A STUDY ON THE IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOUR WITH REFERENCE TO COSMETICS

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ABSTRACT: *Cosmetics are substances or products used to enhance or alter the appearance or fragrance of the body. Many cosmetics are designed for use of applying to the face and hair. Common cosmetics include lipstick, mascara, eye shadow, foundation, rouge, skin cleansers and skin lotions, shampoo, hairstyling products (gel, hair spray, etc.), perfume and cologne. The advertisements have entered in the consumers' daily life in a big way. It has become a part and parcel of consumers' life. Variety of products like toothpaste, toilet soaps, shampoo and beauty care products catch the consumers' attention through the eye catchy advertisements made by the marketers. Even without conscious realisation, these advertisements have captured people's hearts and have started making inroads, so as to tune the people's minds. Different strategies are required to attract and turn different type of people to buy the cosmetics offered by the organisation. Women are having certain peculiar characteristics. They are generally interested in the latest fashion, design, style and colour. They take more time to select an article and do not believe anything easily. The main purpose of this article is to the impact of advertisement on consumer behaviour. For data collection a questionnaire was developed and distributed to consumers in Dindigul city by using convenience sampling method.*

KEY WORDS: cosmetics, shampoo, lotion, perfume

INTRODUCTION

Cosmetics are products created for skin & hair care for the purpose of cleansing, beautifying and enhancing the attractive features. Skin care is not a modern trend. In fact, people in every civilization used cosmetics to protect and embellish their skin-which naturally leads us to conclude that this is a primordial need. Although cosmetic products have undergone many changes in modern times, the basic concept of using cosmetics to enhance the features of good health has not changed.

Resurrecting and preserving a youthful complexion has been the holy grail of beauty since Cleopatra stepped into her legendry bath of milk more than 2000 years ago. When Hitler tried to ban make-up in Germany, German women refused to work. Roman women used to dye their hair darker with a mixture of boiled walnuts and leeks. The first cold cream was developed by Galen, a Greek physician. People from all these cultures used herbal concoctions with components like henna, sage and chamomile to darken their hair.

Up to the late nineteenth century, women in western countries secretly wore make-up made from mixtures of household products, as make-up was then deemed the domain of celebrities. Cosmetics were for the first time openly put up for sale in the early part of the twentieth century. At the end of the second world war when people celebrated the return of their loved ones, there occurred a true surge in cosmetic sale and it still continues.

STATEMENT OF THE PROBLEM

The consumer is the focal point of modern marketing. In modern times people are attentive about their personal care. In general the high income group people spend more on cosmetics items. Regardless of the income level, expenditure on cosmetics occupies prime share in the family's budget. In olden days cosmetics were considered to be the luxuries of the upper class but now it is considered as necessities of middle and lower classes. Global market for cosmetics runs in millions of dollars. But in India the volume of cosmetics is quite small as compared to other developed and developing countries. However the sale of cosmetic products in India is increasing quite steadily because of the increasing member of middle class families.

The modern era is the age of competition. Competition in the market makes the manufacturers to think of new products and unfamiliar uses for their products or find out new consumers for their products. During the last decades, the cosmetics industry has

seen a magical transformation. The cosmetics industry in India has been growing at a moderate rate of 15-20 percent for the last few years. In the modern society anything needs advertising. Recently, beauty care is of prime consideration for the vast segment of the society. Beauty care advertisement covers a large number of products and services like skin maintenance, hair maintenance, referral labs, and body building tools, vitamin syrups, tooth care etc.

There are many brands available in cosmetics segment and hence there is inevitable intensive competition among various cosmetics products. In retail outlet, the number of brands of cosmetics is ranging from 25 to 35. Apart from Indian brands, many foreign cosmetics are available in the markets, even in a particular brand, there are slight variant varieties offered to satisfy all segments of the people. Even in the shelves of petty shops of remote villages, shampoo, talcum powder, tooth paste and so on are sold in the same manner as other consumer items. It is the natural tendency of every human being to use a unique item in consumption. Manufacturers are striving very hard to popularize their cosmetics by the way of various advertisements in television, radios, newspapers, magazines and internet. Whether these advertisements have created necessary impact on consumers in choosing a particular cosmetics, is a matter of reasonable interest.

