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INFLUENCE OF TELEVISION COSMETIC ADVERTISEMENTS ON COSMETICS CONSUMPTION AMONG COLLEGE STUDENTS

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Abstract

TV commercials are one of the best tools to communicate a large population about the products especially, in the area of marketing than other tools or ways. They are unique because they have visual and audio elements. Therefore, they are effectively used by cosmetic merchandise. They help in creating an excellent image for the products and brands among the consumers. They are playing the role of an informer about the products, their basic applications and additional features and they provide a detailed picture to the consumers also. In this context, this research paper will explore about (i) to find out the role played by TV advertisements in the case of cosmetic consumption. (ii) To find out what are the other factors influence the consumers towards cosmetics consumption. This research study adopts a quantitative research method in the form of a survey.

INTRODUCTION

Television is a common electronic gadget in everyone's house. Presently, the houses in all rural urban and semi-urban areas cannot be imagining themselves living without television and watching television has become a daily activity. It has become a member of the family and majority of the people believe that the information which is shown in the television is true. The same view applies to advertisements also. Each and every product or services which are used or offered by society are known mostly through advertisements. Advertisements are the high-quality vehicles to carry the messages and to convince the audience in an excellent way. Advertisements on television that are aired are one of the best combinations for marketing communication. At the same time, marketers also explore this combination in an extra ordinary way for their products promotional activity and sales because they play the significant role in the society such as to give information about the product or services. They consider it as a creative communication (Koslow et al., 2006) and also a dominating tool than any other tools. Their dominating characteristics thus show the way in consumer's purchasing behavior positively.

They are the only tool which has audio and video together in a presentation. This is the important feature which easily reaches the audience than other tools. At the same time it has features such as animation, cartoon characters, jingles, graphics and special effects that easily attract the consumer's attention as well it gives visual information about the products and brands to the consumer's. This visual information helps to create a good image for the products. It changes the consumer's opinion about the products and it introduces the new product to the consumers which they do not know (Coulter et al., 2001). This visual information stimulates the consumers consumption behavior, in effect.

Cosmetic Products and Advertisements

The majority of the people from Tamil Nadu until 50 years ago they used products like shampoo, soaps, and normal facial powders, apart from other things which are not even known to all of them except celebrities, elites and selected group people from urban. But now the situation is getting changed due to the influence of television. When television became privatized it carried the number of entertainment programmes which are sponsored by some private and government organizations, business men as well other industrialists. In between the programmes the commercials occupied a heavy place and made a great influence. The majority of the advertisements are cosmetics oriented. Commonly 80 percent of the cosmetics advertisements are broadcasted during prime time (9-12 AM & 6-8 PM) programmes. This is mostly the case of Indian television channels.

In general, the advertisements of the cosmetic products are given by the cosmetic industries, through various media to promote their beauty products or sale. In India, majority of the cosmetics advertisements concepts portray the 'western concepts' of beauty and the models' of the beauty products fulfill the basic requirements for the cosmetics industries which included fair skin, thin body and thick hair as well flat stomach. Apart from all of these, the models' images are edited by various image software by the industry people. The beauty products advertisements stress indirectly that the beauty is a basic need for the people which helps them improvise their social needs such as married life, economic comforts, and jobs. Maintaining beauty at present on behalf of cosmetic advertisements, using beauty products have all become a regular habit for the middle class, especially young women.

The cosmetic products advertisements are broadcasted through various media. But the television media is the one of preferred medium by the advertisers, especially in India because its reach is high in terms mass contact. At the same time, according to India Brand Equity Foundation (ibef.org), 2018, through television advertisements the advertising revenue has reached 38.2 %. The cosmetic advertisements can persuade the consumers towards their products and thus lead to buy the cosmetics; at least they are trying those products. The current market lots of cosmetics are available in the market; in this context, the cosmetic advertisements roles are more precious in terms of purchase. They help the consumers to select their products, details of the products, availability, product price, uses of the products as well as compare it with other products.

The total size of the Indian cosmetic industry globally is \$ 4.6 billion. According to Confederation of Indian Industries Report (CII), the market capitalization for the Indian beauty and cosmetics market size values in US \$950million (INR 95 cores) in the year 2015-2016.

Role of TV Advertisements

Objectives

- (i) To find out the role played by TV advertisements in the selection of cosmetic products for consumption
- (ii) To find out what are the other factors to influence the consumer's cosmetics consumption.

