



IMPACT OF ADVERTISEMENTS ON CONSUMER BEHAVIOUR OF COSMETIC PRODUCTS – A STUDY IN MANGALORE

Sumathi* & Dr. Mustiary Begum**

* Research Scholar, Department of Business Administration, Mangalore University, Mangalagangothri, Karnataka / Faculty, S.D.M Post Graduate Centre for Management Studies and Research, Mangalore, Karnataka

** Professor, Department of Business Administration, Mangalore University, Mangalagangothri, Karnataka

Abstract:

An Advertisement is one of the topical strategies of many brands for the promotion of their product. Advertisements play a major role in changing the behaviour and attitude of consumers towards the products shown in the advertisements. The advertisements not only change the way the product is consumed by user but alter the attitude with which they look at the product. The growth of cosmetics and beauty products markets has become significant as consumers are increasingly becoming aware of appearance and beauty. Understanding this sector should be of valuable use to marketers in identifying marketing opportunities to ensure greater efficiency in the use of resources and other efforts. The current study is undertaken to examine the effects of advertisements on consumer buying behaviour towards the cosmetic products. The city of Mangalore is taken as the area for the purpose of study. It is found that advertising does influence expenses incurred on cosmetics products but much influence on the purchase of cosmetic products results from one's income and other factors like price of the product, the brand and other people's recommendation concerning the product. It is also found that advertising satisfies the needs of both the firm and the consumers. Its role cannot be replaced by any other means. Hence, firms must strategize and know when and where they should advertise.

Index Terms: Advertisement, Cosmetic, Attitude, Recommendation & Price

1. Introduction:

Marketers regard advertising as one of the most powerful and effective promotional tools to reach customers. Advertising gives information, persuades, reminds, corrects false impressions and convinces as well as creates a brand image for buyers of a product or service. Not surprisingly, advertising expenditures has shown astronomical growth in recent years. Advertising has been gaining greater importance in the marketing of goods and services by both the industrial and non- industrialized nations. It is rather considered more as an investment than expenditure. The attitude towards advertising has been ever changing at a rapid pace with diversifications and dynamism. The advertiser, the agency, the media and the consumers view advertising according to their desires, expectation and opportunities. Hence advertising is no longer viewed as a secondary business activity, but has come to be accepted as a supportive service and a contributory input for diversified growth. The goals of advertising have been changed, modified, adjusted and re-defined over the years in India.

As the economic, social, cultural, political and business environment of the country has been changing tremendously, there has been a significant change in the attitude of the people towards advertising. There has been a considerable increase in sales promotion activities of incentive merchandising schemes which have increased considerably in the last decade. The parameters for judging advertising have witnessed a sharp change in India and the quality and performance of advertising agencies in our country have also improved. Gradually, advertising has been maturing itself as a

profession in the country. This has influenced significantly the psychology, sociology and economics of the advertiser, the agency and the media. Thus, advertising in India, which was considered as an unnecessary evil during the 1960's, had become a necessary evil by 1980's and is now being viewed as an absolute necessary.

2. Research Methodology:

The present study is undertaken to examine the influence of advertisements on the consumers to buy the cosmetic products. The city of Mangalore is taken as the area for the purpose of study. The methodology used for the collection of data is face-to-face interview, using a structured questionnaire.

Research Design: Research design is both descriptive and analytical.

Sampling: Purposive random sampling method is followed. A sample of 100 consumers residing in and around Mangalore city is taken for the purpose of study.

Source of Data: Primary data is collected through structured questionnaires, with the intention of representing the population properly; the sample is distributed among consumers. Secondary data is collected through internet, magazines, relevant books, journals, and newspapers.

3. Objectives of the Study:

- ✓ To identify the impact of advertisement on consumer awareness
- ✓ To determine the influence of advertising on attitude formation of consumers.
- ✓ To know the influence of various Medias in motivating the consumers on a particular brand of cosmetics.
- ✓ To find out the motives and reasons of consumers for demanding advertised cosmetic products.
- ✓ To know the extent to which purchases of consumers are based on advertisement.

4. Limitations of the Study:

- ✓ This study focuses on the consumers only in Mangalore city area. Hence, the findings of this study do not reflect the overall status of cosmetic consumers in Mangalore.

5. Literature Review:

Joel Dean (1951) observes that the advertising expenditures for each product should be pushed to the point where the additional outlay equals the profit from the sales caused by the outlay.

According to Roose Reeves (1967), to determine the advertise ability of a product, the factors like primary demand, buying motives, hidden qualities, differential advantage and money in every marketing situation must be analyzed carefully.

Krishnamurthi and Raj (1985) in his study opines that once the advertising is increased the demand for the brand becomes significantly more inelastic in the test panel of families.

Deighton et al. (1994) finds a large loyalty effect, in which a buyer is likely to purchase the same brand as was bought on the previous shopping trip and that advertising does little to change the repeat-purchase probabilities of consumers that have just purchased the brand.

Ackerberg (2001) constructs a binary logit model to show that Advertising's effect on inexperienced consumers is positive and significant, whereas advertising has only a small and insignificant effect on experienced consumers. He also finds that the effectiveness of advertising declines as the consumer becomes more experienced.

In the opinion of Erdem and Keane (1996), consumers are risk averse and their experience is much more informative than advertising.

Gupta (2013) in his study concludes that customers make rational decisions so they can get the best product available in the market. They also make irrational decisions and are very impulsive and can be attracted towards the promotional activities. In the same way emotional association also put an influence on the mind of customers

According to Sandra Jakstiene (2008), advertisements shape the behaviours of the people through cognition, which is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers.