The study area, Dindigul District comprises 8 Taluks, 14 Blocks, 9 town Panchayats, 358 revenue villages and 306 Panchayat villages. As per 2011 census, Dindigul had a population of 21, 59,775 of which male and female are 10, 80,938 and 10, 78,837 respectively. Average literacy is 84.23 and 68.33 respectively. Total literates in Dindigul district are 14, 81,834. Sex Ratio in Dindigul city stood at 998 per 1000 male. Dindigul district population constituted 2.99 percent of total Tamilnadu population. Consumer behaviour has always a scope for research studies.

The attitude and perception of consumers have changed in the last decade. This change in attitude of consumers has enabled the manufacturers, distributors and dealers to formulate effective sales and advertisement strategies. Hence in Dindigul district, the study of consumer behaviour and the impact of advertisement on cosmetics has a scope for research studies.The present research attempts to analyse the impact of advertisement on consumer behaviour towards cosmetics in Dindigul city.

SCOPE OF THE STUDY

The present study mainly covers the nine cosmetics items such as toilet soap, shampoo, hair oil, tooth paste, fairness cream, face powder, hair dye, perfume and shaving cream. It contains the inclusion of behaviour of all segments of consumers such as students, housewives, employees in private and public sectors regarding cosmetics brand preferences and advertisement impacts on the behaviour of consumers. The scope of present study is confined to impact of advertisement on cosmetics users in Dindigul city.

OBJECTIVES OF THE STUDY

The researcher has set forth the following objectives for the present research:
- ✓ To examine the consumer behaviour towards cosmetics in Dindigul city.
- ✓ To offer fruitful suggestions based on the findings of the study.

HYPOTHESIS

The main hypotheses for the study are:
- ➢ There is no significant relationship between the reasons for using cosmetics and socio-economic factors of the respondents.
- ➢ There is no significant relationship between the family type of the respondents and the package preference of cosmetics.

RESEARCH METHODOLOGY

The present research is descriptive and empirical in nature. In descriptive part, the description about the cosmetics and cosmetics industry is presented. In addition to that an association between the cosmetics advertisement and cosmetics consumers' behaviour is emphasised. Relevant hypotheses are formulated and tested. First hand data were collected from the field directly from the respondents by using interview schedule. It is done on the survey method. Hence it is also called as empirical research. Both primary and secondary data have been used for the present study.

Primary Data

A survey was made to get the impact of advertisements on consumer behaviour towards cosmetics. A pre-tested interview schedule was drafted to collect data from 300 respondents. The respondents were contacted in person and the objectives of the study were clearly explained to them and their response was ensured.

Pre-Test

Pre-testing of an interview schedule is very important to measure its effectiveness. It is made to spot the error to make the order of questions more effective, to reduce the wastage and for the addition of cross check-up of questions. In the present study, before drafting the main interview schedule, a tentative interview schedule was constructed and the same was used to collect the data from 50 cosmetics consumers to test its validity. Their ideas, opinion and comments are incorporated which facilitated the researcher to redesign the interview schedule in a more appropriate and most effective manner.

Secondary Data

Required secondary data for making trend of shampoo and shaving cream to list out the market share of Hindustan Unilever Ltd., (HUL) soap, and to draft out the expenditure pattern of HUL the data are collected. The tertiary data were also taped from referred journals, magazines, dailies including electronic mode to assess the scenario of retailing, branding, cosmetics advertisements, consumer behaviour and the like.

Sampling Design

A pre-tested interview schedule is used by the researcher for collecting primary data from 180 informants. A sample survey of 180 cosmetics users was conducted to analyse the attitudes of the consumers towards the cosmetics and the impact of cosmetics advertisements. Convenience sampling method was adopted for the selection of 180 respondents only in Dindigul city.

