

A Study on Effect of Advertisement on Purchase Decision of Consumer for Beauty Products: A Conjectural View

Dr. Shyamli Chowdhury ¹, Ratish C. Gupta ²

Guest Faculty, School of Commerce, Affiliated to Devi Ahilya University Indore ¹

Faculty Member, Daly College Business School, Affiliated to De Montfort University UK ²

Abstract

Advertising is a powerful communication force and a vital tool that helps to sell goods, services, images and ideas through channel of information and persuasion. A number of advertising tools and strategies exist for advertising different types of products. Celebrity endorsement is found to be the most effective tools for advertising of beauty products. As various studies indicated, the shifting general rules the global treat of metro sexuality, this influence up media and a variety of marketing stimuli, to a large degree, have inspired men to adapt themselves to new lifestyles and attitude. Physical attractiveness is essential for everyone as it plays an essential role in enhancing self confidence level. In this research paper an attempt has been made to discuss past research work in detail thereby highlighting gaps and significant variables of past research.

Key words: *Advertisement, beauty products, purchase decision, consumer behavior*

Introduction

The word advertising has been derived from the Latin word "Advertere" which means to attract people's attention to specific things. Advertising is a way of promoting a product on a brand through different mediums. Advertising is an act of capturing people's attention towards a brand, a product or even an event to promote it and increase the chances of its sales. If a product is advertised properly and its information reaches to the masses, the chance of its being sold too increases to a large extent. Therefore, advertising is very essential for the sale of a product.

Advertising spreads information and encourages consumers to purchase new products. Such advertising leads to the creation of new demand. Various concessions are offered to consumer in the introductory phase of a product. This gives positive responses from the consumers. Thus advertising creates new demand from non-users also. It is difficult to imagine the world without advertising. Well, products would be cheaper as money currently spend on advertising would help in reducing the price and improving product quality.

Advertising influences demand, and thus consumers would make better choices based on actual differences rather than on emotional impulses. People would not look for joy and fulfillment in material goods.

The history of cosmetics is about 6000 years ago approximately. The use of cosmetic in the middle aged people of upper classes in the western world to beautify body became quite prominent in ancient times. But now cosmetics or beauty products are used everywhere in the world. Those products which enhance beauty of a person are called beauty products. In general term these are called cosmetics or beauty products or beauty care product with special reference to those products which are applied on face, hair, other body parts to improve personality, enhances beauty or maintains hygiene are beauty products. They may be herbal or chemical.

Since early times both males and females are using beauty care products in their own ways to look presentable, elegant, conspicuous and sophisticated. Apart from this very fact, females are still considered to be more inclined towards use of these products. But in past few years masculine beauty products has gained good recognition and the market now is filled with a number of masculine beauty products.

Global beauty product market is expected to garner \$429.8 billion by 2022, registering a CAGR of 4.3% during the forecast period 2016-2022. Cosmetics Market (makeup or beauty products) are mixture of chemical generally used to enhance the appearance or odor of the human body. Sun care, skin care, hair care, deodorants, makeup and color cosmetics, and fragrances are some of the cosmetics products that are predominantly available and used by individuals. Retail stores including supermarkets, exclusive brand outlets, and specialty stores amongst others are the major distribution channels, with online channels gaining popularity among consumers.(alliedmarketresearch, 2019)

There is a considerable rise in disposable incomes over the past decade. The growth in global economies, changing lifestyles, rising demands of skin and sun care products due to varying climatic conditions encourages the growth of the market for cosmetics. A shift of preference towards natural and organic beauty products, particularly in U.S. and European countries, fosters the growth of the cosmetics market. Rising demand for natural, herbal and organic beauty products creates potential opportunities for manufacturers to innovate and develop new products in accordance to consumer preferences. .(alliedmarketresearch, 2019)

In a survey research firm The Nielson found that 84% of Indians felt greater pressure to look better than the generation before them, 30% conceded that they are spending more and more on beauty products and treatments, 36% invested monthly or hair care, and 21% get a facial done every month. Beauty is no longer the heritage of the rich and famous. The masses have always desired for beauty. Large companies, MNCs and local entrepreneur are already in pursuit of this opportunity. Players are flooding the market with creams that promises fairness, stop the aging, removes the wrinkles and lines, there are creams for the skin, hair and feet, and that's just one of the many players of the beauty products market, which is expanding in length and breadth by the day. Human beauty may be ephemeral sometimes

even fleeting, but the business of beauty is stable, growing and long lasting. In developed economies the beauty industry has historically grown faster and spending on beauty and wellness increased. Over the past few years Indian beauty product industry has been witnessing a steady and fast growth. Increased consumer awareness due to the efforts of mass media and affordability due to the rising disposable income are the two most prominent keys for growth. In rising of the Indian cosmetic industry media has played a quite significant role. All these factors boosted the beauty products sales, especially the premium beauty products market.

