



## INFLUENCE OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR FOR COSMETIC PRODUCTS

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### ***ABSTRACT***

Advertisements used by Forever Living to promote cosmetics products influences consumer buying behaviour by providing them with information about product benefits, price, quality, ingredients (materials of which the product is made of), quality, product quantity, product testimonial, product packaging, product name and product colour. The advertisements create awareness of the products and attracts more buyers.

***Keywords:- Advertising, Consumer Buying Behaviour, Cosmetic Products***

### **Introduction**

Consumer is a person who buys and uses products. Therefore, consumers keep the production cycle moving as well as play an important role in the economic system of any nation, as a result, any nation will face crisis if consumers don't have the effective demand for goods produced. Consumers demand different commodities based on their taste and preference for them. Consciousness of good influences consumers purchase of that good. Other factors that influence one's taste and preference for a good are psychological and environmental. Taste and preference for a good change overtime. Thus, advertisements play a role in influencing taste and preference of consumers' choice. (Sharma, 2009).

Advertising is all about mass publicity of products. Advertising involves creating awareness of product's uses and their benefits to consumers. By doing this, it makes a product to be available to those who want it and this satisfies the needs of the advertiser; increasing sales. According to Cohen, advertising is a business activity that employs creative techniques to design persuasive communication in mass media

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that promote ideas, goods, and services in a manner consistent with the achievement of the advertiser's objective, the delivery of consumer satisfaction and the development of social and economic welfare. (Cohen, 1988)

From Cohen's definition, it can be found that advertising satisfies three objectives; to increase sales of the firms, to guarantee consumers a great deal of service and finally to ensure the social and economic welfare of society. Advertising can be done through various media such as; radio and television, billboards, magazines and newspapers and websites. (Cohen, 1988)

Other factors that influence one's taste and preference for a good are psychological and environmental. Taste and preference for a good change overtime. Thus, advertisements play a role in influencing taste and preference of consumers' choice. Consumers are known to be rational with regard to their purchases, wanting to maximize their satisfaction when it comes to consumer goods (Sharma, 2009).

When there is a strong emotional purchasing motive such as to product health or enhance social position, it pays to advertise on such a product. These conditions make the demand for the product more inelastic. The more emotions consumer attach to a product, they more they tend to be insensitive to its price. This is of importance to firm's product as they can earn high sales in pricing their products (Borden, 1942).

### **General Objective of the Study**

The general objective of this study was to establish the influence of advertising on consumer buying behavior by focusing on Forever Living cosmetics products.

### **Specific Objectives of the Study**

The study was guided by the following specific objectives

- (i.) To identify media of advertising used to advertise Forever Living Products
- (ii.) To determine ways in which advertisement influence purchasing behavior
- (iii.) To establish how different advertisements influence consumers behavior

### **Limitation of the Study**

The researcher faced time constraints since this is an academic paper and needed to be completed according to the academic almanac of the university, hence it was a short period of time for conducting the study. To address this constrain the researcher had to manage time used for data collection by using interview and questionnaire methods which helped to collect data in short period of time. The researcher was willing to cover more respondents; however it was possible due to financial constraints due to the fact that the amount available for conducting the study is not sufficient. To solve financial constrain the researcher had to hire people who helped to distribute and collect questionnaires while the researcher interviewed other respondents.

### **Scope of the Study**

The study focused on how advertising influences consumer buying behavior for cosmetic products promoted by Forever Living Products. The study was conducted for 100 members of staff working for Forever Living Products Company and consumers of various brands of Forever Living cosmetics products

### Literature Review

The essence of psychological theories (learning theories) lies in the fact that people learn from experience and the results of experience will modify their actions on future occasions. The importance of brand loyalty and repeat purchase makes learning theory more relevant in the field of marketing. Among the learning theories come stimulus response theories and cognitive theories.

Contributors of stimulus response theories include Purlon, Skinner Thorindike and Kotlew. According to them learning occurs as a person responds to some stimulus and is rewarded with need satisfaction for a correct response. They proved that most frequent and recent stimuli are remembered and responded. This approach is the basis of reported advertisements. The cognitive theory was propounded by Festinger mainly to explain certain post buying behavior According to it stimulation and want are conditioned by a consumer's knowledge, his perception, beliefs and attitudes. The theory further states that even after a well thought out purchase the consumers undergo some sort of discomfort, fear or dissonance.

This post decision anxiety is caused by 'nice' (cognitive dissonance) arising from doubts on the decisions taken. The consumers compare on the merits of the products bought with substitutes or start analyzing drawbacks of the product. Such customers require some reassurances from the seller stressing that the decision taken is wise one. Though the theory was developed to explain a 'post decision' phenomenon.