STATISTICAL TOOL FOR ANALYSIS

The following tools and techniques are used to test the hypotheses in the current project work. Mean, Standard Deviation, Co-efficient of Variance, Correlation Analysis, Multiple Correlations, Trend Analysis, and Chi-Square Test.

Gender

Certain factors determine the purchase behaviour of the consumers. The first and foremost factor to influence the behaviour of a human being is gender. Gender role is a theoretical consistent in social sciences and humanities. It refers to a set of social and behaviour norms that within a specific culture are widely considered to be socially appropriate for individuals of a specific gender. The Gender-wise classification of the respondents is presented in Table 1.

Table 1 Gender – Wise Classification

Gender	Total	% to Total
Male	48	26.67
Female	132	73.33
Total	**180**	**100.00**

Source: Primary Data

It is seen in Table 1 that 73.33 percent (132) of respondents are female and the remaining (26.67%) respondents are male. Hence, it is inferred that even though cosmetics are common for all, female cosmetic users are in high percentage compared to male.

Education

Social and economic developments of our country depend on education. Education is important to measure a nation's progress in quality of population rather than quantity. The quality of population is determined by today's school going population and their ability to solve the problems faced by them, their families, communities and country. The educational-wise classification of the respondents is studied by the researcher and shown in the Table 2.

Table 2 Education-Wise Classification

Educational Status	Male	% to Total	Female	% to Total	Total	% to Total

Up to SSLC	11	22.92	36	27.27	47	26.11
Up to XII	9	18.75	23	17.42	32	17.78
Under Graduate	22	45.84	57	43.18	79	43.89
Post Graduate	4	8.33	11	8.34	15	8.33
Technical Qualification	1	2.08	3	2.27	4	2.22
Others- B.Ed. students	1	2.08	2	1.52	3	1.67
Total	**48**	**100.00**	**132**	**100.00**	**180**	**100.00**

Source: Primary Data

Table 2 has brought to light that 43.89 percent (79) of the respondents are graduates, 8.33 percent (15) are postgraduates, 17.78 percent (32) got education up to XII, and 26.11 percent (47) of the respondent's educational status is up to SSLC. It is inferred that the dominance of graduates is high.

Employment Status

The consumers' buying behaviour is influenced by employment status. Consumer behaviour differs from person to person according to their occupation. The present investigation enquires the employment status of the respondents and the same has been exhibited below in Table 3.

Table 3 Employment Status-Wise Classification

Employment Status	Male	% to Total	Female	% to Total	Total	% to Total
Employed	35	72.92	30	22.73	65	36.11
Unemployed	13	27.08	102	77.27	115	63.89
Total	48	100.00	132	100.00	180	100.00

Source: Primary Data

It is clear from Table 3 that 63.89 percent (115) of the respondents are unemployed and the balance 36.11 percent (65) of the respondents is employed. Among the employed nearly, 73 percent are male respondents.

Type of Family

Many of the purchasing decisions made by the consumers are in the best interest of their families. Hence the study about the type of family is a must for this present research also.

Table 4 Type of Family-Wise Classification

Type of Family	Male	% to Total	Female	% to Total	Total	% to Total
Nuclear Family	20	41.67	106	80.30	126	70.00
Joint Family	28	58.33	26	19.70	54	30.00
Total	48	100.00	132	100.00	180	100.00

Source: Primary Data

The analysis made on the structure and type of family brought to lime light that 70 percent (126) of the respondents' family type is nuclear and the rest 30 percent (54) of the respondents' family type is joint family system.

Majority (70%) of the respondents has nuclear family system. The rest 54 respondents live joint family system. This status certainly reflects the changed pattern of the family type in India. Employment and migration of the society cause nuclear type of family system.

Hence, the striking disclosure is that the joint family system is losing its importance. Majority of the people prefer to form nuclear family. So the marketing endeavour must be undertaken to bring all the nuclear families into the marketing net.

LIMITATION OF THE STUDY

1. The main limitation of the study is the selection of limited number of cosmetics items for the study. The researcher has selected only the cosmetics which are regularly used which includes toilet soap, shampoo, hair oil, tooth paste, fairness cream, face powder, hair dye, perfumes, and shaving cream. These items were selected based on the result of pilot study.

