IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO COSMETIC PRODUCTS: A STUDY IN GWALIOR REGION

Dr SUBEER BANERJEE 1 SHAIFALI CHAUHAN 2 Dr. RICHA BANERJEE 3

1 Dean Academics, Maharaja Institute of Management and Technology, Gwalior
2 Assistant Professor, Maharaja Institute of Management and Technology, Gwalior
3 Assistant Professor, Prestige Institute of Management, Gwalior

ABSTRACT
Nearby study primarily aims at exploring a variety of factors that influences consumer buying behavior and to recognize an assortment of advertisement used by the sellers in array to motivate the consumer buying behavior and purchase decision related to cosmetic product because in current scenario this industry is one of the fastest growing industries in India. This study is used to investigate the impact of advertisement on consumer buying behaviour towards cosmetic industry. For the purpose of study, primary data was collected through questionnaire from 80 respondents from whom all are using cosmetic products and data analysis was done through SPSS to test reliability and regression analysis

Keywords: Advertisement, Consumer buying behavior, Cosmetic industry.

CONCEPTUAL FRAMEWORK
Advertising is a structure of marketing communication worn to promote or sell remarkable, typically a business's product or service. Also, advertising is obligatory when we introduce new products in the market. Reason for advertising is to generate awareness of a product. Advertising has a long term vibrant effect on consumers’ purchase and sales decisions.

Advertising is constantly present, despite the fact that people may not be conscious of it. In today's scenario, advertising uses each possible medium to get its message through. It does by means of television, print (newspapers, journals, magazines etc), radio, press, posters, internet, mailers, hoardings, contests, direct selling, sponsorships, clothes, events, sounds, colours, visuals and even people (endorsements).

"Advertising is the non personal communication in sequence usually paid for and generally influential in nature about products, service or ideas by recognized sponsors throughout an assortment of media”.

Consumer behavior consider as the mental and emotional procedure and the observing behavior of consumers throughout searching, purchasing and post consumption of a product or service. Consumer behaviour involves learning of what they buy, why they buy, how they buy, and when they buy. Consumer buying behavior is a method of selecting, purchasing and selling of goods and services according to the requirements and desires of the consumers. Consumer buying behaviour is the totting up a consumer's, decisions, intentions, preferences and attitudes, transmit the consumer's behaviour in the marketplace when purchasing a product or service.
Consumer buyer behavior is considered to be an inseparable part of marketing and Kotler and Keller (2011) state with the purpose of consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in categorize to keep happy their requirements and desires. “Consumer behaviour is the decision procedure and corporeal activity, which individuals fit into place in when evaluating, acquiring, by means of or disposing of goods and services”. The cosmetics industry is a segment surrounded by the beauty and personal care industry. The cosmetic industry is shifting persistently, and new products are added every day. Cosmetics companies assemble personal care product using natural, herbal and chemical material purchase from suppliers. Cosmetics are well thought-out to be any type of products or mixtures used to go together or enhance the beauty or looks of a person. In this time the assortment of cosmetic and beauty products in India has very great. Cosmetic industry is one of the fastest emergent industries in India. The demand of cosmetic products is escalating day by day

LITERATURE REVIEW:

Marketers pursue “Customer Rules” consequently their primary accountability to the organization is to expand knowledge of their customers: what satisfies them and makes them happy and what reimbursement they are looking for the marketplace.

Researchers in marketing have deliberate most areas of consumer behaviour together with the impact of the whole thing as to how people perform and how they consume products. Consequently marketer’s focal point on the basic constructs acknowledged today in the study of buying behaviour.

According to Schiffman & Kanuk, 2004, four dissimilar views are measured for sympathetic consumer decision making procedure and performance according to him first is ‘economic view’. According to this view point consumers are facing imperfect antagonism in the market and it is ordinary from the consumers that they have bursting knowledge regarding the products in the market and would make the decision convincingly. They can title the positivity and negativity about the different unusual in the market and select the best substitute out of all. Second is ‘Passive View’. This view absolutely opposite to economic outlook and according to this view consumer makes illogical decision and they are very impulsive and they effortlessly got predisposed by marketer promotional performance. Similarly third is ‘Emotional View’. According to this view consumers are formulating their buying decision on the basis of their emotional association or reaction about the products and services. Fourth and most acknowledged view is ‘Cognitive View’ according to this examination consumers are “thinking predicament solver” Consumer’s buying behaviour is based in sequence on the watch out for and dispensation attributes frequently directed by a goal. (Papers4you.com, 2006).

