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## POST EFFECTS OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR OF COSMETICS IN LUDHIANA

**Sheenu Gupta** \*Assistant professor

**Sachin Jain** \*\* Assistant professor

### ABSTRACT

*A study was undertaken to study the impact of advertising on consumer buying behavior for cosmetic products in Ludhiana. The study was conducted on 100 cosmetic users. Both primary and secondary data was used for the purpose of the study. Primary data was collected with the help of structured questionnaire. However, secondary data was collected with the help of published data. As per the analysis conducted in the previous section, it has been that students, between the age group of 18 and 25 years are the maximum buyers of cosmetics. The basic reason behind buying cosmetics is found to attract opposite by female youth. However, during the analysis, it is also found that television advertisements and in mall advertisement is the form of advertisements, the cosmetic users are attracted the most. However, it was observed that cosmetic users do recommend others after watching advertisements.*

**KEYWORDS:** Cosmetics, Advertisements, buying behaviour

### Introduction

Significant role is played by advertisements in building a brand, creating its awareness and hence buying behavior. Every organization uses TV channels as a tool introduce their products and positioning the human minds. Advertisement cannot only change emotions but give subliminal message. Indian cosmetic industry is one of the fastest growing industries in India. Cosmetics are mixtures of surfactants, oils and other ingredients. Presently, everyone has become beauty

conscious. Everyone wants to look beautiful. In the present scenario, it becomes pertinent to understand the relevance of advertisements in the growth of cosmetic industry. Understanding this sector would be of valuable use to marketers in identifying marketing opportunities to ensure greater efficiency in the use of resources and other efforts.

### **Review of Literature**

Raza et al (2011) analyzed the after effects of advertising on consumer buying behaviour of cosmetic products by collecting the data from 100 respondents residing around Nagarabhavi, Bangalore. With the help of regression analysis, it was found that advertising do effect the purchase of cosmetic products. However, Five point Likert scale was used and the response rate was found to be 94.667%. In addition to advertisement, other factors as disposable income, price of the product, the brand and other people's recommendation concerning the product was also found to effect the buying behavior of consumers.

Ramamurthy, Marella & Kumar (2013) examined the affect of television advertisements on the purchase process of consumers in cosmetic industry. The study was undertaken on 300 respondents using percentage method, simple ranking method and chi-square analysis. The study concluded the positive affect of advertisements on viewers buying behavior and their life style.

Shallu and Gupta (2013) with the help of snap survey analysis, consisting of 200 consumers in the market studied the impact of Promotional activities on Consumer buying behavior in cosmetic Industry. However, the study concluded that promotional activities positively affects the consumers purchasing behavior and brand choice in cosmetic industry.

Asiya & Khan (2015) marketing communications in shaping the consumer buying behavior in skin care products by Women living in the city of Jabalpur through questionnaires methods. The study was conducted on 125 respondents, using ranking and Chi-square method. Only women skin care users both working & non working was the respondents for the purpose of the study. No significant relationship between the sale and purchase of skin care products was found in the study. In addition, no significant relationship between promotional gifts and purchase of skin care products is also observed in the study. However, significant relationship between the recommendation of sales professional and purchase of skin care products was found.

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Fatima & Lodhi (2015) by conducting research on 200 young male or female tried to find out the affect of advertisements for creating awareness and building the perceptions of cosmetics users with the help of correlation and regression analysis. The study revealed the significant effect of advertisement in creating the awareness. However, advertisement as a marketing strategic tool failed to build strong perceptions in the mind of consumers.

Krithika (2015) examined the affect of cosmetic advertisements on its purchase by girls. The study was conducted on 500 girl students taken from 5 colleges around Madurai within the age limit of 18 – 21 years. The study found that cosmetic advertisements affect girls self esteem and hence the buying decision. With the help of statistical, it was found that the television cosmetic advertisements creates psychological impact to its consumers and hence creates social comparison, which further results in rising beauty conscious among college girls.

Manickam & Ceasar (2016) tried to find effect of TV advertisement on the buying behavior of cosmetics by college girls in Chennai and Thiruchirappalli cities of Tamilnadu. It was found during research that college going girls use cosmetics due to their concern to look appealing, beautiful and as an attempt of skin care.

