

AN EMPIRICAL STUDY ON IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR WITH RESPECT TO COSMETIC INDUSTRY

Preety Monga,

Associate Professor of commerce, GNC Sirsa

ABSTRACT

The needs and wants of human beings continue till the time of birth. Beauty products are one of the items used by humans to enhance their look. Worldwide, a person invests the greater part of their energy doing cosmetics and they attempt various sorts of beauty products to look so glowing, attractive and youthful. The idea of looking beautiful and for this purpose, the use of beauty care products is as old as humanity and progress. In the Old-time, cosmetics were the least difficult things produced using natural stuff and these were made up of cent percent herbal stuff. The facts confirm that each desires to look beautiful. The advertisers in India are infiltrating quickly to tap the huge undiscovered business sectors. Today's business states are practically predominant in each area and brands and items swarm each other. The impulses of the changing showcasing climate are constraining the makers to keep clients' advantage and decisions highest on their need list.

KEYWORDS:

Cosmetic, Consumer, Advertisement

INTRODUCTION

The historical backdrop of cosmetic products is as old as human development. Nature gives us so many products widely used in planning various kinds of beauty products. The beauty products that should be used directly or subordinately from the common plants are called normal makeup and India is well known for its natural beauty ingredients. The skin and hair of people get harmed because of the introduction of sunbeams, particularly in summer. So it is essential to take additional consideration concerning the skin and hair. Herbals can't give makeup impact and help fix skin afflictions and hair issues.

Current beauty care products are typically set up from common plants or of their synthetic origin. Large portions of the photochemical with insecticidal exercises are biodegradable and less destructive to people than engineered bug sprays. There is a wide scope of plant parts:

stem, seeds, roots, organic products, organic product skin, gum, bulbs, rhizomes of aloe vera and ashwagandha. Brahmin, turmeric, cucumber, peaches, apricots, etc. These are utilized for getting ready homegrown beautifiers. Oils acquired from almonds and coconuts are awesome back rub oils for skin and hair.

The main skin issues are wrinkles, skin sagging, black and brown spots, dark circles under the eyes, etc. Thus it is preferred by people that both the synthetic and natural beauty care products to get out from the skin issues. Natural beauty products or remedies are settled on customary purifying and saturating the skin. Natural stuff of makeup is a priceless endowment of nature and has developed an interest in the planet market. Indian herbals and their criticalness are well-known because adding spices in skincare offers skin protection. There is a good scope for beauty products to fulfill the glorifying needs.

The Indian makeup industry is a lovely mix of modern and traditional beauty. Ancient Indians used herbal and traditional toiletries, aromas, hair oil, baby powder, sindoor, etc. The natural beauty care product industry is an immense developing industry. Natural herbs items that guarantee recharge cells, limit pores and reestablish hydration have made \$80 billion in overall markets. In India, 1800 medicinal plants are accessible. Many are accessible in Andhra Pradesh (Srisailam, Bhadrachalam, Nagaram, Tirumala), Kerala and Paderu. Developing and promoting natural and beauty care products plants can be industrially feasible for the workers who work on farms.

The world natural market yields 51210 crores income. At this current, China's offer is 18,000 crore, whereas India's offer is just 280 crore. Medical service items' worldwide market and nature should be tapped and expanded to improve India's offer. American and European markets are giving wide extensions for Indian ayurvedic and homegrown items since they are so energetic about an item. The rich, instructed and refined individuals will utilize the exorbitant and exceptionally advanced, liberated from natural items.

Fifteen percent of the promoting use is saved for media. Promoting in India has developed to its development and has gotten exceptionally proficient. It is yet to shed its selective metropolitan picture and open up the huge country market, which in per capita terms might be poor yet which in the total, is a significant market fragment to which publicizing has not yet spread to the ideal degree. The eventual fate of Indian publicizing is splendid. However,

the issue with it is that it isn't established in our competitors. One of the significant difficulties for the advertisers, regardless of their size and zone of activity, is to make encounters with the clients contrastingly to that of competitors. It isn't sufficient to meet the clients' desires and one needs to discover approaches to enchant clients with an appropriate blend of administration exhibitions.

The commercials have entered the buyers' everyday life so well. It has become an integral part of buyers' life. The assortment of items like toothpaste, latrine cleansers, cleansers and beauty care items grab the buyers' attention through appealing commercials made by the advertisers. Indeed, these ads have caught everyone's hearts and have begun making advances to tune people's brains even without knowing about this. The advertising message can be routed to various people all at once. It can uncover huge gatherings of possibilities easily per prospect. Commercials assume an essential part in presenting another item and settling on a better decision during shopping. The promotions which are cleverer special will draw in more watchers. Forming good promoting efforts and executing them effectively requires great arranging and co-appointment. Executing a publicizing effort effectively requires itemized timetables to guarantee the different stages are done on schedule.