Economic Aspects of Advertising

Advertising is an indigenous part of economy. We depend on it for the sale of large percentage of output. There is some economic importance of advertising as given below:-

- a. Promotion of product through advertisement has economic value.
- b. Advertising is a source of information.
- c. Advertisement decrease price.
- d. Advertisement promotes level of output.
- e. Advertisement leads to Growth of National Product.
- f. Increases healthy competitions
- g. Increase Allocation of Resources
- h. Effects on demand.

In the proposed study researcher will study effects of advertisement in demand of beauty products in Indore city.

Demand

The demand for a commodity is its quantity which consumers are able and willing to buy at various prices during a given period of time. So, for a commodity to have demand the consumer must possess willingness to buy it, the ability or means to buy it, and it must be related to per unit of time. Demand is a function of price (P), Income (Y). Prices of related goods (Pr) and tastes (t) and is expressed as $D = f(P, Y, Pr, t)$.¹

The Law of Demand

The law of demand expresses a relationship between the quantity demanded and its price. It may be defined in Marshall Words as "the amount demanded increases with a fall in price and diminished with rise in price." Thus it expresses an inverse relation between price and demand.²

Beauty Products

¹ Jhingan M.L.: Modern Micro Economics, Vrinda Publications P. (Ltd.) Delhi. First Edition Reprint 2000, p. 104

² Jhingan M.L.: Modern Micro Economics, Vrinda Publications P. (Ltd.) First Edition Reprint 2000, p. 108

Those products which enhance beauty of a person are called beauty products. In general term these are called cosmetics, in special reference of beauty products which are applied on face, other body parts and hair to improve personality, enhances beauty and maintains hygiene. They may be herbal and chemical.

Types of beauty products are given below:

a) Facial Beauty product :-

- | | | |
|-----------------|------------------------|-------------------|
| 1. Cream | 2. Powder | 3. Fairness cream |
| 4. Lipstick | 5. Eyeliner | 6. Lip gloss, |
| 7. Kajal, | 8. Shampoos | 9, Conditioner |
| 10. Hair colour | 11. Shaving cream etc. | |

b) Other beauty products:

- | | | |
|-----------------------|------------------|------------------------|
| 1. Soap | 2. Talcum powder | 3. Moisturizing lotion |
| 4. Hair remover cream | 5. Perfumes | 6. Nail paint etc. |

Review of Related Literature

The goal of this review of the literature is to establish the significance of the general field of study about demand of beauty products and advertising of beauty products. After studying the existing literature, we identify a place where a new contribution could be made. Most of the chapter is about concern for beauty products and advertising strategies used for beauty care products.

The chapter is divided into three categories as follows:

1. Concern about Beauty Products

Since early age both males and females are using beauty care products in their own ways to look presentable, elegant, conspicuous and sophisticated. Apart from this vary fact, females are still considered to be more inclined towards use of these products. But in past few years masculine beauty products have gained vast recognition and market is filled now with number of masculine beauty products. The concern about beauty is ever increasing phenomenon and the following researches support this fact.

- **Thiyagarajan, S., & Shanthi, P. (2012)**, stated that irrespective of gender and social status people are concerned about their appearance and success in life and vanity has a significant role to play towards the likelihood of remembering cosmetic advertisements. The findings of this research are useful for marketers, advertising professionals and researchers.
- **Harrison, C. (2008)**, says that in past two decades, the traditional concept of masculinity has been replaced by metro sexual attitudes and practices through Western cultures. This article examines an extreme aspect of this trend through a multimodal reading of an online advertisement for male mascara. Using social semiotic theory and methodologies based on functional grammars, the analysis reveals that the advertisement's producers are treading a fine line in their choices, trying to create an environment that encourages men to be consumers of feminine-style products while

also allowing them to maintain the qualities that have traditionally been gendered as masculine.

