



IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR TOWARDS BEAUTY CARE PRODUCTS WITH SPECIAL REFERENCE ERODE TALUK.

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ABSTRACT:

Advertisements have been used for many years to influence the buying behaviors of the consumers. Advertisements are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are lethal combination to influence the buying behaviors of the consumers. This particular research was conducted on the 120 male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. Percentage analysis and chi square analysis were used to identify the relationship between these variables. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Hence, this research paper is to study consumer buying behaviour towards cosmetic products in Erode Taluk. This study concluded that majority of female consumers use Beauty care products and majority of the 25 to 35 years age group respondents opined that advertisement has strong impact on consumer behaviour.

KEYWORDS: Consumer buying behavior, impact on advertisement, beauty care products.

INTRODUCTION

The Beauty Care Products in India is growing rigorously in last few years. Although India's local products have less demand as compared to the international brands. The increasing of cosmetic products is due to the reason that people are bombarded with the advertisements through which they gather information and this factor motivate them to purchase it. Beauty Care Products is directly related with the fashion industry as consumers have the deep insight about their looks and the fashion trending at specific time. Person's desire to look good and be acceptable in the society highly influences the people to buy the cosmetic products.

LITERATURE REVIEW

Priya Kalyanasundaram (2017) in her study "A Study on Effects of Internet Advertising on Consumer behavior with Special reference to Coimbatore", found that in spite of the diverse use of internet and wide interaction with various internet advertisements, fewer respondents were able to recall the internet ads they had seen. This implies that reliability on internet advertising is very low. The research established that TV ads are more reliable than internet advertising therefore it concludes that internet advertising was significant factor in predicting the consumer behavior.

Muhammad Aqsa, DiwiKartini,(2015): Based on the results of research conducted “Impact of online Advertising on consumers attitudes and interests buy online” they found that online advertising appearing during this time got good perception of internet users. However, The placement of online advertisement layout of the online advertisement on the internet

OBJECTIVES OF THE STUDY

1. To find out the demographic profile of respondents.
2. To study the consumer behavior towards advertising on Beauty Care Products.

RESEARCH METHODOLOGY

SAMPLING DESIGN

The study aims at analyzing the consumer behavior towards Beauty Care Products. A total of 120 samples were taken for the study. Convenient sampling method has been used to collect the data.

AREA OF THE STUDY:

The study area covers erode taluk only.

HYPOTHESIS:

There is no significant association between age group of respondents and opinion about effectiveness on advertisement.

There is no significant association between educational qualification of respondents and opinion about effectiveness on advertisement.

There is no significant association between occupation of respondents and opinion about effectiveness on advertisement.

LIMITATIONS OF THE STUDY:

1. The sample size limited to 120 respondents only.
2. The study is confined to Erode taluk only.

DATA ANALYSIS AND INTERPRETATION:

TABLE 1

DEMOGRAPHIC VARIABLES OF THE RESPONDENTS

DEMOGRAPHIC VARIABLES		FREQUENCY	PERCENTAGE
Gender	Male	58	48
	Female	62	52
Age group	Upto 25yrs	27	23
	25 to 35 yrs	40	33
	35 to 45 yrs	28	23
	Above 45 yrs	25	21
Educational qualification	ug	16	14
	pg	29	24

		47	39
	research	28	23
Family monthly income	Below Rs. 10,000	33	27
	From Rs. 10,000 to 20,000	39	33
	From Rs.20,000 to 40,000	22	18
	Above 40,000	27	22
Marital status	Married	40	33
	unmarried	80	67

Source: primary data

CHI SQUARE ANALYSIS:

Hypothesis:

There is no significant association between age group of respondents and opinion about effectiveness on advertisement.

TABLE 2

AGE GROUP OF THE RESPONDENTS AND OPINION ABOUT EFFECTIVENESS ON ADVERTISEMENT.

Age group	Opinion about effectiveness on advertisement			Total
	Strongly agree	Agree	Disagree	
Up to 25yrs	18	4	5	27
25 to 35 yrs.	31	5	4	40
35 to 45 yrs.	17	5	6	28
Above 45 yrs.	14	6	5	25
Total	80	20	20	120

Source: primary data

The chi square statistic is 1.63. The p value is .44. Hence the result is not significant at $p < .05$

Hypothesis:

There is no significant association between educational qualification of respondents and opinion about effectiveness on advertisement.

TABLE 3

EDUCATIONAL QUALIFICATION AND OPINION ABOUT EFFECTIVENESS ON ADVERTISEMENT.

Educational qualification	Opinion about effectiveness on advertisement			Total
	Strongly agree	Agree	Disagree	

SSLC	17	5	5	27
HSC	28	7	5	40
Under graduate	18	4	6	28
Post graduate	17	4	4	25
Total	80	20	20	120

Source: primary data

Hypothesis:

The chi square statistic is 1.49. The p value is .96. Hence the result is not significant at $p < .05$

Hypothesis:

There is no significant association between occupation of respondents and opinion about effectiveness on advertisement.

TABLE 4
OCCUPATION AND OPINION ABOUT EFFECTIVENESS ON ADVERTISEMENT.

Occupation	Opinion about effectiveness on advertisement			Total
	Strongly agree	Agree	Disagree	
Business	16	5	6	27
Profession	30	5	5	40
Govt. employee	19	5	4	28
Private sector employee	15	5	5	25
Total	80	20	20	120

Source: primary data

The chi square statistic is 2.02. The p value is .92. Hence the result is not significant at $p < .05$

FINDINGS:

Majority (52%) of the respondents were female.

Majority (33%) of the respondents were coming under the age group of from 25 to 35 years of age group.

Majority (67%) of the respondents were under unmarried.

Majority (28%) of the respondents were businessman.

Majority (33%) of the respondents had monthly income from 10000 to 20000.

SUGGESTIONS:

1. Cosmetic products advertisements leave the strong impact with buyer's behavior regarding the cosmetic products, but the many times purchaser decision is depending upon the purchaser need and want, so advertisement/cosmetic products marketing companies should try to make the necessity of cosmetic products through effective advertisement campaign.
2. An innovative way of advertisement should be embraced to grab the eye of the buyers of cosmetic products.
3. The advertisement/cosmetic products marketing companies should try to attract male consumers so as to increase sales.

CONCLUSIONS:

This particular research was conducted to find out the impact of advertisements on the buying behavior of the people in Beauty Care Products. Research was conducted in Erode taluk and 120 respondents were targeted who use various kinds of cosmetic products. This study conclude that cosmetic companies should use attractive and informative contents in the advertisement. The consumers and they should not rely on the advertisement for changing the perceptions of the consumers instead they should use new ways of sales promotion or other medium to change the perceptions of the people. It will be easy for any company in Beauty Care Products to change the buying behavior of consumer and also creating awareness and building strong perception in the mind of their customers.

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