

A STUDY ON ROLE OF TELEVISION ADVERTISEMENT ON COSMETIC PURCHASE AMONG YOUTH

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ABSTRACT

Television advertisements are the one of the important source for product promotion, with increase in the penetration of television and DTH (direct to home), it is become easy tool to reach to large number of population. Television advertising in India is the most popular advertising option. The present study was conducted to investigate role of television advertisement on cosmetic purchase among youth. The convenient sampling technique was used for the present study. To achieve objectives the 108 respondents were surveyed. The respondent's average age was found 20.87 years ranging from 17 years to 40 years. The exploratory factor analysis was also carried out to know role of television advertisement on cosmetic purchase among youth. The factor analysis yielded three factors namely Psychological Impact of Advertising, Message Content and Perceived Influence power which explain 68.638 percent of total variance. The study will help out to marketers in designing promotional strategies for the cosmetic products.

Keywords: TV Advertisements, Ads, Cosmetic Purchase, Psychological Impact of Advertising

I. INTRODUCTION

As the competition is very high for the Fast Moving Consumer Goods because they are low priced and many brands and companies are involved in the manufacturing of same classes of products, it becomes really difficult to project a special place in the minds of the consumers (Malhotra, S, 2014) Today advertising may be a part of our lifestyle. It is all around us. Even if we have tendency not to looking at it or listening to it, the message of advertising reaches and influences us. It is usually recorded somewhere at the rear of our minds and is recalled once we are shopping for something. Cosmetic product advertisement has increased now a day, because the youngsters of today are beauty conscious and believing to show off themselves before the society in a groomed way. Mainly young girls and women are targeted for the cosmetic products.

Today people are getting easily attracted with the advertisements through which they gather information and this factor motivate them to purchase it so there is increase of cosmetic products in the market. Cosmetic industry is directly related

with the fashion industry as shoppers have the deep insight concerning their appearance and therefore 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.

According to Russell & Lane, (1996) advertising is simply an economic movement with only one objective that is to increase the consumer demand of the product and thereby to enhance the sales volumes. Many advertisers and agencies believe that advertising creates —magic in the market place.

II. LITERATURE REVIEW

Role of Advertisement

Nidhi Kotwal, (2008) through her research in India found that youngsters and especially teen girls are highly attracted towards the TV commercial and they tend to buy the products which they saw in commercials. Thus, mass media is the major stimulus for the advertisements. Organizations are moving towards the artistic content that attracts the immature women still as boys to shop for the products.

According to Sandra Jakštienė, (2008) advertisements form the behaviors of the individuals through cognition which means the perception of an individual towards the information communicated through advertisements. These cognitions are developed by the individual through his perception, attitude, attention, senses, memory, reasoning, etc. and the best way of attracting the customers is to understand the psychological cognitive aspects of the consumers.

According to study of Abiodun (2011) role of advertisement is to carry message to the far distances. The role of advertising on sales volume is incredibly vital. It is verified to be very essential tool in enhancing the sales of various brands. Advertisement is directly connected with the sales of the products. Advertisements motivate customers to buy products and shape their behaviour. Researchers found that repetition in the advertisement hit the mind of the customers that additionally facilitate them to recollect that product and get repeatedly (Pope, 2009).

According to Gunjan Baheti (2012) Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. Advertisement includes rational and emotional appeals. In rational appeals the product is mainly important on its benefits and the problems which it can solve; while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements.

Uti Charles et al.(2013) examined the issues relating to advertising clutter, medium, message, timing and their impact on achieving tactical marketing and sales objectives. The findings of the study showed that advertising facilitates consumer choice. Point of purchase advertising is a pivotal tool and plays an important role in the marketing process. Money spent on advertising should not be considered as expenditure but part of “investment” required for successful business.