Sumathi and Begum (2016) evaluated post effects of advertisements on consumer buying behaviour towards the cosmetic products in the city of Mangalore. Positive effect of advertisement was examined on the purchase of cosmetic products. In addition, other factors as income, price, brand and peer influence were also noted to influence the buying decision of consumers.

Ashaduzzaman and Rahman (n.d) evaluated the effect of television advertisement on purchasing decision of women in context with various goods and services. The study was conducted on 460 randomly selected women from three places i.e. Dhanmondi R.A., Jhigatola, and Circular Road of Dhanmondi area in Dhaka City. Results showed significant positive impact of advertisements in introduction of a new product and buying behavior.

## Objectives of the study

The purpose of the study was to examine the effect of advertisement on purchases of consumers. In addition, reasons behind purchasing cosmetics were also explored.

## Research Methodology

The study has been conducted on the 100 cosmetic female users in Ludhiana. Convenience Sampling was adopted for the purpose of the study. Convenience of quick accessibility of cosmetic female users was employed. However, to achieve the objectives of the study, both Primary and Secondary data method was employed. Whereas, the primary data was collected by the way of specially designed structured questionnaire, the secondary data was obtained from various publications and data bases. Exploratory research design was adopted in the study, since literature survey and expert survey was used in the present study to solve research problem in hand. Female cosmetic users were interviewed.

## Limitations

Due to time constraint, study was conducted on the female cosmetic users at Ludhiana alone and only 100 users were interviewed.

## Analysis and Interpretation

### 1. Age and occupation of cosmetic users

**Table-1 Table showing age and occupation of cosmetic users**

Age and occupation of cosmetic users			
Age (in years)	Respondents in number and % age	Occupation	Respondents in number and % age
18-25	42 (42%)	Student	40 (40%)
25-30	22 (22%)	Service	12 (12%)
30-35	14 (14%)	Housewife	30 (30%)
Above 40	22 (22%)	Self Employed	18 (18%)

**Source: Data compiled from Annexure-I**

It is quite evident from Table-1 that students between the age group 18-25 use cosmetics the most followed by housewives and self employed. However, cosmetics are demanded by the users between the age group 18-25 (42 %) followed the age group 25-30 and above 40 years (22%).

## 2. Effect of advertisements on the buying behavior of customers

**Table-2 showing the effect of advertisements on the buying behavior of customers**

Does advertisements effect the buying behaviour	No. of Respondents
Yes	78
No	22

**Source: Data compiled from Annexure-I**

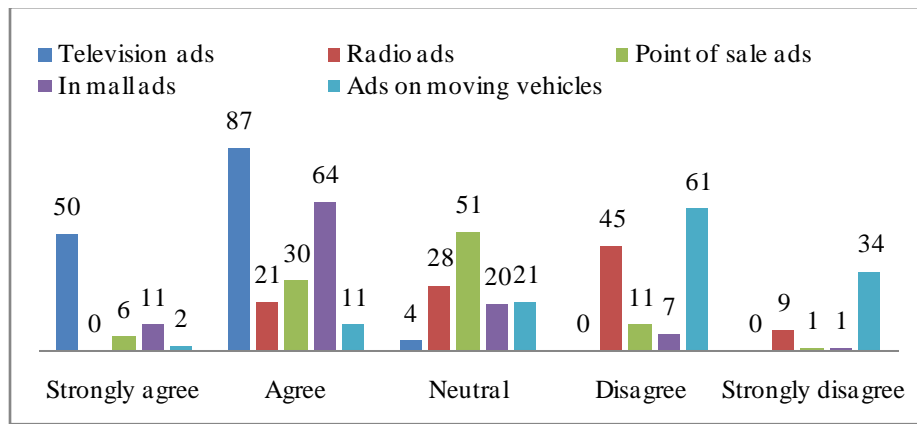
Buying behavior of majority of the cosmetic users is affected by advertisements (78 %) (Table-2). However, cosmetic companies can utilize advertisements, as a tool to increase their sales by increasing the awareness level among the users.

