

## “TO STUDY THE INFLUENCE OF ATTRACTIVE ADVERTISEMENT ON BUYING BEHAVIOR OF YOUNG GIRL STUDENTS OF MANAGEMENT INSTITUTES WITH SPECIAL REFERENCE TO COSMETIC IN PUNE CITY”

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**Abstract:** *This study is focused on the buying behavior of the young girl students which is been influence by the advertisement. Television advertising presents a high effect the young girls whereas television advertising has become an essential part of modern society. Advertisements are the influencing factor for the buying behaviors of the consumers from last many years. Advertisements helps in creating cosmetics fashion awareness and perception among the customers of cosmetic products. This all ultimately influence the buying behaviors of the consumers. This particular piece of research was conducted on the 150 young girl student from different Management Institutes in Pune city who use different brands of cosmetics and how advertisements influence on their buying pattern while creating the awareness and building the perceptions. It was seen that advertisement plays a very important role in introducing a new product or brand in to the market, which helps the customers to buy the better choice product during shopping. It was found the market for the cosmetic products are highly competitive. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior.*

**Key Words:** *Consumer Buying Behavior, Young Girl student, Advertisement, Cosmetic Products, Brand loyal, Management Institutes.*

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### **Introduction**

Cosmetic industry is rigorously growing from last few years. The demand for the cosmetic products is going on increasing. This increase in purchase of cosmetic products is due to the repeated advertisement on media. Local brands in India are going on increasing. Cosmetic industry is related to fashion industry so the customer are more concern about trend in fashion industry according to that cosmetic industry runs. People wish to look good this influence them

to buy the cosmetic products. More over this rising awareness of beauty products and purchasing power of women are expected to boost the industry.

Indian cosmetic industry has different category within it. They are skin care, hair care, oral care, nail care, perfumes, make up and colour. Even more it has organic, herbal and ayurvedic products. The market of India is growing rapidly with the rate of 13-18 percent which is more than US and European markets. It has been see by the industry experts that Indian cosmetic market will increase by 25 percent till 2025.

This piece of research is on awareness and perception created by the advertisement on the minds of the customers. This research looks in the advertisement and factors affecting consumer buying behavior. Apart from advertisement there are many factors which affected the buying behavior like family, friend's, life styles, purchasing power, technology, traditional culture and income. Companies take in to consideration all this factors while advertising their products so as to influence the consumers.

Brand image is also one which is considered while buying a product. But perception about the brand changes from person to person. So it is important to find out the perception of consumers while buying a product. Advertisement helps the company to generate the awareness in their customers and component the advertisements shape the perception of the consumers either in the positive or in a negative way. People can make out the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion obliges the consumer buying decision.

### **Literature Review**

Nidhi Kotwal, 2008 discussed that a research conducted in India found that adolescents are highly attracted towards the TV commercial. Along with that teen girls also influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives us idea that mass media has the great impact on the advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products.

Through the study conducted by Abiodun, 2011 say that Role of advertisement is to carry message to the far distances. It is also use to target the scatter mass audience. The role of advertising on sales volume is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products. Pope, 2009 find out that through advertisements customer behavior shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly.

The research conducted by Rafique et al, 2012 says that advertisement is a way to communicate with the audience. Thus if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people. People are highly affected by the advertisements and organizations are trying to target the masses. Organizations are using different techniques of the advertisement which fit best with their products. Researchers have found that media advertisement are most popular advertisements and people like television ads, so it is a suitable medium to advertise products like cosmetics and FMCG.

Mukherjee (2012) has reported a study entitled Impact of celebrity endorsement on brand image. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match.

With the modern era there has been seen a remarkable boom in technology, with this technology advertisers now considering the number of mass media channels and means of communications which provide them the easy and fast access to the consumers. Other side of this technology advancement is that customers are now having plenty of information and they can get the thing which best suits to them. So, it becomes very difficult for the advertiser to build the brand awareness and condition the mind of the customers to make final purchase decision, as customers are gaining more control over the products and information (Raju, 2013).

Kajapriya, Surya (2015) highlighted that the women consumers preference, satisfaction and Attitude towards the cosmetic products, Factors influencing and Impact of media which permit the women consumers to buy the cosmetic products. It also discovered the fact that there is a significant difference in the ranks provided by respondents to the Statement related to cosmetic products. Product modification or change in product design or enriching the quality of the cosmetics which retain the loyal customers of that particular cosmetic brand would be beneficial. Classy promotional mix can facilitate in drawing customers with regular offers which should also come up with the new trend.

Samar & Samreen (2015) disclose two important variables which influence the buying behaviors of the people but these two factors are not solely reason to change the behaviors of the consumers rather they can contribute in changing the behaviors of the consumers. TVCs and billboards are widely used by the different marketing departments of the cosmetic companies. Users of the cosmetics are very loyal to their brands and they cannot be easily shifted towards other brands.

