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### INFLUENCE OF ADVERTISEMENT AMONG YOUNGSTERS IN USING COSMETIC CARE PRODUCTS- A STUDY WITH SPECIAL REFERENCE TO CHENNAI CITY

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#### ABSTRACT

The goal of the paper is to analyse the influence of advertisement on top of retail performance of college students

#### Methodology:

Study will be taken in Chennai city. Sample size 200.

#### Research technique:

The study was based on Quantitative technique

#### Tools Used:

Percentage analysis, Descriptive Statistics, ANOVA, Regression were used

#### Conclusion:

The existing users of the products and services be contented with their manufactured goods and provision, and followed by convenient are the probability of reference to the recent ones.

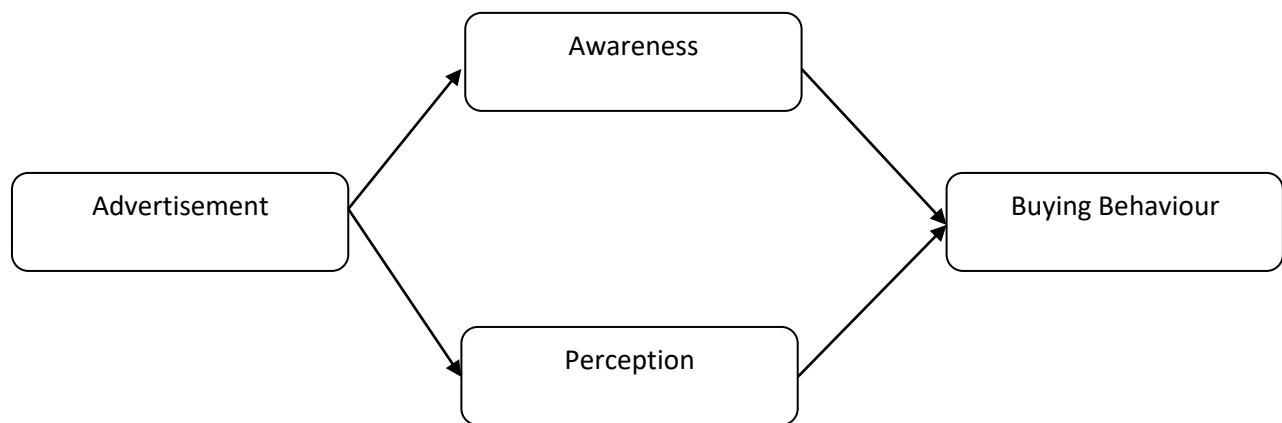
Business organization is to understand the desires and anxiety of the consumers in addition to how to put on fidelity for the successful business. Every satisfied consumer is the resources and making the possibility of the new consumer

#### Introduction

An Advertisement is individual of the newsworthy approach of various products for the endorsement of their merchandise. The reason of collection of advertisements is to increase awareness for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind. For this reason, it advanced to analyze the contact of advertisements in manipulating the consumer's approach to acquire the cosmetic merchandise. Marketers consider advertising as solitary of the for the most part authoritative as well as efficient promotional apparatus to get in touch with clients. Advertising provide information,

sellsomethingtosomeone,bereminiscent,rightbogusparodyfurthermoreprovetoas wellas generate a trademark icon for customer of a result or provision. Not startlingly, advertising expenditures has revealed exorbitant enlargement in topical duration. Advertising has been acquisitioning better significance in the promotion of merchandise and services by equallythe industrial and non-industrialized people. It is quite measured additional as an asset than expenses. The approach in the direction of advertising has been still altering at a fast speed by meansofdiversificationsandvitality.Theadvertiser,theagency,themediandtheconsumers sight advertising according to their needs, hope and chance. therefore advertising is no longer vision as a minor business activity, other than has approach to be conventional as a helpful overhaul and a causal contribution for branch out enlargement. The objective of advertising have been distorted, customized, attuned and re-defined over the years inIndia.

#### Conceptual framework:



#### Review of Literature:

Syed Kazim (2015) in his study found readily available is a physically powerful association flanked by advertisement and buying behaviour. Sumathi(2016) found the expenses of the cosmetic product, income, price of the product, brand image, recommendation from othersare the predominant factors influencing the advertisement an also advertisement satisfies needs of the consumer and organisations. Abraham GyamfiAbabio(2016) indicated advertisement has negative important impact on top of college scholar faithfulness cosmetic products. NileshAnute(2015) The buying authority and disposable incomes of the Indian consumer have considerably increased and it has created a niche for leading organizations in this segment in the last decade, resulting in phenomenal growth in this sector. Vam Lock Kwan (2019) found with the intention of there is a strong association flanked by cosmetic advertisements, self esteem, and trade behaviour. Suresh (2016) The study evidently shows that social media marketing lead the cosmetics products to reach the consumers of different age group. Jae Han Jay Min(2019) establish that the similarity between the star brand and advertising play a importantroleinpurchaserdeedsassociatedtoattitudetowardthecelebrityandbrand/