REVIEW OF LITERATURE

According to Datta, (2008), advertising is defined as sharing information about the products in a non-personal way. It is usually paid by various sponsors through various media. Ayanwala et al., (2005) also stated that advertising as a non-personal paid form of ideas, concepts, services and products and those information promoted by media (visual, text and verbal) by an identified sponsor to persuade or influence behavior. The advertiser aims to spread the information among respective consumers and build the image for their products and make their products known among the people in the society (Ramaswami & Nama Kumari, 2004). Television advertising is a comfortable media to advertise the product in an economic way .Its role cannot be replaced by any other media (Saxena, 2005). Advertisers are creating awareness about their target market as well it was effectively used by them (Baca et al., 2005). Regarding awareness, Ashcroft and Hoey, 2001 said that it's a cognitive stage where it attracts the audience and it is also the first step of communication process. Furthermore, creating interest among the aimed viewers since creating interest towards the products is the first choice of the advertisers (Rowley, 1998). Broeckelmann, 2010) Advertisements thus lead to continue buying behavior of consumers (Ghirvu, 2013). Kavitha, (2006), say that TV advertisements play a major role to introduce the product, to popularize the product and convince the consumer in terms of purchase. Kavitha also adds that the audio, video and additional feature motivates the consumers to purchase the product. The same view is agreed by Ciochetto, (2004), and Corlis, (1999), said that TV advertisements and their impact are stronger than the print media. Television advertisements have strong influence in terms of beauty concepts of male and female with respect to their age group(). At the same time TV advertisements have various features which easily attract the consumers with regard to beauty perspective in the minds of consumers (Kavitha, 2006). The consumers' thoughts are influenced by the beauty concepts strongly by TV ads than any other media (Yogapriya & Vasanthi, 2015). The term 'consumer behavior' is related to the individual decision with available resources (time, money, effort) with respect to purchase of the product, reason for that availability and details of the product in terms to satisfy to their needs (Shiffman and Kanuk, 2010). Presently, consumer behavior is known as the products purchase decision (Adelaar et al., 2003). The action is meant that the behavior stage of consumers which is involvement of actual purchase of the consumers (Ashcroft and Hoey, 2001). The effective advertisements create a strong attachment to the purchase behavior of the consumers in a positive manner (Macinnins, 2009). Various techniques are used by the advertisers which strongly communicate in terms of purchase decision (Adelaar et al., 2003). The price discounts encourage consumers in their purchase decisions thus lead to buying things (Rawal, 2013) and successful advertisements influence the consumers' thoughts towards the brand and it will end up to purchase of that brand (Goldsmith & Lafferty, 2002).

The consumer behavior is positively influenced by television advertisements (Ansari and Jolouldar, 2001) they create attention on consumer purchasing and their satisfaction (Ansari and Jolouldar, 2001). Above all ,the television advertisements have features such as audio, video, text, color (Zain-Ul-Abideen & Salman Saleem) animation video, music, slogan (Charlene Gerber, 2014) jingles (Bc. Iveta Karailievova 2012), which are capable of easily arresting the consumer's attention. Additionally, the influence of celebrity (Yogapriya & Vasanthi, 2004), spokespersons & expert persons and models (Latif et al., 2011) play a vital role in terms of consumer behavior.

METHODOLOGY AND FINDINGS

Survey method was adopted for this study and it was conducted among university students of Salem, India. Based on the literatures, the structured questionnaire was prepared. Convenience sampling method was used for this study. The total number of samples of this study was 50 which included both male and female students.

Results of the Study

• 82% of the respondents who watch the television cosmetics advertisements in the television and 74% of the participants said that 'clear face' is considered as beautiful; 46% of the participants viewed 'soft and radiant skin' as beautiful one and 40 % of them stated that being 'slim' was beautiful.

18% 82% Yes No

Table 1 Participants TV Advertisements Viewing Percentage

Table 2 Participant's Perceptions on Beauty



• Using cosmetics regularly, 74% of the participants accepted that they were using 'shampoos or conditioners' and 50 % of them mere 'face wash'.