Researcher Gunjan Baheti, (2012) have find out that advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and make the perception of the product in the mind of the consumers. Advertisement acts as an information provider to provoke the psychological motive of the consumer for buying the product. Advertisement involves rational and emotional appeals.

Research done by Sandra Jakštienė in 2008 says that Advertisements shape the behaviors of the people through experience. Experience is the perception of a person towards the information communicated through advertisements. These experiences are observed by the individual through his senses, perception, attention, memory, way of thinking, language, etc. best way of attracting the customers is to understand the psychological experience aspects of the consumers.

Consumer buying pattern is directly evolved from the consumer behavior and its attitude. Many things combine to build up the behavior of any individual. The thing which influences the consumer behavior and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers (hye-Shin Kim, 2008).

Study of Raj, 2013 there are several national and international brands which people familiar and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surrounding. Also, advertisements have very important role in

shaping the consumer behavior and source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be built up by product evaluation and brand recognition.

Advertising can be considered as a subset of marketing mix (4P) that are place, promotion, price, and product. For promotion of a product, one of the main strategies used is advertising. In order to make awareness of a product in the mind of potential customers, advertising is an important tool and it influences the customer's decision to buy a product.

Abideenand Latif (2011) find out, through advertising manufacturers create an emotional link with customers and it will long last in the mind of the consumers. If advertising is striking, then customers pays more focus on that and thereby creates a reaction towards the product and that leads to the way of brand endorsement. Those who have loyal feeling show a positive attitude towards a brand. This study shows there is an impact of advertising on consumer buying behavior.

Study of Tang et al (2007), found that positive response to certain advertising or brand increases the positive evaluation. Bostan & Nabsyeh, (2012), Malaysian consumers, observed that advertising is a strong powerful tool which plays an important part to affect and inform consumer behavior.

### **Problem Statement**

Consumer perception is both help in development and as well as difficulty to the company. Companies are sending lot of amount on advertisement. Because companies want to create the positive perception in the minds of the consumers. Advertisement is providing a powerful tool to reach to the end consumers. But still the companies want to know how the advertisement can be created more attractive so that consumer perception can be created. Even they want to understand the attitude of consumer buying behavior which will be achievement of the company.

This study focuses on the perception created by the advertisement on the girls students in Pune city. even how advertisement effect on the buying behavior of the consumers. This study gives the reliable and valid results that help the company to plan the marketing strategies.

### **Objective**

- i. To study the customer perception created after watching the advertisement of cosmetic product in Pune city.
- ii. To study the impact of advertisement on consumer buying behavior of young girls of Management Institute for cosmetic product

### **Scope of the study**

The research is done in Pune city and it's limited to the young girl students of management Institute who purchase the cosmetic products. This piece of research helps us to understand the factors which are affected by the advertisement on the consumers buying behavior. This research will lend a hand to the companies to formulate suitable strategy for advertising their product in best possible way.

Researcher has recommended some topics for further research that can be carried out. This research can be done in different cities and comparative study between two cities. This study can be replicated for cosmetic product where branded and non branded products are in competition. Study can be on different graduation or post graduate institutes apart from management institute.

### **Hypothesis**

H0: There is no perception created after watching advertisement of cosmetic product in Pune city

H1: There is perception created after watching advertisement of cosmetic product in Pune city

H0: There is no impact of advertisement on consumer buying behavior of young girl of Management Institute for cosmetic product

H2: There is an impact of advertisement on consumer buying behavior of young girl of Management Institute for cosmetic product

### **Research Methodology**

#### **Data Collection**

This piece of research is conducted in Pune city. The data is collected from girls students of management institute. There were 3 management institute of Pune city which are affiliated to SPPU. The management institutes were,

- i. Trinity Institute of Management and Research
- ii. Suryadatta institute of Management and Mass Communication
- iii. Sinhgad Institute Of Business Administration And Research (SIBAR).

The study was descriptive and exploratory in nature.

#### **Primary Data**

Primary data is collected through Questionnaire method with open ended and close ended questions. The questions were prepared taking in to consideration the advertisement of cosmetic products.

#### **Secondary data**

Secondary data is collected through research articles, journals, books, news paper, Advertisement, websites etc.

#### **Sample of the study**

Simple Random Sampling method of probability sampling methods is used to select the girls students of management institute. Data is analyzed using tabulation and graphical method.

#### **Size and Design of Sample**

The respondent was collected from the Pune city of state Maharashtra in India. Total Sample size was of 150 young girls students of 3 Management institute in Pune city out of which 13 were not considered as they were incomplete. So the total numbers of respondents were 137.

