

Advertising: An Effective Promotional Tool for Marketing Cosmetic Products

Tasha Javed,

Research Scholar
Faculty of commerce
RKDF University, Bhopal, M.P, India.

Dr. N. K. Shrivastava,

Dean and Head
Faculty of Commerce
RKDF University, Bhopal, M. P., India.

ABSTRACT

In the modern world of cut-throat competition, advertisement is playing an important role by financial programs. Advertisement lay on consumers for its success and on the other side consumer judge on materialistic standard. The purpose of promotion is to reach the targeted customer and compel them to buy the particular product. The paper focuses on three major areas, whether advertisement have any impact on the buying behavior of customers. The general objective of the study depicts whether advertisement put any change in thoughts regarding any product on consumers or not. Advertising offers vast choice to consumers for one's product and services and offers them best in the market at reasonable price.

Keywords: Advertisement, Consumers, Cosmetic Products, Buying Behavior.

JEL Classification: M31, M37

INTRODUCTION:

Cosmetic industry is growing rigorously. Advertisement is considered as a backbone in the world of marketing. It is a war between brands to declare their product the best and most successful in the market. Advertisements drive consumers and they always affect the choices of consumers. Amongst all the promotional tools, advertising lays a direct impact on the minds of consumers and it is also successful in changing the buying behavior of the consumers. That is, it can be said that picture painted by advertisers for any brand is more realistic in the eyes of consumers. Advertisement is a one way traffic which carries the information from the source to the information from the source to the consumers. The vehicle by which an advertisement travels has many types which is depicted by figure 1.1 as follows;

Figure 1.1: Advertising Vehicles



Advertisement is a medium through which the consumers come to know about the existence of any cosmetic product in the market. Thus, the vehicle on which the advertisement is carried is specified clearly. The business man invest ample amount of money in the advertisement and it is also proved to be the highly profitable investment for them with greater returns.

Mainly the paper focus is on the influence of the advertisement on the minds of consumers and advertisement creates a desire for consumers to get the cosmetic product or service. The world in which we live now a day is age of advertisements. The more efficiently and effectively a product is advertised, the more chance of securing the market of that particular product increases.

REVIEW OF LITERATURE:

A review of proposed research has been undertaken to take note of and acknowledge work that has been done in this field. The review of available literature on each topic is taken into account.

Zafar and Rafique^[1] initiated a study on “Impact of celebrity advertisement on customers brand perception and purchase intention”. This study depicts that celebrity endorsement seems to be the latest and majority used technique by marketers. He tested the efficiency of this marketing tool.

According to Nair and Pillai R (2007)^[2], “A Study on purchase pattern of cosmetics among consumers in kerela”, says male consumers generally prefer to purchase and make the brand selects of cosmetics individually. The main factor that influences purchase decision of male consumers was quality. They tend to buy consumers products from single shop for their convenience.

Salim *et al* (2011)^[3], conducted a study to investigate the effect of brand loyalty on cosmetics buying behavior of female consumers in the Emirate of Abu Dhabi in the UAE. He described all the seven factors of brand loyalty. He used descriptive analysis, one –way ANOVA and Pearson correlation in his study.

Jawahar and Dr K Tamizhjothi(2013)^[4], proposed a study to investigate the influence of attitude on cosmetics buying behavior. His question was on what kind of attitudes do the consumers have towards buying behavior of cosmetics products. His target customers or sample area was Bangalore city.

Suresh V *et al* (2016)^[5] conducted, “A study on factors determining social media on cosmetic product”, the aim of this study was to discuss about the factors that determine social media on cosmetic products in India.

Yang, *et al* (2016)^[6] proposed a study which basically conducted to ascertain the relationship between the females in store purchasing decision process and the promotional mix. Thus, the purchase behavior stimulated by in store promotions was related to consumer’s emotional motivation.

OBJECTIVES:

Objective of the study goes as follows-

1. To find out whether Advertisement influence the consumers to buy a particular cosmetic product.
2. To know whether celebrity endorsement on cosmetics effect the purchasing behavior of a consumer.
3. To know whether advertisement on social media effect the buying habit of a consumer.