## 3. Form of advertisement, a cosmetic user is influenced with

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Television ads	50	87	4	0	0
Radio ads	0	21	28	45	9
Point of sale ads	6	30	51	11	1
In mall ads	11	64	20	7	1
Ads on moving vehicles	2	11	21	61	34

**Source: Data compiled from Annexure-I**

**Figure-1 Form of advertisement, a cosmetic user is influenced with**



Majority of the cosmetic users get influenced by television advertisements (Figure-1) followed by in mall advertisements and point of sale ads. However, customers strongly disagree towards radio ads and ads on moving vehicles. It is noteworthy that cosmetic companies can use television ads and in mall ads as a tool to build their brand image.

#### 4. Recommendation by cosmetic user after watching its advertisement

**Table-4 Recommendation by cosmetic user after watching its advertisement**

Recommend brand after watching its Ad	No. of Respondents	%age
Rarely	29	29%
Frequently	26	26%
Very frequently	30	30%
Never	15	15%

**Source: Data compiled from Annexure-I**

It is observed from Table-4, that majority of the cosmetic users recommend brands after watching its advertisements. Hence, companies can increase their sales by making effective television ads.

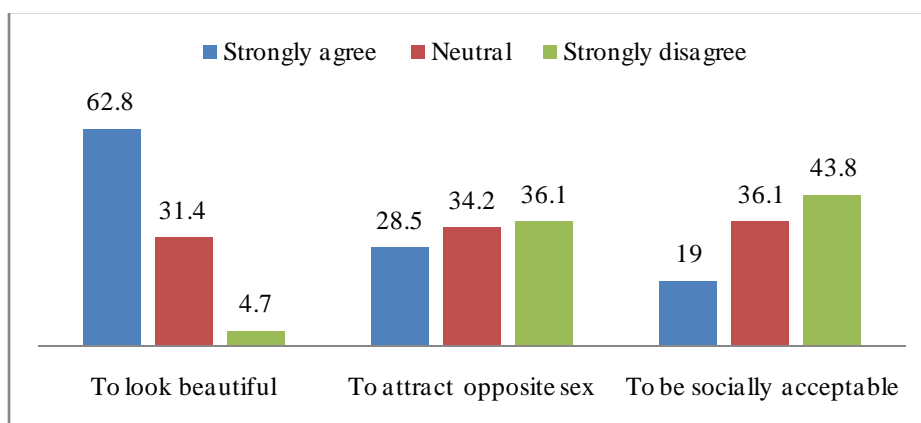
## 5. Reasons behind buying cosmetics

**Table-5 Table showing reasons behind the purchase of cosmetics by its users**

Particulars	Strongly agree	Neutral	Strongly disagree
To look beautiful	66	33	5
To attract opposite sex	30	36	38
To be socially acceptable	20	38	46

**Source: Data compiled from Annexure-I**

**Figure-2 Chart showing reasons behind the purchase of cosmetics by its users**



It is clear from Table-2 and Figure-1 that majority of the users, use cosmetics to look beautiful (62.8%) followed by “to attract opposite sex” (28.5 %). 43.8 % responses are against the reason, “ to be socially acceptable”. Since, as per analysis in the previous question, television advertisements effect the consumer buying behaviour, hence the companies can make attractive advertisements with the theme based on attracting opposite sex.

### Findings and recommendations

As per the analysis conducted in the previous section, it has been that students, between the age group of 18 and 25 years are the maximum buyers of cosmetics. The basic reason behind buying cosmetics is found to attract opposite by female youth. However, during the analysis, it is also found that television advertisements and in mall advertisement is the form of advertisements, the

cosmetic users are attracted the most. However, it was observed that cosmetic users do recommend others after watching advertisements.

In the light of the above findings, it can be concluded that cosmetic companies can use television advertisements as a tool of build their image, creating awareness and hence growth in their revenues. Television advertisements can be used as a marketing strategy against competitors. Attractive televisions ads and in mall ads can be made with the theme “to attract opposite sex”. It would definitely work as a competitive advantage and would help in sustainability of companies.

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4.	In mall ads					
5.	Ads on moving vehicles					

6. How often you recommend a cosmetic brand after watching its advertisement?

Rarely  Frequently

Very frequently  Never