Table 3 Type Cosmetics used by the Participants

- 22% of the participants confirmed that the models in the cosmetics advertisements were beautiful and 14 % of them denied that. Rest of the participants did not answer this question.
- Thinking that the importance of the beauty in a day to day life and watching television advertisements had a strong relationship and this relationship has been proved statistically. The significant value of this relationship is (.040).
- There are distinct relations among (a).the 'perceptions of beauty on cosmetic advertisements' (b). 'Importance of beauty in day to day life'. The significant value for this relation is 069. Furthermore, the relationships of 'cosmetics being a necessary thing to maintain' and 'the perceptions of beauty on cosmetic advertisements' had a significant value. The significant value for this two statement is (0.002).
- There is a significant relationship among using cosmetics and importance of beauty in day to day life .The significant value of this relationship is 0.062 as well as the importance of beauty in day to life and the utility value of cosmetics to maintain their beauty also near the significant value (073).
- Watching cosmetic advertisements in television and 'importance of beauty in day to day life has significant relation .The significant value of these two statements is (.040).
- The result showed that the 'cosmetics usage and cosmetics purchase not only depend upon television advertisements and its promises.
- Research results indicate that apart from television, 50 % of the respondents are influenced by friends and 30 % of them influenced by family members .rest of the respondents are influenced by offers ,cost and other factors.

- In terms of statistics, there was a significant relation (.026) between 'the perception of beauty on cosmetics advertisements' and 'the necessity of cosmetics to maintain their beauty in day to day life'.
- The result of individual's beauty perception was analyzed. 28% of the participants said that they considered the face (clear face or round face) as a beauty indicator. Some of them pointed that they-perceived radiant face as a beauty indicator.
- Followed by Hair, skin complexions the slimness is the preferred one by the individual's beauty perceptions. It also proved and accepted by 14% of the respondents and they told that hair and skin complexions were considered the major factors to measure the physical beauty of the person and 12% of the respondents said that slimness as beautiful thing.
- 11% of them mentioned the height (tall) and 10% of the respondents marked-physical fitness as beauty, especially to men.

Table 4 Individual's Beauty Perceptions



DISCUSSIONS

- Television advertisements play a good role to communicate the information especially to the target consumers. In this research, findings show that majority of the participants (82%) are watching the cosmetic advertisements in television which is shown that the television medium reaches most among the people. But at the same time, they do not believe the cosmetic advertisement promises.
- Apart from television advertisements, there are some other factors which influence their purchase behavior such as friends, cost, offers, and family members. As well as the consumers do not believe the 'ideal beauty' concept this is shown by the television advertisements.
- The cosmetic advertisements, beauty perceptions and beauty play importance in day to day life and have a significant relation (.069) that indicates that the beauty perception of the consumers in a certain amount was influenced by the television cosmetics advertisements. Similarly, the cosmetics are necessary to maintain the beauty and the beauty perception of cosmetics advertisements also have a strong significant association (0.02) which means that television cosmetics advertisements effectively influence the perception of the consumers towards cosmetics and beauty concepts.
- Furthermore, the cosmetics are the necessary things to maintain the beauty and perception of beauty concepts. Cosmetics advertisements had a strong bond through which all results are derived. The television cosmetics advertisements encourage the consumers to buy the cosmetics in terms of

purchase as well to create the thought that cosmetics are important to maintain their beauty.

• Interestingly, the findings proved that the elements of beauty (Hair, slim or thin body and skin complexions not fair skin) perceptions as accurate which are showed by the cosmetics advertisements, (except the fair skin complexion for women) and for men good physique and tall stature.

CONCLUSIONS

The combinations of television and advertisements are inseparable in the society. Their reaches are higher than other media. They are bringing better perception on cosmetics thus it indirectly helps the sellers to sell their products in greater quantity among the consumers, especially in India. As a result of that, the cosmetic industries are effectively using television advertisements for their products, sales and majority of the cosmetic advertisement concepts are carrying the idea of 'western beauty' in their advertisements. According to this study, majority of the respondents are watching television advertisements. They are motivated by television advertisements in terms of cosmetic purchase. At the same time, they are also influenced by their friends, family members, and the cost of the products, offers and through word of mouth communication. The majority of the respondents accept that to look beautiful is needed for their daily life. They also said that in the cosmetic advertisements, the beauty of the models' is not real. In this study, participants emphasized certain factors as beautiful such as having a clear face, looking slim, having long, thick and black color hair for women at the same time tall and good physique and elegant personality for men. In this particular study, a research result indirectly indicates that the fairness is getting low importance than the appearance on the beauty concept.

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