chambers of Commerce and Industry in India,

ASSOCHAM (2013) estimated the Indian cosmetic market to be \$50 billion. The high demand in cosmetic products has been a great deal for firms and the Indian market has also benefitted from the products provided by these firms.

ASSOCHAM has also found out that, there is increase in the buying behaviour among the youth in India especially with regard to personal care products. They attributed the increase in the female spending on cosmetic products to an increase in female employability and females being bread winners in their families. They also found out that, men on average spend more on cosmetic products than women, with the men spending averagely about Rs.1000 - Rs.5000 on cosmetic products monthly. This, they attributed to men's demand for decent hair care, deodorants and razor blades. The high increase in the spending on cosmetic products because of the youth in India being conscious of their bodies and looking for products to enhance their physical appearance.

With an increase in the level of literacy and the influence of the media, there has been a greater influence on the spending of males in particular (ASSOCHAM, 2013) This high growth in demand for cosmetic products makes it worth while researching this area to know the motives behind consumers purchase and factors associated with their purchase and also to know how much effects advertisements and its contents affects on consumer buying behaviour. It is therefore a necessity to have this research done.

PERCENTAGE OF PERSUASION DUE TO ADVERTISEMENT

TABLE 1

Response Category	Percentage
Mostly Persuaded	11
Sometimes Persuaded	86
Never	3

The three basic things in advertisement that can influence the consumer were personality, layout and appeal. The above table reveals that 86% of consumers at some time are persuaded to purchase the cosmetic due to advertisement; only 3 % respondents were never persuaded.

PERCENTAGE OF PERSUASION DUE TO PERSONALITY

TABLE 2

Response category	Percentage
Mostly Persuaded	11
Sometimes Persuaded	65
Never	24

Another persuasion component of advertisement is personality or celebrity. 65% of respondents sometime were persuaded to buy the cosmetic because of personality in advertisement. Only 11% of respondents were mostly persuaded by personality. But 24 % of respondents did not give much importance to celebrity in advertisement relating to cosmetic products.

PERCENTAGE OF USERS DUE TO ADVANTAGES OF COSMETIC PRODUCTS EXPLAINED IN ADVERTISEMENTS

TABLE 3

Response Category	Percentage
Yes	80
No	20

Another positive impact of cosmetic products is good looks, beauty and its advantages. Above table reveals that 80% of respondents buy the cosmetic because of advantages. Only 20 % of respondents were not influenced by advantages of cosmetics but they buy the products because of good quality maintained by the brand.

IMPACT OF MEDIA ON CONSUMER

TABLE 4

Media	Percentage
TV	77
Internet	13
Magazines	10

There should be a relationship between advertisement and media. Media influence the consumer to buy the products. Above table reveal that 77% of respondents were influenced by TV because of audio and visual effects, 13 % of respondents by internet and 10% of respondents by magazines because of clarity in explanation. 50% of respondents collect information before purchasing, through friends, internet etc if influenced by media.

FACTORS EFFECTING CONSUMERS' BUYING DECISION

PERCENTAGE OF RESPONDENTS

TABLE 5

Factors	1 st Rank	2 nd Rank	3 rd Rank	4 th Rank	Total
Advertisement and Sales Promotion	62%	10%	15%	13%	100%
Income	10%	11%	52%	27%	100%
Lifestyle	16%	58%	15%	11%	100%
Friends	12%	21%	18%	49%	100%

The above table reveals that 62% of respondents were influenced by advertisement and sales promotion. Second important factor is life style; third factor is income and finally friends.