Consumers in all over the world are fascinated towards the brand and products which are emotionally fond of with their behaviors. Studies establish that emotional attachments put a massive influence on the customers and their buying behavior as people tend to correlate themselves among the brand. Advertisements silhouette the behaviours of the people from side to side cognition. Cognition is the discernment of a person headed for the information communicated all the way through advertisements. These cognitions are experiential by the individual throughout his senses, attention, memory, perception, reasoning, language, etc. best technique of attracting the customers is to identify with the psychological cognitive aspects of the consumers (Sandra Jakštienė, 2008).

Role of advertisement is to clutch message to the distant distances. It is also make use of target the scatter mass audience. The role of advertising on sales volume is very imperative. It is proved to be
very indispensable tool in ornamental the sales of brand. Advertisement is in a straight line linked by way of the sales of the products (Abiodun, 2011).

Through advertisements customer behaviour formed and they inspire to buy such products. Researchers found that reappearance in the advertisement thump the intelligence of the customers which also help them to retain information that product and purchase repeatedly (Pope, 2009).

In the nearby era, marketers are focusing customer imperative that is consumer is their first preference. To keep deep eye on customers is the imperative accountability to the organization is to increase the information regarding the customers. In this way marketers will be successful in fulfilling the requirements and desires of the customers and hunt for the better opportunities in the market.

Researchers come across out that marketers want to understand these four things in order to serve their customers enhanced. Firstly marketers must recognize that customers make reasonable decisions so they can get the paramount product available in the market. Secondly customers also make ridiculous decisions and they are very precipitate and can be fascinated towards the promotional performance. In the same way emotional alliance also put a manipulate on the psyche of customers. After everything else customers also buy as a problem solver, they seeks the products which can get to the bottom of their problem (Gupta, 2013)

As mentioned previously, consumer buying pattern in a straight line residential from the consumer behaviour and its approach. Many belongings combine to put together up the behaviour of several individual. The first obsession which influences the consumer behaviour and shapes it is his ethnicity. Culture builds the physically powerful perceptions of the products in the mentality of the customers (hye-Shin Kim, 2008). According to Rai, 2013, there are several national and international brands which people acknowledged and have strong perception in their minds. These kinds of perceptions are drawn in their mind because of their culture, life styles and surrounding. Also advertisements have very vital role in determining the consumer behaviour. Advertisements are the source of motivation which forces them to obtain a scrupulous product. An advertisement is a starting place of building trust. Consumer is induced considerably if he is looking for the superiority and prices of the products. Purchase approach can also be build up by product assessment and brand recognition (Rai, 2013).

According to the surveys conducted, this market is generally competitive in nature and mainly surround on the female with the males as equivalence with them. Consumer is measured as a king of market and marketers are focusing on the poles apart factors to pull towards you more and more customers. These factors consist of the buying habits, savour, preferences, like and dislikes of consumers and for that reason they necessitate to adjust its policies and marketing mix. As we see the buying behaviour of consumers of this market is approximately with highly quality aware. People are highly allied with the brand outstanding to superiority and results of the explicit brand. They are attached emotionally through the brands and they can remain for the product throughout the non availability of the product. Even though people are flattering brand cognisant but the actual brand pronouncement is in their hands (Desai, 2014).

OBJECTIVE OF THE STUDY

- To study the importance of advertisement factors affecting the purchase of cosmetic products by women in Gwalior city.
- To know the consumer behavior towards cosmetic Products.
- To study the buying process of cosmetic products.
- To study the impact of advertisement on consumer buying behavior towards cosmetics products.
RESEARCH METHODOLOGY:
Research methodology of this study consists of following procedures:

RESEARCH DESIGN: Being the study descriptive as well as exploratory in nature, it will go through sampling, data collection, and its analysis.

SOURCE OF DATA COLLECTION: This study is mainly based on primary data collected from survey using the questionnaire designed for this purpose to know about the Impact of advertisement on Consumer buying behaviour with reference to cosmetic industry. In addition to this secondary data has also been collecting various websites. For research work primary as well as secondary data were used for collection of information. Research was broadly classified into two sections.

PRIMARY DATA: The primary data were collected by direct interaction with individuals on a one to one basis. Primary data collection has been through interviewing and questionnaires to all types of target samples also on the basis of questionnaire and observing the socio-economic, living and working aspects of the sample in their behavioral pattern. The data were also collected through discussion with samples and experts from this field. The main methods of collecting data thus are combination of questionnaire and personal interview.