In India, many people are energetic about movies and sports. Between sports, cricket appears to be the movement of the lone game disparaged by the individuals in the nation. There are colossal quantities of fans for the two cricketers and film stars. Television promotions help to settle on the better decision during shopping.

With the movement of globalization and progression, a specific starting that occurs in the Indian rural situation. Method of a customer in the country market was reestablished by the contemporary showcasing procedures detailed by the worldwide enterprises. The green revolution cleared a route in advancing the socio-monetary status of the individuals in the provincial regions and expanded the extra cash, which incited the advertisers to pass the boundary in the country Indian market. The rural action in the marketing field is changing quickly because of the alteration in the strategies planned by the public authority, nongovernment associations and private bodies.

LITERATURE REVIEW

A more itemized sharp perception is required to achieve this in the beauty care products market. Such perception and examination encourage the association to classes and recognize their central clients. Concerning beauty care items, the clients are assembled as ladies, young and middle-aged. So many methods are needed to pull in and turn various kinds of individuals to purchase the makeup offered by the association. Ladies have some popular brands and qualities. Generally, they are inspired by the most popular trend, plan, style and shading. They set aside more effort to choose an article and don't think about anything without any problem. They will generally visit various shops, putting unclear and strengthening inquiries to deal and make their judgment about the item's price and cognizance of the products. Essentially they need to look predominant, appreciate assortment and great quality articles at a very affordable price. (Desai, 2014)

Some precautions should be acknowledged by the makeup promoter carefully when it comes to women's beauty products. The ad should treat the ladies extraordinarily, consciously, commended and complimented. The technical department can accommodate less consideration. Some mantras are utilized in the beauty care commercial to grab the attention of women customers. Using specific phrases like, 'This article saves your money,' 'This is more economical,' 'You get more for your money.' So forth, the customers' consideration is attracted to the consumers, unconditional presents prizes advertised. (Neena, 2011)

Youth used to appreciate life by buying the most refreshed and stylish items. They take fast choices in buying. In addition, they need insight into the equivalent and they have no idea about bargaining or arguments. To draw in them, they should be educated with the most recent plans and shadings to settle on a decision. They should be drawn nearer invitingly and hilariously. (Reddy, 2010)

Middle-age clients are dependable relatives procuring extensive pay and having a status in the general public. They are glad for their accomplishments, ownership and position. Attributable to their age and experience, they are very conscious about the quality and not style. To make promotions to this purchaser, accentuation is given to thought processes like pride, ownership and benefit. Ad films or videos have long back developed from an apparatus of offering items to a ground-breaking marking and corporate enabling instrument. The

tremendous impact of advertisements has put it on the most noteworthy platform of any corporate palette of brand and its situating. (Gupta, 2013)

In today's modern time, it is a time of rivalry. Rivalry in the market makes the makers consider new items and new uses for their items or discover new buyers for their items. The beauty care products industry has seen an otherworldly change for many years. The beauty product industry in India has been developing at a moderate pace of 15-20 percent throughout the previous few years. In the advanced society, anything needs promoting. As of late, magnificence care is of prime thought for a huge portion of the general public. Excellence care commercial covers many items and administrations like skin upkeep, hair support, reference labs, lifting weights devices, nutrient syrups, tooth care, etc. (Frank, 2010)

There are so many brands accessible in the makeup portion and consequently, there is inescapable serious rivalry between different beauty care items. In retail sources, the quantity of makeup brands goes from 25 to 35. Aside from Indian brands, numerous unfamiliar makeup products are accessible in the business sectors. Even in a specific brand, there are slight variation assortments offered to fulfill all fragments of the individuals. Indeed, even in the racks of negligible shops of far-off towns, cleansers, baby powder, tooth glue, etc., are sold similarly to other customer things. It is the common inclination of each person to utilize a one-of-a-kind thing in utilization. (Oakley, 2009)

Research Methodology:

Data collection

A self-constructed survey was conducted with the help of the institutional tutor. This survey helped in collecting the necessary data for the research work.

Sample type

For the present research work, a total of 200 respondents were selected using direct random sampling.

Statistical tools

Regression analysis tool was used for the present research work. The purpose of the regression tool was to examine the relationship between the three variables used (frequency of using cosmetic products, cosmetic products advertisements and buying branded cosmetic products).