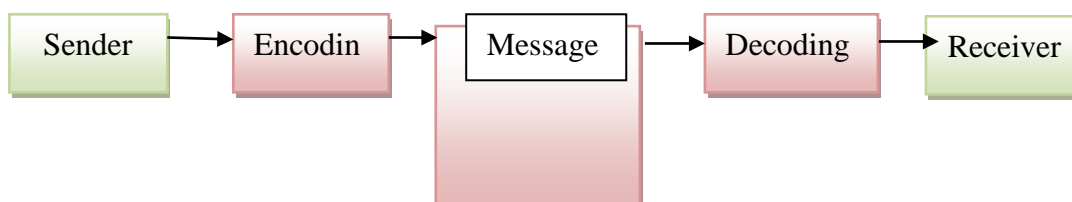
Gestalt theory, coined by German Psychologist Christian Von Ehrenfels<sup>10</sup> viewed personality as the result of the interaction between the person and the total environment and the two must be considered together as a patterned event. Consumers attempt to stabilize their psychological field by providing meaning to the surrounding world. Consumers strive to reduce conflict between themselves and their environments.

The credit of formulation of this theory goes to (Veblen, 1899) and is known as Veblenian Model. Using his theory, Veblenia asserted that a man is primarily a social animal and his wants and behaviour are largely influenced by the group of which he is a member. He argued that people have a tendency to fit in a society in spite of their personal likes and dislikes.

Veblem's Model explains culture in terms of social classes' reference groups whereby families are the different factor groups that influence buyer behaviour. All the above theories give guidelines to the marketing managers on how a consumer behave in a particular situation and what are the factors which influence their decision making process.

Maslow's Theory of Needs explains why people are driven by a particular need at a particular time. According to the theory, human needs are arranged in hierarchy, from the most pressing to the least pressing, in order of importance. When a person succeeds in satisfying an important need, he/she will try to satisfy the next important need. This theory explains how purchase decision is influenced by individual needs (Maslow, 1954).

**Figure 1: Elements in Advertising Process Model**



### ***Sender***

(Czinkota and Ronkainen ,2008) explains as the individual or firm who feels the need to deliver the message and selects the combination of symbols, pictures, music or words as a message to be transmitted. All the responsibility of the whole process is on the shoulders of the sender. It is up to the sender how he designs the message and which information he is using for audience.

### ***Encoding***

(Czinkota and Ronkainen, 2008) depicts that encoding is the design of the symbolic arrangements which should be understandable by the receiver. It is in fact a crucial stage to develop the basis of the message. Encoding is the functional stage where sender of advertising message sees the functionality of the codes towards the receiver of that particular advertising message.

### ***Message***

The message is actually the complete form of encoding. (Bovee and Thill, 2002) define the message as the idea which is capable of being transmitted. When the complete message is encoded, it is now ready to transmit to the audience. From here the message is diffused to the audience through the prescribed media or combination of media by the source.

### ***Decoding***

Decoding is the understanding of the delivered message. It is the process to translate the message into an idea (Bovee and Thill, 2002). It is also the crucial stage of Advertising that indicates how the receiver of the message perceives the delivered message. If it was designed rightly according to the knowledge and understanding level of the receiver then the feedback can be positive.

(Schramm, 1995) explains the advertising process in seven sequential stages in which, individual or organization is defined as source, symbolic style as encoding, transmission as signal, comprehension of symbolic style as decoding, individual or organization who receive the message as receiver, their reaction back to source as feedback and the distortion in the process as noise.

## **RESEARCH DESIGN AND METHODOLOGY**

### **Research Design**

The study employed both qualitative and quantitative research methods. Amalgamation of different qualitative and quantitative techniques were ensured. This enabled the maximization of the quality of data. Amalgamation of both qualitative and quantitative research methods is opted because it helps the research to become more comprehensive due to the statistical analysis together with observation, interpretation and interviews.

### **Sample and Sampling Techniques**

This study sample included 100 respondents in total, this was enough size to represent the entire population and enabled attainment of the purpose of measuring some elements of the

population and drawing conclusions regarding the entire population. Purposive sampling and random sampling were used to select respondents from among the population of the study.