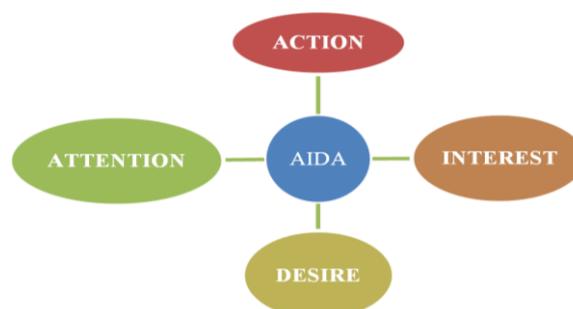
RESEARCH METHODOLOGY:

The methodology used in the study is followed by secondary data where the data is taken from various published journals, newspapers and articles. The data from primary researches was also studied and analyzed. For few references, websites were also referred.

Impact of advertisement on the consumers:

The intention of purchase of consumers is directly dependent on the way the information is presented on the television. If the advertisement is not presented or delivered in the proper way than the consumer chances are so that consumer does not give it a try also. Advertisement goes with AIDA Model which is depicted in figure 1.2-

Figure 1.2: AIDA Model



The first thing advertisers make is to create some awareness amongst customers so that they can make their personal choice and easily identify the product. Then they try to provide all the information related to the product, its utility about its features, how well it can be used (as cosmetic products are mainly sold which has good quality ingredients), advertisers emphasize more on quantity. They make aware about the prevailing of their product in the market by giving relevant information and services which they provide.

Then, they create desire amongst the consumers towards the purchasing; they create an urge of getting or giving it a try once. This is done with the help of a channel that is Television, Radio, Newspapers, and Magazines etc. The revenue of cosmetic industry in U.S was 62.46\$ billion in 2016.

As like human nature, they are usually attracted towards unique and most fancy cosmetic products. Thus, when they see such advertisements with higher utility, they go for such type of products or at least give it a try. The purpose of advertisement is also achieved to create maximum possible value for consumers.

Effects on consumers by Celebrity Endorsements (Explained with the aspect of Kokil Theory):

It is rightly said that marketers give a face to their brand by making a celebrity endorsement for their product. The effect on consumers is very positive in drawing the attention and has a great impact on consumers buying behavior.

Builds up a Creditability:

Marketers use this celebrity endorsement as a marketing strategy and they believe that it helps targeted consumers to build a trust level in their minds about the product and it draws attention of consumers towards their product, its utility, its features etc....which is greatly done by the help of our celebrities which has a powerful and positive effect on the minds of customers.

Celebrity Endorsement – A Success Factor to Cosmetic Industry:

Cosmetic endorsement has proven a great success to cosmetic industry in past few years. It has proved its success by increasing the sale of a particular product brand. When a normal person advertising about the product tells about the usage of the product, its advantages, its utility, how it helped him with the betterment of the skin or any related to cosmetic products, it is likely to see that there is a low chance that consumers believe, or trust or pay attention to their saying.

But if same is said by a celebrity than it has a reverse effect on the minds of consumers and they tend to listen to a celebrity building a trust on their words and having a strong impact on the buying behavior of consumers.

Better results by celebrity messages to consumers:

A belief is made that advertisement given by celebrities give better results because a personality which is recognized commonly in the eyes of consumers generates better appeals for the product, than endorsed by non-celebrities.