Soni Neha and Verghese manoj (2013) studied various sales promotion tools and its impact on purchase decision. The different promotional tools used were premium, contest, offer, rebate, price pack. Data was collected from 109 respondents through structured questionnaire. The result indicated that among the various promotion tools; offer, premium and contest have significant impact on consumer purchase decision, while rebate was found to be insignificant.

Raju, (2013) studied that presently, there is a remarkable boom in technology, with this technology advertisers can use the number of mass media channels and means of communications to get easy and fast access to the consumers. However with this, customers now have plenty of information and they can get the thing which best suits to them and therefore it becomes very hard for the advertiser to create the brand awareness and brand equity in the mind of the customers to make them purchase, as customers are gaining more control over the products and information.

Advertisement in Cosmetic Industry

Several forms of techniques are used in the advertisements and promotion of the cosmetics.

SueLin, C. 2010 studied the role of emotions in advertisements and the factors that drive cosmetics consumption. When the factors that influenced consumer decisions presented in the consumer models were used to analyze the Japanese Cosmetics consumption, they reported that the predominance of Maslow’s higher order needs such as self - esteem, sense of belonging and self - actualization is driving cosmetics consumption and brand choice.

Ivančová, 2013 found that in cosmetics advertising is very vital in creating the brand. For this they are using the stars and celebrities from Hollywood and Bollywood in their commercials. Moreover, while analyzing these commercials, cosmetics companies target the selected class and arouse the desire in them to own the product even these are not accessible in market. Companies need to unfold the same brand image everywhere so that they can show the standardized commercials all over the world.

Desai, (2014) found out that through survey that the cosmetic market is highly competitive in nature and mainly comprises on the female with the males as par with them. Consumer is taken into account as a king of market and marketers are focusing on various factors to attract more and more customers. These factors consist of the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to frame its policies and marketing mix. Moreover, cosmetic buyers are highly quality conscious. They are highly associated with the brand due to quality and results of the specific brand. They are connected showing emotion with the brands and that they will await for the product during the non availability of the product. Though consumers are becoming brand conscious but the actual brand decision is in their hands.

Shimpi, S. S. & Sinha, D. K. (2010) analysed various studies to evaluate attitude characteristics which affects consumer buying behaviour of male cosmetics products in Pune city. They found out that self presentation, self-esteem, anxiety and conformity are more significant by Pune men for purchasing male cosmetics products. Ersoy et al. (2015) evaluated the attitudes of Turkish men towards cosmetic consumption and acknowledged the factors that affect men's cosmetic consumption behaviour. They reported that shopping, self-esteem, lifestyle, societal beliefs and self-image are critical factors of men's cosmetic consumption. Not only this, they also found significant relationship between self-esteem and self-image, and between societal beliefs and lifestyle.

III. RESEARCH METHODOLOGY

The present research aims to study cosmetics purchase by youth and role of advertisements. To achieve the objective structured questionnaire was used which contains demographic details of respondents and research questions. The questionnaire was containing 18 statements designed to investigate role of advertisements in cosmetics purchase among youth. Responses were obtained on a five-point Likert-type rating scale (strongly agree to strongly disagree). The researchers have developed the scale by reviewing literature investigate role of advertisement in cosmetic purchase. To assess for internal consistency, Cronbach's alpha reliability coefficient was calculated for the 18 statements. A cronbach's Alpha value obtained was 0.947, which indicating the response scale had a good and acceptable internal consistency. To know the influencing factors on cosmetic purchase five point rating scale was used (5- Highly Influence, 4- Moderate Influence, 3- Neutral, 4-Less Influence, 5-No influence at all). The convenience sampling method was employed for the present study and sampling size was kept 108 respondents for present study. Total 108 respondents' data

were obtained with the help of online survey. The descriptive statistics and exploratory factor analysis are used to analyze the collected data.

IV. DATA AND EMPIRICAL RESULTS

The collected data were analyzed with computer software the descriptive statistics and exploratory factor analysis are used to analyze the collected data. The results were summarized in table-I.