- **Guo, X. (2011)**, The study was conducted to investigate Finnish young men's current consumption behavior and attitudes towards cosmetics. The research first sought to explore how different variables influence Finnish male consumers' cosmetics purchasing decisions. The secondary research aim was to analyze how metro sexuality was applied in Finland. Last to seek for identifying what are the key determinants in Finnish young men's cosmetics purchasing behaviors. The empirical research was conducted using a quantitative method. The sample was limited to 18-28 aged males who live in the greater Helsinki region. Primary data was obtained by the usage of questionnaires, an instrument for collecting information about Finnish men's consumption behaviors and attitudes towards cosmetics. The result indicated that Finnish young men's cosmetics purchasing behaviors are strongly influenced by cultural and personal factors. The main determinants in purchasing behaviors are hygiene functions, features and fragrance of the product, and price-quality relationship. Although the relatively higher average reflected their positive attitudes towards the purchase of cosmetics, they still maintain traditional consumption behaviors. It is crucial for marketers to develop their awareness through employing appropriate marketing communicating tools.

2. Advertising Strategies for Beauty Products

Advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through channel of information and persuasion. A number of advertising tools and strategies exist for advertising different types of products. Celebrity endorsement is found to be the most effective tool for advertising beauty products. Following studies support this fact:

- **Bower, A. B., & Landreth, S. (2001)**, explores the differential effects of pairing highly versus normally attractive models of advertising with different types of attractiveness-relevant products. Contrary to past researches this research suggests that HAMS are not the most effective choice for all categories of attractiveness-relevant products. Results showed that perceived expertise and identification had significant effects on both attitudes toward the ads and future interest in the product or service. Increased credibility had significant effects on future interest while increased attractiveness had significant effects on attitudes toward the ads but not on future interest about the product or service.
- **Kahle, L. R., & Homer, P. M. (1985)**, analyzed three factors were manipulated in an advertisement for disposable razors: celebrity-source, physical attractiveness, celebrity-source likability, and participant product involvement. Attitudes and purchase intentions changed due to celebrity-source attractiveness, and the results were interpreted as supporting social adaptation theory. Social Adaptation implies that the adaptive significance of information will determine its impact. It further implies that information is processed in fundamentally the same way for both high and low

involvement; however, information processing ends more quickly for low involvement products.

- **Belk, R. W., & Polly, R. W. (1985)**, proved that advertising has visually pictured a progressively more luxurious and comfortable lifestyle. In addition, there is evidence that recent advertising has increasingly portrayed consumption as an end in itself rather than as a means to consumer well being.
- **Mukherjee, D. (2009)**, Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser. While the magnitude of the impact of celebrity endorsement remains under the purview of gray spectacles, this paper analyzed the impact of celebrity endorsements on brands. This paper proposed a 20 point model which can be used as blue-print criteria and can be used by brand managers for selecting celebrities and capitalizing the celebrity resource through 360 degree brand communication which, according to this paper, is the foundation of the impact of celebrity endorsement. Celebrity endorsement is always a two-edged sword and it has a number of positives - if properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand.
- **Roosen, I., & Claeys, C. (2010)**. The paper reports an experiment that investigates the effect of celebrity endorsers with good or bad fit, an unknown endorser, and compares this to an endorser free control condition. The relative effectiveness of celebrity endorsement is investigated on the basis of Spears and Singh (2004) and the meaning-transfer-model of McCracken (1989). In a Pretest study the fit between products and different celebrities was investigated. On the basis of these results different combinations of advertisements, high and low involvement products and 'high' fit score and 'low' fit score for celebrity were compared with the combinations without an endorser, and with an unknown (no celebrity) person. The experiment shows that celebrity endorsement is not always effective. This result was also found for the advertisements with the endorsement of celebrities who were found to match best with the products at hand. The results of this experiment therefore suggest that the considerable amounts invested in celebrity endorsement deserve serious consideration.
- **Ahmed, A., Mir, F. A., & Farooq, O. (2012)**. Celebrities are the personalities that are well known in public either because of their credibility or of their attractiveness or because of both of these. To leverage this, advertisers use celebrities in their advertisement to increase the effectiveness and heighten the believability of commercials. Prior to this research, many researchers have proven facts that celebrity endorsement does cast its impact. This research actually moves on the same line and affirms the impact of celebrity endorsement on customers' buying intention. They presented the respondents with printed advertisements comprising celebrities and analyzed their response. Overall, phenomenon of celebrity endorsement was found to

be influencing. The results maintain that customers are motivated to purchase by celebrities that appear in advertisements but also look for celebrity-product association.