SECONDARY DATA: Secondary data has been collected through a wide range of written materials. These include research papers, articles in various magazines and journals, annual reports of the government of India, etc. Other sources used for collecting data are downloads from companies’ websites, newspaper reports, technical and trade journal, books, magazines, internet and previous survey report.

SAMPLING DESIGN:
- Population: All the people within Gwalior city region.
- Sampling Element: Individuals at the market (consumers).
- Sample Size: The sample size of the study was 80 individual.
- Sampling Method: Non-probability random sampling technique was used in the study

DATA ANALYSIS

<table>
<thead>
<tr>
<th>variable</th>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>0.714</td>
<td>0.713</td>
<td>16</td>
</tr>
<tr>
<td>Consumer buying behaviour</td>
<td>0.856</td>
<td>0.658</td>
<td>14</td>
</tr>
</tbody>
</table>

Reliability for the 1st part in case of reliability analysis of advertisement, when no of items of 16, Cronbach's alpha value was 0.714.
Reliability for the 2nd part in case of second variables which is consumer buying behaviour, when no of items 14, the Cronbach's alpha value was 0.656.
R^2 value (0.313) suggested that 31.3% in consumer buying behaviour can be explained with the help of advertisement.

**ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>993.560</td>
<td>1</td>
<td>993.560</td>
<td>35.539</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>2180.626</td>
<td>78</td>
<td>27.957</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3174.187</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), VAR00045

The goodness fit for the model was tested using ANOVA and the F value was found to be 35.539 and the significant level .000 indicating that the model is showing a good fit and inappropriate for future prospects.

**Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized Coefficients</td>
<td>Standardized Coefficients</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>19.167</td>
<td>.559</td>
<td>4.522</td>
<td>.000</td>
</tr>
<tr>
<td>VAR00045</td>
<td>.485</td>
<td>.559</td>
<td>5.961</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: VAR00045

- Regression equation is Y = a + b X
- Y = 19.167 + 0.559X
- Y is consumer buying behaviour (dependent variables) and X is an advertisement (independent variables).
- T value 5.961 at significant and level .000 that means null hypothesis is not accepted which was there is no impact of advertisement on consumer buying behaviour and this model implies that independent
variables that advertisement making and impact on consumer buying behaviour which is dependent variable.

SUGGESTIONS AND RECOMMENDATIONS

- The cosmetic market becomes more complicated and competitive. So the display of cosmetic must be attractive. Then only the sale of cosmetic will be increasing.
- There is a strong brand loyalty among the consumers. Though it is a right of consumer to particular brand of cosmetics, they must go for alternative brand if particular brand is not available. Then only the demand for cosmetic will be boosted.
- Advertisement has a significant influence in the demand inducement of cosmetics. Advertisement made through Medias like radio, TV, newspapers etc. internet facilities are also available to find out the latest cosmetic product.
- Company should take steps to bring down the price of cosmetics, as all the consumer are influenced by price. There is no doubt such reduction in price would be compensated by increase in the volume of sales.

LIMITATIONS

- The research is confined to a certain parts of Gwalior (M.P.) and does not necessarily shows a pattern applicable to all of Country.
- People were not ready to fill questionnaires.
- The sample size was very small which is may not represent the entire population of Gwalior.
- In a rapidly changing industry, analysis on one day or in one segment can change very quickly.
- Time limitation.

CONCLUSION

In this research we found out the impact of advertisements on the consumer buying behaviour of the people towards cosmetic products. Study reveals the importance of variable (Advertisement) by which consumer gets influenced. Advertising satisfies the desires of the firm in addition to the wishes of consumers. Its responsibility can never be replaced via any additional means in this vibrant world of ours. It is consequently for firms to manipulate and identify at what time they should advertise to achieve utmost returns. The consumers supposed to be measured as an aspect of production, they necessitate being well-versed about products and in anticipation of that is done, and the products of firms will immobile. Therefore the major finding was that the null hypothesis “ There is no impact of advertisement on consumer buying behaviour : reference to cosmetic product” is rejected, the acceptable conclusion was there is a impact of independent variable ( advertisement ) on dependent variable ( Consumer buying behaviour ) hence, advertisement play a vital role in influencing the preferences of consumers’ choice.

REFERENCES


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