**Table 1: Sample Respondents: Sample size n=100**

<b>Category</b>	<b>Number of respondents</b>	<b>% of the total sample size</b>
Consumers	50	50
Accountants	10	10
Cashiers	10	10
Sales officers	10	10
Marketing Managers	20	20
<b>TOTAL</b>	<b>100</b>	<b>100</b>

**Source:** Researcher 2014.

### **1 Purposive Sampling**

Through this technique respondents were chosen based on the roles they play in the company. Purposeful sampling technique was used to obtain data from key informants such as company managers, sales managers, and marketing managers because they play a significant role in advertisement in influencing consumer buying behaviour with regard to Forever Living cosmetics products.

### **2 Random Sampling**

Random sampling was used to select respondents among consumers of Forever Living cosmetics products. Random sampling helped the researcher to select respondents on equal chances in order to form the study sample and to reduce researcher’s biasness in the sampling process. To ensure this for the customers, a random pick was done among consumers who visited offices of the company to purchase products.

### **3 Data Collection Methods**

In this study, both, primary and secondary data collection methods were used. Primary data collection methods that were used are; questionnaire, interview and observation.

### **4 Questionnaire**

Questionnaire being a piece of information elicited from respondents, therefore they are forms containing questions to be filled in by respondents from which information can be collected from the answers given, as for this research the questionnaire contained structured and unstructured questions with the main aim of eliciting information on the impacts of advertising on consumers buying behavior.

The questionnaires were administered to respondents with assurance of confidentiality, anonymity and convenience. The method was because it enabled the researcher to collect a large amount of information can be collected from a large number of people in a short period of time and in a relatively cost effective way and that its results can be easily quantified and analyzed more scientifically.

**5 Interview**

This method is that which information is to be obtained through inquiry and recorded by a researcher. As for this research, structured interviews were used to collect information from employees of Forever Living Products Company such as; Sales Managers. A comprehensive interview guide was prepared and administered to

Respondents to enable the researcher to establish the influence of advertising on consumer buying behaviour.

**Data Presentation and Analysis Plan**

Data analysis is a process that involves editing, coding, classifying and tabulating the collected data (Kothari, 2004). In this study the researcher employed both qualitative and quantitative data analysis techniques.

Qualitative data was analyzed using content analysis technique and frequencies, percentage and tests of associations were calculated and presented in tables and correlation coefficient was calculated in order to determine the relationships between advertising and the company performances. Statistical Packages for Social Scientists (SPSS) was employed in the process of data analysis.

**STUDY FINDINGS, ANALYSIS AND DISCUSSION**

This chapter presents presentation of research findings, data analysis and the discussion. This chapter contains demographic information about respondents such as age, gender and level of education, type of media of advertising used to advertise Forever Living Products, ways in which advertisement influence purchasing behaviour and how different advertisements influence consumer’s behaviour.

**1Demographic Characteristics of Respondents**

This section presents demographic characteristics of respondents of the study.

**1 Age of the Respondents**

*Table 1: Age Profile of Respondents*

	<b>Males</b>	<b>Females</b>
25-30 years	8	8
31-35 years	48	48
36-40 years	32	32
41-50 years	12	12
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Researcher’s Analysis (2014)

The researcher analyzed the age profile of respondents in order to establish whether the influence of influence of advertising on purchasing behaviour is determined by age of the recipient of the advertisement. From Table 1, it is apparent that majority of respondents were aged 31 to 35 years (48%). The next largest of respondents were aged between 36-40 years (32%), (12%) were aged 41-50 years old and only (8%) of respondents were aged 25-30

years. The researcher has determined that buying behavior of forever living products has relationship with the age of the respondents, that the most of the consumers are the middle have middle aged from age of 30 to 40.

**2 Gender Profile of Respondents**

Gender was among the descriptive demographic parameters asked to the respondents. The researcher analyzed the gender of respondents in order to establish whether the involvement of respondents in the Forever cosmetics business is influenced by their gender. The feedback from respondents was documented as shown in the table below.

*Table 2: Gender Profile of Respondents*

	<b>Males</b>	<b>Females</b>
No. of respondents	40	40
Percentage (%)	40	60

**Source:** Researcher’s Analysis (2014)

As indicated in Table.2, males were 40 (40%) of respondents while women were 60 (60%) of respondents. This shows that the females are more involved in the Forever cosmetics business than males. With respect to advertisements and how they influence consumer buying behaviour, those who make advertisements of Forever Living products are focused on women.