Google Forms were sent to the respondents. The survey conducted had four sections including demographic profile and process to get feedback from respondents of Haryana. The request was expressed as a declaration rated on a 5-point Likert scale ranging from 1 to 5.

Data analysis

Table 1: Gender of respondents

Gender	frequency	,
Male	100	50%
Female	100	50%

It can be seen from Table 1 that out of 100 respondents, 50% were male and 50% were female respondents.

Table 2 : Age of respondents

age	frequency	,
20-23	49	24.5
24-30	56	28
31-40	49	24.5
41-50	37	18.5
above 50	9	4.5

It can be seen from Table 2 that there were 49 respondents in the age group of 15-23 and 56 respondents were in the age group of 24-30 while 49 were in the age group of 31-40. 37 respondents were in the age group of 41-50 while 9 respondents were above 50 years of age

Frequency of using Cosmetic Products:**Table No. 3: Classification of respondents on the basis of Frequency of using Cosmetic Products**

S. No.	Do you use cosmetic products regularly?	Male Respondents		Female Respondents	
		No.	Percentage	No.	Percentage
1.	Agree	53	53	58	58
2.	Strongly Agree	22	22	12	12
3.	Disagree	14	14	19	19
4.	Strongly Disagree	6	6	9	9
5.	Neutral	5	5	2	2
	Total	100	100	100	100

Analysis

It is clear from the above table that out of total 100 male respondents, 53 said that they use cosmetic products on regular basis while 58% female respondents were using cosmetic products regularly.

Cosmetic products advertisements:**Table No. 4: Classification of respondents on the basis of Cosmetic products advertisements**

S. No.	Do you think that advertisements play a major role in buying cosmetic products?	Male Respondents		Female Respondents	
		No.	Percentage	No.	Percentage
1.	Agree	43	43	47	47
2.	Strongly Agree	17	17	17	17
3.	Disagree	19	19	18	18
4.	Strongly Disagree	17	17	12	12
5.	Neutral	4	4	6	6
	Total	100	100	100	100

Analysis

It is clear from the above table that 43 male and 47 female respondents agreed that advertisements influences their purchaaing behavior while buying cosmetic products.

Buying branded cosmetic products:**Table No. 5: Classification of respondents on the basis of branded cosmetic products**

S. No.	Do you purchase branded cosmetic products only?	Male Respondents		Female Respondents	
		No.	Percentage	No.	Percentage
1.	Agree	39	39	48	48
2.	Strongly Agree	21	21	28	28
3.	Disagree	20	20	12	12
4.	Strongly Disagree	18	18	9	9
5.	Neutral	2	2	3	3
	Total	100	100	100	100

Analysis

It is clear from the above table that 39 male and 48 female respondents agreed that they only purchase branded cosmetic products.

Table 6: Regression analysis

	male respondent	female respondent
r^2	0.412	0.433
F	36.608*	38.912*
Constant	0.304	0.367
Frequency of using Cosmetic products	0.196*	0.006
cosmetic products advertisements	0.006	0.290*
buying branded cosmetic products	0.296*	0.198***

Table 6 shows that the frequency of using cosmetic products, cosmetic products advertisements and buying branded cosmetic products variables explain 41.2% (male respondents) and 43.3% (female respondents) of the variation in respondents' purchasing behavior towards cosmetic products.

CONCLUSION

The Beauty care products industry is one of the quickly developing, quick-moving shopper merchandise portions. The makeup market has continually evolved colors, fixings, sizes, parcels and amounts to suit Indian tastes. Beauty care product advertisers need to routinely work out new and imaginative systems to set up a special market for their items and to hold their hang available. International and domestic players grasped the ground truth of the ordinary Indian customer's mindset. The market was altogether investigated to check its capacity.

REFERENCES

- Chawla Deepak and Sandhi Neena 2011, "Research Methodology Concepts and cases", Vikas Publishing House Private Ltd., Noida.
- Chunalwalal, Reddy and Appannaiah 2010, "Advertising and Marketing Research", Himalaya Publishing House, Mumbai.

- Desai, K. (2014), 'A Study On Consumer Buying Behaviour Of Cosmetic Products In Kolhapur', *Reviews Of Literature* Volume 1, Issue 10 / May 2014, ISSN: 2347- 2723
- Gupta, S. a. (2013), 'Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry', *International Journal of Commerce, Business and Management (IJCBM)*, ISSN: 2319–2828 Vol. 2, No.6.
- Jefkins Frank (2010), "Advertising", Pearson Education Limited, England.
- Oakley, H. (2009), 'An Evaluation of Current Techniques in Cosmetic Advertising and an assessment of their effectiveness on the contemporary consumer'.