FACTORS INFLUENCING PURCHASE OF BRAND

PERCENTAGE OF RESPONDENTS

TABLE 6

Factors	I Rank	II Rank	III Rank	IV Rank	Vth Rank	Total
Advertisement	15%	50%	14%	10%	11%	100%
Doctors	9%	14%	49%	24%	4%	100%
Models	10%	14%	10%	48%	18%	100%
Self	11%	12%	10%	12%	55%	100%
Quality	55%	10%	17%	6%	12%	100%
	100	100%	100%	100%	100%	

The above table reveals that 55% of respondents were influenced by Quality of cosmetics. So they considered quality, the first factor that influenced them to buy the branded cosmetics. Second important factor is advertisement, 50 % of respondents had given second rank to advertisement. Third factor is Doctor, 49% of respondents had given third rank to Doctors. Fourth factor is models, 48% respondents had given fourth rank to models and last factor is self 55% of respondents had given fifth rank to self.

PERSUASION DUE TO APPEAL USED IN ADVERTISEMENT

TABLE 7

Response Category	Percentage of Respondents
Mostly persuaded	14%
Some time Persuaded	79%
Never Persuaded	7%

PERCENTAGE OF APPEAL AFFECTS ON CONSUMER

TABLE 8

Appeal	1 st Rank	2 nd Rank	3 rd Rank	4 th Rank	5 th Rank	6 th Rank	Total
Price	14%	52%	7%	14%	9%	4%	100
Product Quality	60%	13%	11%	1%	14%	1%	100
Distinction	12%	6%	50%	16%	10%	6%	100
Sex Appeal	4%	11%	2%	10%	13%	60%	100
Fear	2%	3%	12%	6%	50%	27%	100
Love and affection	8%	15%	18%	53%	4%	2%	100
total	100	100	100	100	100	100	

Another important persuasion is appeal used in advertisement like price, product quality, distinction, sex appeal, fear, love and affection. The above table reveal that percentage of respondents persuaded due to appeal used in advertisement and the percentage of customer taking purchasing decision due to appeal used in advertisement. 79% of consumers are at some time persuaded due to appeal and 60% of respondents due to product quality because they had given first rank to product quality. So first rank to product quality second rank to price, third rank to distinction, fourth rank to love and affection, fifth rank to fear and last rank to sex appeal.

BRAND PREFERENCE OF CONSUMER**TABLE 9**

Brand	Percentage of respondents
Lakme	56%
Loreal	23%
Olay	15%
Revlon	6%

The Table shows Lakme topped the preference of product in the category of cosmetics with 56% of consumers expressing their preference.

IMPACT OF PERSONALITY ON CONSUMER**TABLE 10**

Influence	Percentage
Immediately influenced to purchase	8%
Sometime influenced to purchase	62%
Never influenced to purchase	30%

The Above table reveals that percentage of customers who purchase due to persuasion of celebrity. 62% of respondents at some time decide to purchase. 30% of respondents never purchase influenced by personality.

FINDINGS OF THE STUDY

1. The main component of advertising in cosmetic is personality. The personality used in cosmetic advertisement influenced the consumers more.
2. People prefer Lakme brand due to good quality first and then due to advertisement of them. Then comes Loreal, Olay and Revlon.
3. Another component is appeal used in advertisement which had a very good impact on consumers. Appeals like product quality, price, distinction attract the attention of consumers more for a long period of time.
4. These results reveal that advertisement and life style factor affect more on consumer to take buying decision.
5. Consumers purchase branded cosmetic because of product quality, advertisement and doctors.
6. It was also clear from the result that TV has greater impact on consumers because of audio and visual effects.
7. Another component is the advantages explained about product in advertisement.

SUGGESTIONS

1. The companies should concentrate on television advertisement.
2. The company should give clear information about the product of cosmetics because 80% of consumer purchase the product for that reason.
3. To make the advertisement more effective, the companies should engage such personality who match the products because there should be good relationship between the cosmetic and personality.
4. Companies also give importance to appeal, quality, price, distinction, love and affection and not for fear and sex appeal.

CONCLUSION

There are various factors affecting the consumer for cosmetic products. E.g. advertisement, life style, doctors, income etc. Advertisement affects more on consumer for cosmetic product. The components used in advertisement are personality, appeal, advantages etc. Advertisement should be effective and must have positive impact and remembrance value on consumer.

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