**3 Level of Education of Respondents**

The researcher analyzed the level of education of respondents in order to establish whether the involvement of respondents in the Forever cosmetics business is influenced by their level of education. The feedback from respondents was documented as shown in the table below;

Table 3: Level of education of respondents

	<b>No. of respondents</b>	<b>Percentage (%)</b>
Diploma	16	16
Degree	60	60
Post Graduate	14	14
Masters	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Researcher’s Analysis (2014)

The findings above show that 30% of respondents have degrees, 16% have Diplomas, 14% have Post Graduate Diplomas, and 10% have Masters Degrees. These findings show that majority of respondents are adequately qualified and that those involved in the Forever Livings cosmetics business are well educated individuals. These findings show that the target forever living products should prepare advertisements that are smart and more likely to attract educated customers.

**4 Awareness on Cosmetics Advertising Strategies**

When probed about their awareness on cosmetics advertising strategies, majority of the respondents indicated to be aware.

**Table 4: Awareness on Cosmetics Advertising Strategies**

	No. of respondents	Percentage (%)
Totally aware	58	58
Partially aware	32	32
Not aware	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Researcher’s Analysis (2014)

The findings above in table 4 show that 58% of respondents reported to be totally aware of cosmetics advertising strategies, 32% were partially aware, while only 10% of respondents were not aware of cosmetics advertising strategies. These findings show that majority of respondents are aware of advertising strategies used in advertising Forever Living products. With this regard, the Forever Living customers are well aware of the various products and services they are buying and they make informed decisions before purchasing.

**Experience of Respondents in Cosmetics Industry**

Respondents were asked to indicate their level of experience in cosmetics industry (specifically the Forever Living cosmetics business).The objective was to find out whether the influence of advertising on consumer buying behaviour is determined by the experience of customers with the products. The findings of the analysis are presented in Table 4 below.

**Table 5: Experience of Respondents in Cosmetics Industry**

	7 years or more	5-6 years	3-4 years	0-2 years
No. of respondents	78	12	6	4
Percentage (%)	78	12	6	4

**Source:** Researcher’s Analysis (2014)

The findings above show that 78% of respondents had experience of 7 years or more in the cosmetics industry, while 12% of respondents had experience of 5-6 years, 6% of respondents had experience of 3-4 years and 4% of respondents had experience of 0-2 years. These findings show that majority of respondents have vast experience in the cosmetics industry and this enhances their ability to perform well in their Forever Living cosmetics business. This means, the more experienced customers are with using Forever Living consumer products, the more likely they are to be influenced by advertisements when making their purchasing decisions.

**Table 4: Advertising strategies used by Forever Living**

	No. of respondents	Percentage (%)
Event advertising	72	72
Word of mouth advertising	72	72
Magazine advertising	69	69
Facebook advertising	54	54
Display advertisements	8	8
DVD advertising	46	46



T-Shirt advertising	14	14
Trade fairs advertising	24	24
Website advertising	14	14
Television advertising	18	18

**Source:** Researcher’s Analysis (2014)

The findings above show that the main types of advertising used by Forever Living are; event and word of mouth advertising (both 72%), magazine advertising (69%), Facebook advertising (54%), DVD advertising (46%), trade fair advertising (24%), event advertising (18%), T Shirt and Website advertising (both 14%) as well as display advertising. These findings show that among the various types of advertising used for promoting Forever Living cosmetics products, word of mouth and events are the most preferred.

The researcher observed that Forever Living uses various advertising strategies which include the use of DVDs which show how the cosmetics products are made from the farm, to the factory until it reaches the final consumer. After seeing such advertisements, the consumers become confident about purchasing the product because they are sure of the ingredients, quality and benefits of using the products.

The researcher also observed that forever living products uses online advertising platforms to advertise cosmetics products. All products offered by the company are displayed in the company’s website and Facebook page with all the necessary information such as price of the , ingredients of the products, benefits of using the products as well as testimonials from people who have used the product previously.

Another advertising strategy used by Forever Living is event advertising. The company organizes frequent events in which hundreds of people attend and receive information about various products. The events are also used to offer testimonials from other people who have used the products and attendees also get the chance to ask various questions and get answers from Forever Living product experts.

**Correlation Coefficient for Product Benefits**

*Table 1: Correlation Coefficient for Product Benefits*

**Correlations**

		VAR00001	VAR00002
VAR00001	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	4	4
VAR00002	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	4	4

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

**Source:** Researcher’s Analysis (2014)

The table.1 above indicates that product benefit and buying behaviour have positive magnitude of (correlation coefficient) of 1.000. Positive correlation suggests that product benefits and buying behaviour move in the same direction. This results tell us that products benefits and buying behavior are correlated.

