

# Cause of Advertisement on Consumer Buying Behaviour Towards Cosmetic Products In Dindigul District

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**Abstract - Advertisement is generally use for creating awareness and promoting products. This exacting manuscript focuses on the advertisement and various spending of advertisements on different factors of consumer buying behaviour. Consumer buying behaviour is mostly exaggerated by some factors which include culture, family and brand image. On the other hand brand awareness also helps the customer to buy a certain product. Due to this fact, cosmetic companies center on advertising the products. This manuscript also put light on other factors which also persuade the buying behaviour of the consumers such as life styles, purchasing power, technology, traditional culture and income. Advertisers spend much amount of investment while advertising their product so they keep their focus on these factors so that they can influence consumer mind with advertisements. Data was analyzed by using different statistical techniques such as descriptive statistic, Correlation analysis, and regression analysis. Results of our study are robust because the evidence shows that advertisements have significant cause on consumers' buying behavior and their choices.**

**Key Words: Advertisement, Buying, Behaviour, Consumer, Cosmetic, Products**

## I. INTRODUCTION

The cosmetic industry in India is growing rigorously in last few years. Although India's local products have less demand as compared to the international brands. The increasing of cosmetic products is due to the reason that people are bombarded with the advertisements through which they congregate information and these factors stimulate them to purchase it. Cosmetic industry is directly allied with the fashion industry as consumers have the deep imminent about their looks and the fashion trending at specific time. Person's desire to look good and be adequate in the society highly influences the people to buy the cosmetic products.

### Objective of the study

- To distinguish the cause of advertisement on consumer awareness
- To recognize the role of advertisement on building consumer insight
- To cram the cause of consumer awareness and acuity on buying behaviour

## II. LITERATURE REVIEW

Awan and Arif (2015) stress that the use of celebrity endorsement in media advertisement attract the customers. Awan and Hassan (2015) say that SMS marketing is a new tool of introducing products and services and attracting new customers. Awan & Shahid conducted study on green

marketing strategies to attract educated customers and conclude that these strategies have proved successful. Awan and Nawaz (2015) carried out study on growing fast food industry in Pakistan and draw conclusion that media ads play a vital role in attracting new and quality food items. They said that it the media which are influencing the consumers to save time and buy fast food rather than wasting time in cooking. Wan and Nayyar Abbas (2015) emphasize that demographic impulse buying behavior can be generated by using different tools of media.

Advertisement and consumer's buying behavior have a strong relationship regarding the FMCG's (Fast Moving Consumer Goods) Olson and Mitchell (2000) contend that mobile phones and tabs are the latest source of an advertisement that is also very effective in changing the behavior of the consumer. Oh & Xu (2003) say that mass media have the vital influence on our lives and thinking style. We deliberately put the efforts in our thinking, living styles, and our behaviors due to influence of advertisement. Haug (2003) studied the relationship between the advertising and mobile services; customer is just not only the user, also stakeholder (partner). Focus on the two factors of customer's behaviour as well as (1) flow of experience and (2) overall satisfaction, Chen et al. (2008) maintains that informational advertisement provide awareness to the consumers, so that they'll prefer to buy desired goods. Crawford and Molnar (2008) state that after influenced by the advertisement the Sargodha University

students (consumers) at least try to buy the product one time in their life, that's mostly influenced by celebrities. Bashir and Malik (2009) have opinion that consumers are price conscious that's common now days in our society. People are almost behaving rationally due to the benefits of cost, Ahmetoglu et al. (2010) concludes that advertisement have a convincing power and having a motivating tool to persuade the audience including listeners, readers and viewers so that they buy products or services Abideen and Saleem (2011) say that advertisement has positive effects on the consumer's behavior, who were in different ages in the Pakistan's second largest city Lahore. Flow of advertisement change the consumer's buying decision. Rasool, et al (2012) emphasized that brands advertisement play a vital role to stimulate the consumers to buy the same brands, it enhances the performance of any business and its image among the rival market Malik et al. (2013) stated that the rain of online promotional advertising is growing significantly on the internet. Now days, that attracts the well-educated community Bakshi and Gupta (2013). Promotion of the product is very effective on those consumers who are traveling via tangential route and this can stimulate and guide the consumer's for switching one brand to another brand Chakrabortty, et al. (2013).

### III. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is the scientific steps that are generally adopted by the research in studying problems along with the logic behind them.