Desai (2014) in his study opines that people are highly associated with the brand due to quality and results of the specific brand. They are attached emotionally with the brands and they can wait for the product during the non availability of the product. According to the study conducted by Oakley (2009), women wearing cosmetic feel confident because these brands advertise them as providing the confident in the society.

Debiprasad Mukherjee (2012) conducted a study on impact of celebrity endorsement on Brand Image which shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brands match.

Kisan Shivajirao Desai (2014) in his study states that different factors have significant influence on buying behavior.

Dr. Abey P. Philip (2007) in his study on “The Relationship between Advertising and Consumption in India: An Analysis of Causality” found out that, fluctuations in advertising expenditure positively impact consumption expenditure.

Sharma and Sharma (2009) found in their study that, besides advertising, factors like company's brand, quality of the product and company's reputation affect the sales of a company.

6. Data Analysis and Interpretation:

Table 1: Demographic Profile of Respondents

Age Group (Years)	Frequency	Percentage
18 - 25	18	18
26 - 30	43	43
31 - 35	31	31
36 - 40	08	08
Total	100	100

Table 2: Monthly Family Income

Monthly Family Income (Rs)	No. of Respondents	Percentage
Below 10,000	8	8
10,000 - 20,000	26	26
20,000 - 30,000	37	37
30,000 - 50,000	18	18
Above 50,000	11	11
Total	100	100

The demographic characteristics of the consumers reveal that majority (43%) belong to the age group of 26 to 30 years, 18 per cent are between the age of 18 to 25 years. 37 per cent of the respondents draw a monthly income between Rs. 20,000 and Rs. 30,000. The monthly income of nearly 26 percent respondents is between Rs. 10,000 and Rs. 20,000,

Table 3: Monthly spending on Cosmetics

Amount Spent Per Month (Rs)	No. of Respondents	Percentage
Below 1,000	67	67
1,000 - 2,000	18	18
2,000 - 3,000	6	6
3000 - 4000	4	4
4000 - 5000	3	3
Above 5000	2	2
Total	100	100

Most of the consumers (67%) spend less than Rs. 1,000 per month on purchasing the cosmetic products. Only 2 percent of the respondents spend more than Rs, 5.000 per month on purchasing cosmetic products.

Table 4: Place of purchase of Cosmetics

Place of Purchase	No. of Respondents	Percentage
Retail Store	24	24
Cosmetic Shop	49	49
Shopping Mall	14	14
Internet	3	3
Others	10	10
Total	100	100

Majority (49%) of the respondents buy cosmetic products from the cosmetic shops whereas 24 percent and 14 percent of respondents purchase cosmetics products from retail stores and shopping malls respectively.

Table 5: Influencing factors on cosmetic Purchase Decision

Influencing Factors	No. of Respondents	Percentage
Friends	62	62
Parents	15	15
Relatives	7	7
Experts	16	16
Total	100	100

Majority (62%) of respondents' purchase decision is influenced by friends. 16 percent of them are influenced by the experts and 15 percent by their parents.

Table 6: levels of attraction of various Medias of Advertisement

Media	No. of Respondents	Percentage
TV	63	63
Radio	3	4
Billboard	16	16
Newspaper	10	10
Online	7	7
None of the above	1	1
Total	100	100

63 percent admitted that TV attracts them the most. Strangely, this is followed by billboards with 16 percent and newspaper with 10 percent. The internet and radio recorded 7 percent and 3 percent respectively and just 1 percent of the respondents were not influenced by adverts on cosmetics carried on these media. This is partly as a result of the fact that cosmetic products need to be demonstrated and the best place to do this is to use television where the combination of sound and sight help generate the desired effect needed to be achieved with the advertisements.

Table 7: Factors that attracts in advertisement in Television

Influencing Factor	No. of Respondents	Percentage
Message	72	72
Personality	21	21
Background music	17	17
None of the above	00	00
Total	100	100

One of the major implications that most people are attracted and influenced by advertisement carried on television is that the use of important personality, message content and the background music should matter to people. Close to 72 percent of respondents were greatly influenced by the message carried in the advertisement. The use of important personalities influenced 21 percent of the respondents and only 17 percent of the people surveyed admitted that they are influenced by the background music.

Table 8: Influence of content of message in advertisement

Content of Message	No. of Respondents	Percentage
Rational	49	49
Emotional	13	13
Moral	38	38
Total	100	100

This study is also interested in uncovering which content of message -rational, emotional or moral exerts the greatest influence on people who encounter advertisement on cosmetic products. Rational appeal messages emphasize the functional benefits of the product. Emotional appeal attempts to stir up either positive or negative emotions that can trigger a purchase where as moral appeal messages are directed towards the consumer's sense of good or bad or right and wrong.

It is realized from the study that most people are attracted by the rational and moral appeals in messages carried in advertisements on cosmetics. Of the respondents who submitted that they were influenced by messages, 54 percent were influenced by the rational aspect of the message. This was followed by the moral appeals in the message. In this study, we sought to find out whether the messages they encountered on cosmetics were environmentally friendly. Only 13 percent were influenced by the emotional appeal of the message.

7. Conclusion:

Consumers demand different commodities based on their tastes and preferences for them. Awareness about a product influences consumers' purchase of the same to a great extent. Other factors that influence one's taste and preference for a product are psychological and environmental. Advertisements, hence, play a role in influencing the taste and preference of consumers' choice.

Consumers are known to be rational with regard to their purchases, wanting to maximize their satisfaction when it comes to consumer goods. A consumer will therefore not purchase a commodity whose price is above the additional satisfaction that he derives from the good. How much of a good demanded, depends on the satisfaction the consumer gains from spending extra money on the good.

8. References:

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