Kokil Theory (1987):

According to the theory, the use of celebrities in advertisement results in-

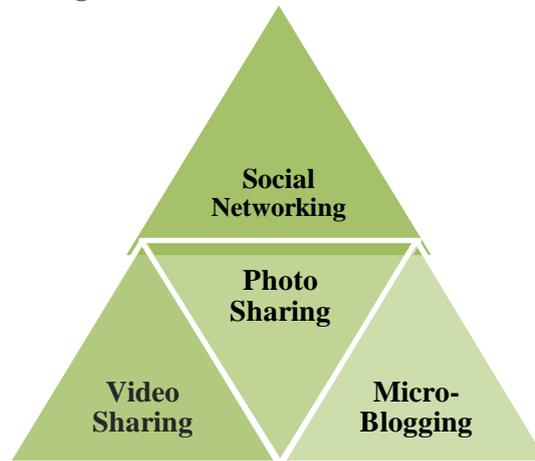
- Facilities identification of brand.
- Positioning of a product
- Positioning of new brand
- Positive impact on consumers buying behavior decision

Thus, by the above theory, marketers easily achieve all the results, by showing consumers very famous and admirable face, and through this tactic, they are succeeded in creating the awareness and demand for the cosmetic product.

Effect of advertisement on Social Media:

According to the worldometers, the current world population (2018) is 7.6 Billion, where 2.62 Billion people are the users of social media including all age groups. The types of social media platforms to serve advertisement also have a fine long list which is depicted in figure 1.3-

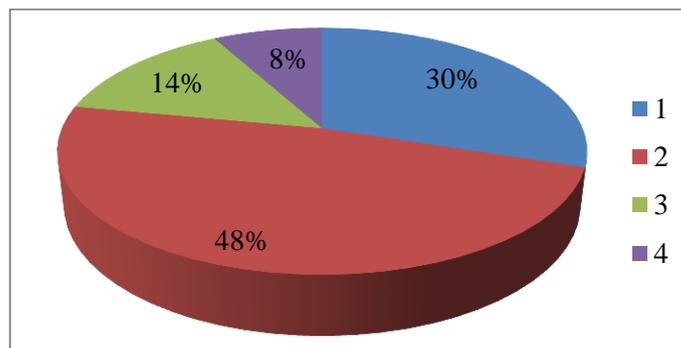
Figure-1.3 Platforms of Social Media



1. Social Networking (Google+, Facebook, Linkendin)
2. Photo Sharing (Snapchat, Instagram, Pinterest)
3. Video Sharing (Periscope, Facebook lite, Youtube, Vimeo)
4. Micro-blogging (Tumblr, Twitter)

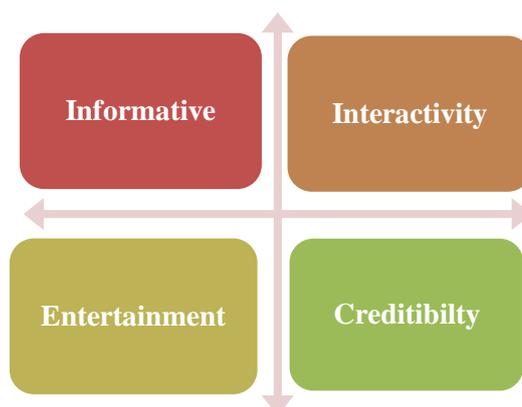
Social Media has a tremendous impact on all of us. It has made a connectivity network or chain between people close and far away. Business people have also turned out to use this medium as their marketing strategy to enter the new blood, and has seen quite successful in their way. They have figured out the marketing on social media and have a very positive effect on the business success.

Figure -1.4 Impact of Advertisement on consumers (%)



In the figure 1.4, According to the study the impact of advertisement on consumers is 70% which is segmented as 48%-encounter advertisement messages on television, 14% consumers from the social media apps, and rest 8% from print media. The other 30% consumers have no effect on consumers.

Figure 1.5: Depicts four Pillars



As the users of social media have grown in past years; the more business man is involved to grow their business and trying to build relationships. It is found to be the least expensive, easiest way of approaching the people with the product. Their approach is subtle. The purchase intention of consumers by seeing the online ads depends on four pillars shown in figure 1.5.