- **Modi, S. (2007).** Despite, the hype, the risk, celebrity endorsement is the most prevailing technique of advertising today. The ongoing public fascination with celebrities today offers the marketers a wide range of creative ideas in order to attract and charm the audiences by stimulating their buying behaviour. In a place like India, where Bollywood stars and cricketers are idolized, advertisers see this as an opportunity to expand their markets and promote their brands. This study had disclosed impressive insights into the topic which examines differences between endorsements with celebrities and corresponding endorsements with non-celebrities. The extent to which the media recognized the risks encountered by celebrity advertising had been discussed. It is quite fascinating to see how viewers relate themselves to these popular celebrities and how this new technique creates desire for the product in the minds of the consumers.
- **Ganesan, D., Saravanaraj, M. G., & Pughazhendi,** The instrument of celebrity endorsement has nowadays become a pervasive element in advertising and communication management. India as a country is known for loving its stars. The Indians idolize their favorite actors and cricketers. The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product. The study focused on examining the celebrity endorsements towards television viewers in the city of Salem Tamilnadu, India. Celebrities often have the Charisma to attract and influence others by their reputation, credibility, followers and fans. Companies across the globe Shells out on celebrities endorsements to lure and pull their target audience towards their product as well as service. The result of the study states that celebrity endorsed television commercials are having much fame and charisma than other form of advertisements.
- **Pughazhendi, A., Thirunavukkarasu, R., & Susendiran, S. (2011).** The study aims to investigate celebrity based advertisements on the purchase attitude of consumers towards durable products in reference to the city of Coimbatore. In the present era of information explosion and media influence, these advertisements play a major role in changing the settled perception or thinking, which is otherwise called attitude, of the consumer and also the consumption pattern of the society in general. Across the world, celebrities have been used for a wide variety of brands. The crescendo of celebrities endorsing brands has been steadily increasing over the past years Marketers overtly acknowledge the power of celebrities in influencing consumer purchase decisions. The study concluded that celebrity endorsement can bestow special attributes upon a product or service, which it may have lacked otherwise.

3 Effect of Advertisements on demand

Advertisements are a vital force in deciding the destiny of a product. Market is filled with so many products today and it creates confusion for prospective consumers relating to the purchase of a particular brand. This psychology of prospective consumers is well answered

with the help of advertisements which help in selection of a product. Following studies support this fact:

- **Holbrook MB, Batra R (1987)**. This study pursues the emerging interest in emotional aspects of consumer behavior, advocates a broadened view of consumption-related emotions, and focuses on the role of emotions in mediating the effects of advertising. Specifically, it proposes an approach that examines the manner in which intervening emotional reactions mediate the relationship between advertising content and attitudes toward the ad or brand. An illustrative application of this approach demonstrates its usefulness in assessing the role of emotions as mediators of consumer responses to advertising.
- Akwasi Ampofo (2014), The study seeks to examine the effects of advertising on consumer buying behavior considering demand for cosmetic products by residents in and around Nagarabhavi, Bangalore. Using a sample of 100 respondents of mostly the young, and using regressions they found that advertising does influence expenses incurred on cosmetics products but much influence on the purchase of cosmetic products results from one's income or pocket money available, and other factors like price of the product, the brand and other people's recommendation concerning the product. They concluded that, advertising satisfies the needs of the firm and the wishes of consumers. Its role cannot be replaced by any other means. Therefore firms must strategies and know when and where they should advertise. The consumers need to be informed about products and until that is done, the products of firms will still be in stores with no demand for them.

Essence of literature review

- Advertisement is the soul of business.
- There is equal importance of advertisement to consumers and producers.
- There is a lead role of advertisement for the development of information and communication technology. Whatever dynamic changes are brought in Indian society is just because of advertisement. The advertisements today is regarded artistic business in the current scenario. The new bonding of advertisement with information and communication technology effected economic development of the world on a higher scale.
- Advertisements are lifelong process and the most attractive job in modern age which revolves round the monetary benefits arising out of it. There are so many types of advertisements related to every dimension of human life. The income earned through advertisements is helpful in increasing the national income of a country.
- Many advantages of advertisement identified like it stimulates lower prices with higher quality, reduce the cost of production, increases profit and demand, develops brand preference
- Beauty product help in the improvement of personality, it play a vital role in enhancing the attractiveness of person, and person pays more attention to beauty of the face because face is supposed to be the mirror of personality.

Conclusion

Various research paper were discussed broadly in three categories. In First category concern about beauty products were discussed. It was found that irrespective of gender and social status, vanity is significant to consumer in their life. There has been increased interest from male for beauty products globally. Companies have found entire new market for their products. It was further observed that Men purchasing behavior has impact of culture and personal factors. Various advertising strategies were discussed which highlighted the importance of increased attractiveness and credibility on attitude towards advertisement .Many researcher gave importance to physical attractiveness and celebrity influence on consumer involvement .it was further discussed that celebrity endorsement is double edged sword. Also this kind of strategy is more effective in electronic mode. Advertisement is very important exercise for nay organization and they should be aware how when and where it is applied effectively

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