The table-I shows demographic profile of respondents, for the present study 108 respondents was surveyed and out of those 38 respondents was male and 70 respondents were female. The average age of respondents was found 20.87 years ranging from 17 years to 40 years. Majority of the respondents were students (91) followed by business class (8) and service (5). The majority of respondents (79) studied under graduate level followed by 28 respondent studied up to post graduate level. The majority of the respondents (51) having monthly family income between Rs.25000 to Rs.50000 followed by 30 respondents having monthly family income below Rs.25000. The majority of respondents (57) were spending less than Rs 1000 on cosmetics followed by 42 respondents were spending Rs 1000- Rs.2000 on cosmetics, whereas 9 respondents were spending more than Rs.2000 on cosmetics. Out of the 108 respondents 99 respondents were unmarried and 9 were married.

To know the influencing factors on cosmetic purchase five point rating scale was used (5- Highly Influence, 4- Moderate Influence, 3- Neutral, 4-Less Influence, 5-No influence at all) and based on the responses mean were calculated and ranks were given. The friend's suggestions were considered as most influencing factor followed by TV advertisements (commercials). The doctors/ Beautician considered as third important factor. The Family Members and Retailers suggestions were considered as least important.

Reliability test Alpha

The respondents were asked to answer on 5 point Likert scale and 18 statements were included to analyse factors affecting cosmetics purchase. To check reliability of the scale, as shown in table-3 cronbach's Alpha, which was developed by Lee Cronbach in 1951 to provide a measure of the internal consistency of a test or scale, was calculated and it was found 0.947 for 18 items. (Tavakol et al. 2011). As a rule of thumb, the value of Cronbach's Alpha greater than 0.7 is good and acceptable. For the present study Cronbach's Alpha Based on standardized items obtained 0.947. So the data are reliable for further analysis.

The Bartlett's test of Sphericity and Kaiser Meyer –Olkin (KMO statistics) measure of sample adequacy were used to assess the suitability of data for carrying out the factor analysis. The value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy test is normally accepted when it is greater than 0.6. (Malhotra, 2007) For the present study the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value obtained is 0.916 and Bartlett's Test of Sphericity found significant and hence factor analysis was conducted.

Exploratory Factor Analysis

Respondents were asked to answer 18 statements using 5-point Likert scales where 1 is strongly agree and 5 is strongly disagree to role of advertisement in cosmetic purchase among youth. The principal component extraction performed where the eigen value greater than 1 was considered. Varimax with Kaiser Normalization rotation method was employed in this analysis. The Rotated Component Matrix was presented sorted by size and the coefficients were suppressed having value below 0.4. The factor analysis yielded 3 factors which explain 68.638 percent of total variance as shown in table-5.

The factor analysis yielded three factors namely Psychological Impact of Advertising, Message Content and Perceived Influence power which explain 68.638 percent of total variance. The first factor can be named as psychological Impact of Advertising due to high loading factors to the statements associated to psychological Impact which explained 27.080 % of total variance having factor loading for the statements are ranging from 0.779 to 0.623. The second factor can be named as message content due to high loading factors to the statements associated message content which explained 29.796 % of total variance having factor loading for the statements are ranging from 0.824 to 0.573. The third factor can be named as Perceived Influence power due to high loading factors to the statements associated Influence power which explained 11.763 % of total variance having factor loading for the statements are ranging from 0.810 to 0.736.

Conclusion

The present study was aim to investigate role of television advertisement on cosmetic purchase among youth. To achieve this objectives the exploratory factor analysis was carried out on primary data which ultimately help to explore three dimensions for role of television advertisement among youth namely Psychological Impact of Advertising, Message Content and Perceived Influence power. The outcomes of the study will help the market players to plan right marketing strategy pertaining to targeting and positioning of cosmetics products. The study may also help to design the promotional strategies based on the factors

found specially television advertisements as television advertising in India is very popular advertising tool.