CONCLUSION:

There is no doubt on technology, that will continue to grow at a skyrocketing rate, and marketers would continue to jump into new opportunities. Advertising seems to be very expressive in its own way, where it presents all the necessary details regarding cosmetic product. Advertising covers both commercial and non-commercial advertisement. The conclusion drawn from the study is very much clear, amongst all the promotional tools of marketing, advertisement have a greater reach and impact on consumers and their buying behavior. It is seen that 70% of consumers are effected by advertisement and 14% contains consumers are affected by celebrity endorsement for cosmetic products, due to their known and trustable image. Thirdly, Advertisement on social media is the trending marketing for the century and through the past years number of sales of cosmetic brands and products has been multiplied. Thus, Marketers have tread number of needles with the help of advertisement and it has turned out to be the most effective tool of marketing.

REFERENCES:

- Ababio. Gyamti Abraham and Yamoah. Erastus Emmanuel (2016). Effect of Advertising on the brand loyalty of cosmetic products among college students, *International Review of management and Marketing*, Volume 6(1), pp-11-15.
- Ampofo. Akwasi (2015). Effects of Advertising on Consumers Buying Behavior : with reference to demand for cosmetic products in Bangalore, India, *New Media and Mass Communication*, Volume 27, pp-48-67.
- Camanor, William. S & Thomas A. Wilson (1974). *Advertising and Market Power*, Cambridge, MA, Harvard University Press.
- Ha.H.Y, John.J, Muthaly. S (2011). the effect of Advertising spending on brand loyalty in services, *European Journal of Marketing*, Volume 45(4), pp-673-691.
- Jakstiene. Sandra, Susniene, Dalia & Narbutas, Valdas (2008). The Psychological impact of Advertising on the customer Behavior, *Communications of the IBIMA*, Volume 3, pp-50-55.
- Jawahar and Tamizhjyothi.K, (2013). Consumer Attitude towards Cosmetics Products, Volume 3, Issue No.6.
- Khan. Faisal Asiya (2015). A Study on impact of advertising and sales promotion on women skin care consumers in the city of Jabalpur, *International journal of computational Engineering and Management*, Volume 18(2), pp-11-16.
- Kumar.A, Gangal.V.K & Singh. K (2011). Advertising and Consumer Buying Behavior: A Study with Special Reference to Nestle LTD, *International Journal of Research in Commerce and Management*, Volume 2(10), pp- 83-87.
- Mohana. S. Shanmuga & Pushpabai, Dr. V. M.H (2015). The impact of cosmetic products advertisement among students, *Human right International Research Journal*, Volume 3(1), pp-224-226.
- Nair K.Vinith, and R Pillai Prakash, (2007). A Study on Purchase pattern of cosmetics among consumers in kerela”, *International Marketing conference on marketing and society. IIMK*, page no 581.
- Salim.kharim and Dr Hamza, (2011). The Influence of Brand Loyalty on cosmetics Buying Behavior of UAE Female Consumers, *International Journal of Marketing Studies*, Volume 3, Issue No.2.
- Uti Charles Amechi, Choi sang Long (2013). The impact of point of purchase advertising on consumers buying behavior, *Interdisciplinary Journal of Contemporary Research in business*, Volume 4(10).
- V. Suresh , Dr. M. Chitra and Dr. K.Maran, (2016). A Study on factors determining social media on cosmetic product, *Journal of Pharmaceutical Sciences and Research*, Volume no 8, Issue no 1, page no 1-5.
- Vidhya B. & Ramesh. Dr. M (2017). Influence of promotional Mix on consumer Buying Behavior of Natural Cosmetic Products, *IOSR Journal of Business Mangement (ISOR –JBM)*, Volume 19(11), pp-23-27.
- Yang, Dong- Jenn, Lee and C.W, (2016). In store promotional mix and the effects on female consumer buying decisions in relation to cosmetic products, *International Journal of Management, Economics and Social Sciences*, Volume no 5, Issue no 2, page no 35-56.
- Zafar and Rafique, Impact of celebrity Advertisement on customers Brand Perception and purchase Intention, *Asian Journal of Business and Management sciences*, volume 1, Issue no. 11, page no.53-67.