#### Sampling Method

#### Sample Design

A sample design is a distinct plan in obtaining a sample from a given population. It refers to the techniques or procedure the researcher would adopt in selecting items for the sample.

#### Sample Size

In this study, simple random sampling is applied. The sample size of the study is 300 respondents.

#### Data Collection

The data collected by the researcher were exclusively bases on the primary data and was less dependent on secondary data.

#### Primary Data

The primary data was collected through a prearranged questionnaire.

#### Secondary Data

The secondary data was collected from personal department files and records. The other information that is relevant for the study collected from books and journals.

### Tools for Analysis

Data was analyzed through Statistical Package for Social Sciences (SPSS 20.0). After putting the data in Excel sheet and then in SPSS, we have analyzed the simple descriptive statistics, average mean, Standard Deviation, Variance, correlation, ANOVA and Regression coefficient.

## IV. DATA ANALYSIS

### Correlation Analysis

**Null hypothesis H0-** There is no significant difference between the gender and level of satisfaction after purchasing an advertised product.

**Alternate hypothesis H1-** There is significant difference between the gender and level of satisfaction after purchasing an advertised product.

Table No.1

Correlations			
		Level of satisfaction after purchasing an advertised product	Gender
Level of satisfaction after purchasing an advertised product	Pearson Correlation	1	.722**
	Sig. (2-tailed)		.000
	N	300	300
Gender	Pearson Correlation	.722**	1
	Sig. (2-tailed)	.000	
	N	300	300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation between Gender and Level of satisfaction after purchasing an advertised product is  $r = 0.722$  and significant values is 0.000. This indicates that Gender and Level of satisfaction after purchasing an advertised product are not independent to each other. Here the value of  $r$  is 0.722. So it is considered to be a strong correlation.

**Null hypothesis H0-** There is no significant difference between the advertisement and consumer awareness.

**Alternate hypothesis H1-** There is significant difference between the advertisement and consumer awareness.

Table No. 2

Correlations			
		Advertisement	Consumer Awareness
Advertisement	Pearson Correlation	1	.771**
	Sig. (2-tailed)		.000
	N	300	300
Consumer Awareness	Pearson Correlation	.771**	1
	Sig. (2-tailed)	.000	
	N	300	300

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\*\* . Correlation is significant at the 0.01 level (2-tailed)

The results show that significance level of the test is 0.000 which is less than 0.01, which means that our null hypothesis will be rejected. We can conclude that there is a relationship present between the advertisements and consumer awareness. Pearson correlation value shows us that both variables have positive relationship with each other.

**One way Anova**

**Null hypothesis H0-** There is no significant difference between the variables.

**Alternate hypothesis H1-** There is significant difference between the variables.

**Table No.3**

ANOVA					
Monthly spend on cosmetic products					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	399.399	4	99.850	660.627	.000
Within Groups	44.587	295	.151		
Total	443.987	299			

Based on the result generated by SPSS, the significant value is 0.000 and it is lower than 0.05 so reject null hypothesis .Hence there is a significance difference in the monthly spend on cosmetic products with respect to their income level.

**V. CONCLUSION**

This particular research was conducted to find out the cause of advertisements on the buying behavior of the people in cosmetic industry. Research was conducted under the premises of the Dindigul boundaries and 300 respondents were embattled who use various kinds of cosmetics products from different brands. Results tell that advertisements are useful in veneer the awareness among the consumers. TV’s and billboards are widely used by the different marketing departments of the cosmetic companies which are targeting above the line through these medium. Perception drive from the use of the product mainly and

other options include recommendation of the peers, friends, colleagues etc. One thing is also important to mention that users of the cosmetics are very loyal to their brands and they cannot be easily shifted towards other brands. Cosmetics are sensitive products which are used for the skin care and with the aim to look beautiful thus most of the people think that particular brand which they have experienced is suitable to their skin and they don’t want to do experiments with their skin, so it is difficult to change the perception of the people with advertisements.

In the end we conclude that cosmetic companies should use eye-catching and enlightening content to create the awareness in the consumers and they should not rely on the advertisement for changing the perceptions of the consumers instead they should use new ways of sales promotion or other medium to change the perceptions of the people. It will be easy for any company in cosmetic industry to change the buying behavior of consumer by creating awareness and building strong perception in the mind of their customers.

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