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List of Tables

Table-1: Demographic Profile of Respondents

Gender of Respondents			Education of Respondents		
	Frequency	Percent		Frequency	Percent
Male	38	35.2	HSC or Below	1	0.9
Female	70	64.8	Under Graduate	79	73.1
Total	108	100.0	Post Graduate	28	25.9
Average Age	20.87 Years		Total	108	100.0
Occupation of Respondents			Marital Status		
		Frequency	Percent		
Students	Married	9	8.3		
Service	Unmarried	99	91.7		
Business	Total	108	100.0		
Others	4	3.7			
Total	108	100.0			
Monthly Family Income			Monthly Expenditure on Cosmetics		
	Frequency	Percent		Frequency	Percent
< Rs.25000	30	27.8	< Rs 1000	57	52.8
Rs.25000 – .Rs 50000	51	47.2	Rs 1000 - Rs.2000	42	38.9
> Rs 50000	27	25.0	> Rs.2000	9	8.3
Total	108	100.0	Total	108	100.0

Table-2: Influence on Cosmetics Purchase

Particulars	Highly Influence	Moderate Influence	Neutral	Less Influence	No influence at all	Mean	Rank
Family Members	21	37	28	8	14	3.4	V
Neighbour	11	37	25	12	23	3.01	VII
Friends	37	44	15	4	8	3.91	I
TV Advertisements	39	36	19	6	8	3.87	II
Brand endorsements (Celebrity)	36	33	18	9	12	3.67	IV
Retailers	11	48	17	16	16	3.2	VI
Doctors/ Beautician	33	40	18	6	11	3.72	III

Table - 3: Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.947	18

Table -4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.916
Bartlett's Test of Sphericity	Approx. Chi-Square	1433.929
	Df	153
	Sig.	.000

Table -5: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.573	53.183	53.183	9.573	53.183	53.183	5.363	29.796	29.796
2	1.590	8.832	62.015	1.590	8.832	62.015	4.874	27.080	56.876
3	1.192	6.623	68.638	1.192	6.623	68.638	2.117	11.763	68.638
4	.877	4.875	73.513						
5	.724	4.025	77.538						
6	.664	3.688	81.226						
7	.547	3.041	84.267						
8	.434	2.409	86.676						
9	.362	2.009	88.685						
10	.341	1.894	90.580						
11	.320	1.779	92.359						
12	.284	1.578	93.937						


13	.239	1.326	95.262						
14	.230	1.277	96.540						
15	.198	1.098	97.638						
16	.169	.938	98.575						
17	.142	.787	99.362						
18	.115	.638	100.00						

Extraction Method: Principal Component Analysis.

Table - 6: Role of Advertisement in Cosmetic Purchase

Rotated Component Matrix ^a			
	Component		
	1	2	3
TV Ads are informative.	.779	Psychological Impact of Advertising	
TV Ads makes product (cosmetics) reliable	.758		
TV Ads provide authenticity of product quality (cosmetics).	.758		
TV Ads influence my Purchase	.717		
I would like to see TV Ads	.716		
TV Ads increase sales of products (cosmetics).	.711		
TV Ads influence more on my cosmetic purchase	.672		
I feel all claims made in TV Ads are genuine.	.624		
TV Ads helps me in finding better products.	.623		
I feel excited when I purchase (cosmetics) by looking to TV Ads.		.824	Messag e Conten t
I recommend others to purchase cosmetics by looking to TV Ads.		.820	
I feel proud when I use product having rich TV Ads		.759	
TV Ads provokes me to buy new products (cosmetics).		.729	
I feel the products not having ads on TV are poor quality.		.673	
I would like to see TV Ads having my favorite personality.		.607	
I never purchase products for which I never seed TV Ads		.573	
I feel new product (cosmetic) must have TV Ads.	Perceived Influence power		.810
More the TV Ads more will be the demand of products (cosmetics).			.736
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 8 iterations.			

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