2. The second important limitation is that for each cosmetics item only the leading cosmetics brand advertisements in various media are focused.
3. The next foremost limitation is that only those cosmetics advertisement in cosmetics advertisement on later and former period is not considered for the present study.

REVIEW OF LITERATURE

Vekat Mallik (2010) has concluded that online advertising will become number two globally after television, discarding printout from that position. The global online advertising industry will grow to an estimated $163 billion.

Farahnaz Aghabian and Nagendra Babu (2011) have concluded in their study that India is tough market. Spending habits have changed over the past ten years. South has emerged as the clear leader in any kind of spending showing that the markets in south are far more matured and stable than the markets in the north.

Phote tripti (2011) has suggested that roadblock advertising initiative seems to be more of 9 tactical approaches parallel to fast foods that can ensure an instant output. It certainly has the power to draw viewers' attention and can be interest arousing.

Vishnu Kumar Balouva and Kavitha Loya (2011) have conveyed that there will be demand for many new and sophisticated products due to higher disposable income in the hands of the young India consumers by 2020. Companies which can address the changing needs of the young consumers will emerge as winners in the years to come. One of the most significant features coupled with this growth is that the substantial population of India will be young when compared to other economies of the world.

Puneet Arora (2011) has conveyed in his article stated that due to technology accessibility and increased advertising clutter commercial avoidance has more in the last decade and has become one of the main worries of advertisers and media firms. He has suggested that the message should be conveyed to the target group by means "right message, right group, right medium and right time will reduce the zapping of advertisement".

FINDINGS OF THE STUDY

❖ The first and foremost factor to influence the behaviour of a human being is gender. The gender-wise classification shows that 73.33 percent (132) of respondents are female and the remaining 26.67 percent (48) respondents are male.

❖ Social and economic development of our country depend on education and the educational-wise classification of the respondents shows 43.89 percent (79) of the respondents are graduates and 17.78 percent (32) got education up to XII.

❖ Consumer behaviour differs from person to person according to their occupation. The present enquiry on employment status of the respondents' exhibit that 63.89 percent (115) of the respondents are unemployed and the balance 36.11 percent (65) of the respondents are employed. Among the employed nearly 73 percent are male respondents.

❖ Many of the purchasing decisions made by the consumers are in the best interest of their families. The study about the type of family present 70 percent (126) of the respondents' family type is nuclear and the rest 30 percent (54) of the respondents' family type is joint family system.

SUGGESTIONS

➢ Many of the cosmetics advertisements contain the message that a person who uses cosmetics will attract the opposite gender. But according to the study cosmetics are used by the consumers for freshness, neatness and perfect look in the presence of others and not to attract the opposite gender. Hence the consumers can gather information from reliable source in addition with cosmetics advertisement, because some of the cosmetics advertisements are not reliable.

➢ India is rich in social values. Cosmetics advertisement especially perfume and shaving cream degrade the value of Indian women and their relationship. Hence cosmetics advertisers can keep in mind the social values at the time of preparing advertisement copy.

➢ Advertising Standard Council of India (ASCI) can vigilantly in monitor particular perfume and shaving cream advertisements, because most of the advertisements are obscene leading to the erosion of moral values.

CONCLUSION

Indian market is highly potential, especially in cosmetics sector. India being rich in herbal plant production, domestic companies may resort to the utilisation of natural herbal inputs to capture the market presently dominated by MNCs, who mostly produce chemical based cosmetics. Due to change in lifestyle along with the increased standard of living, people nowadays are going for the usage of cosmetics, irrespective of gender, age, income, region and so on.

Every person, be it a male or female have their own personal taste and esthetic values and self-esteem. Therefore they prefer to use cosmetics. This could be better exploited by the cosmetic market which is yet to be tapped.

Cosmetics advertisements are helpful to make initial purchase decision where the repeated purchase is determined by the quality of the cosmetics. Hence the cosmetics manufacturers can produce quality cosmetics and the same is highlighted in their commercials for bringing more consumers in their marketing net.

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