product, as well as buying intention. Thus, retail marketers need to allocate more investigation into celebrity endorsements that match with brand image that can lead to long term, positive partnerships. Khalid(2018) results indicates that the factors such as, Credibility (physical attractiveness, trustworthiness, expertise), Emotional Involvement (passion, dedication), Meaning Transfer (effective communication, field of celebrity endorsed that best match with the product attributes) a positive impact on consumers' buying behaviour. Sheenu Gupta(2017) it is also found that TV advertisements and in shopping mall advertisement is the form of advertisement, the aesthetic users are paying attention the most. On the other hand, it was pragmatic that cosmetic users do counsel others after inspection advertisement. Bhavik U. Swadia(2018) results indicated that advertisement are awfully helpful in creating the wakefulness amongst the individuals but they are unsuccessful to build strong perception in the intellect of consumers. Both of these variables such as consumer consciousness and consumer perception will encourage the consumer to buy a certain product, as there is a positive relationship present in between them. Isa Kokoi(2011) results showed that 20-35 and 40-60 year-old respondents were comparable in terms of the factors affecting their buying behaviour related to facial skin care products. On the other hand some differences were also found in the decision-making process. On the subject of the attitudes toward the use of natural ingredients in facial skin care products, differences were found between different demographic groups. Ligo Koshy(2017) study indicate that female consumers present the key importance to the brand name of the product followed by ingredients and advertisements respectively. Male consumers give the most importance to brand name followed by advertisement and price respectively. Kabu Khadka & Soniya Maharjan(2017) research reveals current service level of Trivsel can be marked as positive and customers are very satisfied with the service. However, improvement on certain things should be done in order to increase the level of customer satisfaction. Martin Johansson Ömer Bozan(2107) trustworthiness and success has as an important factors in a celebrity endorser and the attributes such as awareness, likability and similarity in a celebrity endorser affects consumers' purchase intention.

### **Problem Statement:**

Most of the companies investing more in advertisement through television and social media, because every organisation wants to maintain their manufactured goods or brand at the top of the consumers mind. Advertisement is the important factor the communication but organisations are still in the confusion, that what kind of ingredients should be there and how do these advertisements will help change the consumer buying behaviour.

### **Research Question:**

- ❖ How the Advertisement can generate wakefulness amongst the students?
- ❖ Does product perception have a important crash on consumer

buyingbehaviour?

- ❖ Does awareness and perceptions affect their buyingbehaviour?

### **Research Objectives:**

- ❖ To study the general profile of therespondents.
- ❖ To identify the factors influencing advertisement on consumerawareness
- ❖ Identify the factors affecting wakefulness and perception on buyingbehaviour.

### **Research Significance:**

This article aims to identify the impact on advertisement among college students. It identifies the factors influenced by the advertisement, which eventually influences behaviour of buying among the college students. This research article intended to understand the behaviour of the collegestudentswhilstbuyingofpersonalcareproductssoastotheorganisationinvent proper strategy to advertise their products in a finestway.

### **Research Scope:**

This article is useful to recognize the purchase patterns, buying behaviour and spending style of the consumer in Chennai city. In this context the researcher identified the variables for the study

- DemographicProfile
- Advertisement
- ConsumerAwareness
- ConsumerPerception
- BuyingPerception

### **Limitations of the research:**

- ❖ The researcher identified the period of short time was majorlimitation.
- ❖ The study comprises the limited area only in ChennaiCity.
- ❖ Responses are taken only from the youngstudents.

### **Methodology:**

#### **Study area:**

Survey will be taken in Chennai City

#### **Sample Size:**

Sample of 100 young college students was taken on in Chennai City

### Research Approach:

In this research quantitative approach in nature

### Statistical tools used:

Gathered data be analysed in SPSS. Simple Percentage analysis, descriptive statistics, regression, ANOVA were used.

### Data Sources:

The prime users of personal care products in Chennai city

Data Analysis and Discussion: Table 1

S.No	Variables	Frequency	Percentage
1	Age		
	Less than 18	12	12
	18-23	56	56
	24-29	20	20
	Above 30	12	12
	<b>Total</b>	100	100
2	<b>Gender</b>		
	Male	14	14
	Female	86	86
	<b>Total</b>	100	100
3	Income		
	0-15000	7	7
	15001-25000	28	28
	25001-35000	7	7
	Above35000	58	58
	<b>Total</b>	100	100
4	<b>Monthly expenditure of cosmetics</b>		
	Less than 500	57	57
	500-1000	39	39
	Above 1000	4	4

	<b>Total</b>	100	100
5	<b>Buy a cosmetic product after seeing an advertisement</b>		
	Yes	56	56
	No	44	44
	<b>Total</b>	100	100
6	<b>Buying cosmetic product</b>		
	Yes	100	100