## Theoretical Framework

### Theoretical Model of the Study

<b>Age</b>	: 20-30
<b>Occupation</b>	: Student
<b>Education</b>	: Graduates & Post Graduates.
<b>Place</b>	: Pune
<b>Variables</b>	: Dependent Variables: Consumer Persecution and Buying Behaviour with respect to Advertising
<b>Independent Variables</b>	: Attitude, culture, environment, family background, family status, brand loyalty, emotional intelligence, ethnicity, emotional sensitivity, purchasing power

## Analysis/Result

Table 1: Socio Economic Profile of the Respondents

Profile Variables	Particulars	No. of Respondents	% of Respondents
Age	20-21	10	7
	22-23	27	20
	24-25	37	27
	26-27	31	23
	28-29	21	15
	30	11	8
Marital Status	Married	7	5
	Unmarried	130	95
Nature of Residing Area	Rural	68	49.60
	Urban	69	50.30
Educational Qualification	PG	137	100

The table.1. evaluate study based on the 137 respondents. Amongst them who participated in the survey, 7 % were at the age range of 20-21 years; 20% in the range of 22-23; 27 % respondents were of the range of 24-25Years ; 23% were at the age range 26-27 years; the age range in between 28-29 years is 15 % and 8% of the respondents are of the age 30year. The researcher have found out through the random sampling. Majorly there respondents are in the age of 20-30. Majority of the respondents were prejudiced by the cosmetic product advertisements on the television.

The young girls are from both urban and rural area. All the respondents are of PG level. The less number of the respondent were married. Maximum were unmarried.

Table.2: Impact of Advertisement

Level of impact of advertisement	No. of respondents	% of respondents
Highly influencing	73	53.3
Moderate influencing	55	40.1
Not influencing	9	6.6
Total	137	100

Table 2 classify the impact of advertisement. This tabular form shows that how advertisement impact on buying behavior of the respondents (Young Girls). It conveys that 53.3% of respondents are highly influenced by impact of advertisement, were as 40.1% of respondents

are having moderate influenced, and 6.6% respondents are not influenced. It conveys that 53.3% of the respondents are having highly influencing by impact of advertisement.

Table 3: Reason of impact of advertisement

<b>Influencing Reason</b>	<b>No. of respondents</b>	<b>% of respondents</b>
Multimedia Presentation	37	27
Attractiveness	43	31.39
Informativeness	22	16.06
Brand Ambassadors	29	21.17
Others	6	4.38
Total	137	100

Table 3 categories that what are the reasons behind the advertisement impact. Respondent are highly influenced by the attractiveness, Multimedia Presentation, Brand Ambassadors and Informativeness. Remaining respondents were influenced by other reasons.

## Hypothesis Analysis

### Hypothesis 1

- H0 : There is no perception created after watching advertisement of cosmetic product in Pune city
- H1 : There is perception created after watching advertisement of cosmetic product in Pune city

The researcher has find out that the perception is created after watching advertisement of cosmetic products. The correlation coefficient between the ‘advertisement’ and ‘consumer perception’ is 0.619 and the p value for two tailed test of significance is less than 0.0005 from these figures this can be conclude that there is strong positive correlation and significance level  $P < 0.01$ . There is a significant relationship between ‘advertisement’ and ‘consumer perception’. As well as the consumers also try the product on which there positive perception is generated. Human beings build their perception about the product by watching the advertisement with their favorite celebrity. They get inspired as consumers want to imitate there celebrity. Even frequent advertisement on television helps to create the perception amongst the consumers.

### Hypothesis 2

- H0 : There is no impact of advertisement on consumer buying behavior of young girl of Management Institute for cosmetic product
- H2 : There is an impact of advertisement on consumer buying behavior of young girl of Management Institute for cosmetic product

It has been found out that the advertisement influence the respondents. Were most of time the consumer buying behavior is influence by the liking and disliking of advertisement of that product. By the researcher it has been seen that 47% respondents are largely influence by the advertisement on buying behaviour, 39% respondents are Medium influence by the advertisement on buying behaviour and 14% respondents said that advertisement has Small influence on buying behaviour. It is conveyed that 47% respondents are having large buying behaviour. The correlation coefficient between the ‘advertisement’ and ‘consumer buying behavior’ is 0.785 and the p value for two tailed test of significance is less than 0.0005 from these figures this can be conclude that there is strong positive correlation and significance level

P<0.01. There is a significant relationship between the 'advertisement' and 'consumer buying behavior'.

### **Limitation of the study**

Research is limited to advertisement affect of cosmetic products on young girl students of Management Institute in Pune city of India. In future studies should recruit girls and boys as respondents in a wider area in Pune city.

### **Conclusion**

1. Advertisements play the important role in purchase of the brand even the family and in-house promotion affect the purchasing.
2. Consumers get the awareness of the product for the advertisement. Advertisement can shape the buying behaviors of the consumers while purchasing the cosmetics.
3. The study revealed that advertisement motivates them to materialize the purchase of quality product.
4. Buying behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

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