**Correlation Coefficient for Product Quality**

*Table 2: Correlation Coefficient for Product Quality*

**Correlations**

		VAR00001	VAR00002
VAR00001	Pearson Correlation	1	.996**
	Sig. (2-tailed)		.004
	N	4	4
VAR00002	Pearson Correlation	.996**	1
	Sig. (2-tailed)	.004	
	N	4	4

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

**Source:** Researcher’s Analysis (2014)

The table.2 above indicates that product quality and buying behaviour have positive magnitude of (correlation coefficient) of 0.996. Positive correlation suggests that product quality and buying behavior move in the same direction. This results tell us that products quality and buying behavior are correlated.

**Correlation Coefficient for Product Ingredients**

*Table 3: Correlation Coefficient for Product Ingredients*

**Correlations**

		VAR00001	VAR00002
VAR00001	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	4	4
VAR00002	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	4	4

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

**Source:** Researcher’s Analysis (2014)

The table 3 above indicates that product ingredients and buying behavior have positive magnitude of (correlation coefficient) of 1.000. Positive correlation suggests that product

ingredients and buying behavior move in the same direction. This results tell us that product ingredients and buying behavior are correlated.

**4 Correlation Coefficient for Product Price**

*Table 4: Correlation Coefficient for Product Price*

**Correlations**

		VAR00001	VAR00002
VAR00001	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	4	4
VAR00002	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	4	4

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

**Source:** Researcher’s Analysis (2014)

The table 4 above indicates that product price and buying behavior have positive magnitude of (correlation coefficient) of 1.000. Positive correlation suggests that product price and buying behavior move in the same direction. This results tell us that products price and buying behavior are correlated.

**Ranking of Elements of Advertisement which Influence Buying Behavior**

*Table 1: Ranking of Elements of Advertisement which Influence Buying Behavior*

S/N		Correlation coefficient
1	Product benefits	1.000
2	Product ingredients	1.000
3	Product quantity	0.998
4	Product quality	0.996
5	Product price	0.995
6	Models used in advertisements	0.974
7	Product testimonial	0.490
8	Product packaging	0.254
9	Product names	0.070
10	Product colour	0.070

**Source:** Researcher’s Analysis (2014)

**Conclusion**

As shown in the table above, the findings from the study show that the most influential element of advertising with regard to consumer buying behavior is product benefit which represents the benefits that the consumer is getting by using the product. Other elements of advertising which influence consumer buying behavior include (by order of significance);

products ingredients (materials of which the product is made of), product quality, product quantity, product price, models used in the advertisements, product testimonial (testimonials given by other consumers who have previously used the product), product packaging (the materials, texture, design and shape of the package of the product), product name and product colour.

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

This presents the summary of the study based on the research results /findings, objectives, conclusion made by the study, recommendations made by the researcher and areas for further studies. The general objective of this study is to establish the influence of advertising on consumer buying behavior by focusing on Forever Living cosmetics products. Specifically, the study aimed to identify media of advertising used to advertise Forever Living Products, determine ways in which advertisement influence purchasing behavior and establish how different advertisements influence consumer's behavior

#### **Summary of the Research Findings**

Advertising had been a subject discussed over centuries ago, but prior to the 20th Century, this subject was not as important as it seems now. According to (Roberts, J. 1987) The reason been that, in the 19th century, economist were busy trying to develop the theory of perfect competitive markets, this theory assumed that, there was perfect information in the market and that, consumers had fixed preference for their products which were homogenous in nature.

The general objective of the study was to establish the influence of advertising on consumer buying behavior by focusing on forever living cosmetics products. The specific objectives were: to identify the media of advertising used to advertise Forever Living Products, to determine ways in which advertisement influence purchasing behavior, to establish how different advertisements influence consumer behavior.

#### **The following are among the key findings of this study:**

Most of the forever living products consumers have middle aged from 30 to 40 years old Women engage more of forever living products business. The majority of business persons involved on forever living products posses degree level of education.

Advertising of Forever living products has been outlined as the most significant factors by respondents. Integrated marketing communication mix(promotional mix) elements played a key in consumers adoption and products knowledge, this includes special events and word of mouth which carried majority percentages on its effectiveness on consumers production knowledge and adoption, followed by magazine advertising, use of social media such as facebook, DVD advertising, web based and T-shirts print outs advertising.

#### **Recommendations**

The country is experiencing much possession of various cosmetics products users and this brings stiff competition under this circumstance, it is essential to investigate what motivates consumers to buy forever living products. This research has shown that advertisement as part

of the promotional mix should be given the highest priority by the Organization preceding pricing and distribution of forever living products.

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