	No	0	0
	<b>Total</b>	100	100
7	<b>Influencing Factors</b>		
	Brand Name Advertisement Affordable	52	52
	Price Recommendation from others	18	18
	Availability	7	7
	Quality	12	12
		4	4
		7	7
	<b>Total</b>	100	100

From the above table most of the respondents are attracted by advertisement in the age group of 18-23 years, adequate income of the respondents have attracted and more responsive towards the advertisement. Most of the respondents are female, 86% and male 14%, 57% of the respondents spent less than 500 rupees as monthly expenditure on cosmetic products, and moreover all the respondents are regular users of cosmetic products

Table-2 Reliability Statistics

S.No	Variables	No.of.Items	Reliability
1	Advertisement	4	.896
2	Awareness	3	.886
3	Perception	3	.802

4	Buying Behaviour	9	.593
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Table identified that the information gathered from the college students. Questions are associated to dependent relative variable, i.e., buying pattern of the consumer as well as independent variable, (advertisement, awareness and perception.) Most of the students are on the same perceptual minded, same opinion concerning the outcome of advertisement on their buying behaviour of cosmetic and personal care products.

### Testing of Hypothesis:

H1: There is an association between advertisement and awareness H2: There is an association between advertisement and perception

H3: Awareness and perception have a significant impact on buying behaviour  
Descriptive Statistics

**Table-2**

	Mean	Std. Deviation	N
Advertisement	1.1370	.32131	100
Awareness	1.0372	.31441	100
Perception	1.1450	.33212	100
Buying Behaviour	1.3104	.31310	100

Correlation

**Table -3**

Factors	Advertisement	Awareness	Perception	Buying Behaviour
Advertisement	1	.743	.792	.323
Awareness	-	1	.752	.282
Perception	-	-	1	.473
Buying Behaviour	-	-	-	1

The above table shows a significant relationship between the consumer behaviour and advertisement, awareness, perception of this study. Moreover the values of dependent variable include reliability with them so the advertisement, awareness and perception bring a significant outcome for purchasing behaviour. Advertisement has the significant association with perception that is .792 compared to awareness and buying behaviour. In addition to awareness has the greatest level of association accompanied by the consumer perception (.792) than with advertisement and buying behaviour of the consumer. Consumer perception has the maximum level of significance in association with

advertisement (.792) as compare to that it has awareness and buying pattern of the consumer (dependent variable). It shows strong association between consumer perception (.473) advertisement and consumer awareness. This explanation clearly indicates every factors of consumer buying behaviour are most important for impact of advertisement on buying pattern of collegestudents.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Df1
1	.354*	.243	.241	.24212	.245	22.662	2

### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	24.211	2	14.166	22.662	.000 <sup>b</sup>
Residual	34.241	97	.241		
Total	58.452	99			

Table shows that the significance level is 0.000 less than the 0.05 which means that our null hypothesis will be rejected. It clearly showed perception and awareness is an important factor that decides the buying behaviour cosmetic products among college students and it has a greatest impact on advertisement.

The value of R square (0.245), from the model summary suggested there is association between

the two variables (Independent and Dependent), other than that impact is not that much reliable value is less important than (+1). Table of ANOVA analysis proves that there is strong association between the perception and awareness with the buying decision behaviour of the college students.

Based on the review of literature, the researcher found that awareness and perception are the two important factors to induce the consumers to acquire the product. In cosmetic manufacturing people those regularly purchase the products in two major ways. By the way of knowing enough information in relation to the product on the other hand, recommendations from closed one or word of mouth. Along with brand name awareness, spending habits of the consumer, positive and emotional tie up with the product, evolving brand safety or loyalty with the brand are some other options in buying behaviours of the people. All of these things shall be related while the students have



consciousness about the brand name and positive impact in their mind. Word of mouth from the others, advertisements in social media greatly affects the perception.

### **Conclusion**

Every business organisations goal is to develop a long-term relationship with the consumers. In order to identify the probable consumers, desires and anxiety should be recognized also consumer satisfaction has a great significance on the entire business operations. So, it is very important every business organization to understand the desires and anxiety of the consumers and how to put on fidelity for the successful business. The customer plays a crucial role in the entire business organisational process. In short and clear, every satisfied consumer is the resources and making the possibility of the new consumer. The existing users of the products and services are satisfied with their product and service, and then there are the chances of recommendation to the new ones. This will lead to the increasing number of customers and could maintain the level of the relationship with the customers. The research article helped to analyze consumer buying behaviour and advertisement impact on the cosmetic products. The recommendations from the closed one are high in the perception according to the consumer's response and comments. It is very important to maintain it at the same level as it is presently. Moreover, after analyzing the collected data from the questionnaire it is clear that customer satisfaction is the basis of the customer loyalty. If the customers are highly satisfied with the services, then it is obvious that they are loyal too. Therefore, customer satisfaction influences the customer loyalty.

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