

Television advertising and buying behaviour of women consumers towards cosmetic products in Puducherry

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Abstract— The role of television advertising in cosmetics is invariable and induces especially women consumers towards cosmetics. Cosmetics play a very important role in the day to day life of women consumers. It helps to enhance one's personality and increases the confidence level of women consumers. Most of the women are working in society and they are very particular about their appearance. The rising awareness of beauty products, changes in consumption patterns and lifestyles has increased the purchasing power of women. The escalation of cosmetics usage in our habitual life has increased more demand for cosmetics product in the market. The study aims to find the impact of television advertising on buying behaviour of women consumer towards cosmetics. Primary and Secondary data were used to collect data and primary data were analysed by using Correlation, independent samples t-test and ANOVA. The data has been collected from 80 women consumers in Puducherry through questionnaire and SPSS software is used to do the analysis. The study aims to find the role of Television Advertising and the effect of culture, subculture, attitude and beliefs, social class and learning on buying cosmetic products. The findings revealed that there is a significant relationship between television advertising and buying behaviour of women consumers towards cosmetics and it was found that there is a significant difference between the age wise classification of the women consumers and the various factors influencing them to buy the cosmetic products. It was observed that from the study there was no significant difference between family type and the purpose of using cosmetics.

Keywords — Television advertising, cosmetics, women consumers, culture, subculture, confidence and buying behaviour.

I. INTRODUCTION

Ackerbergm (2003) also revealed that advertising is a great source of product learning. this learning process is carried by either information advertisement or prestige or image advertisement but the research shows that the presence of informational content in an advertisement is a primary tool for creating learning about the product and the image content has relatively less significance in creating the learning about the product and this prestige strategy does not work in every product category with same effectiveness to support the purpose of learning.

Shreekumar (2004) attempted to examine the probable relationship between consumer's emotional intelligence and their reactions to emotional advertisements. He opined that presently emotional advertisements have been increasingly used by advertisers to evoke emotional reactions in the consumers. It was found that emotional intelligence had implications on consumer behaviour in general and reactions to affect laden advertisements in particular.

According to Clow (2004) the basic purpose of advertising is to communicate the news to the user or the customer that there is something new in the market. But when we go into the depth; advertising serves the source to persuade or attract customer about the product to do a certain action which is usually to purchase a product. Alonge (2001) feels that advertising can be defined as any paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to prevent and promote product, services and idea.

II. LITERATURE REVIEW

Sandh and Aujla (2003) revealed that majority of respondents from low income group was attracted by advertisement on television. Shreekumar (2004) revealed that emotional advertisements probably work well those consumers who have difficulty in delaying the gratification of their urges or have a tendency to surrender easily to their impulsive urges. That means marketers cannot as successfully influence the attitudes of high EQ consumers using emotional appeals. They will have to find newer ways and means to woo this market segment which was less prone to impulsive buying and more prone to intelligent buying. This implied that advertisements have to be more realistic and credible if they ought to create some impact on emotionally intelligent consumers. It is essential for marketers to study the perception, beliefs, attitudes, intentions and behavior patterns of emotionally intelligent individuals towards different types of products before embarking on promotional campaigns.

Manolatha (2007) has concluded that advertisement is intended to persuade buyers to buy products. The Advertisement is made through many media like print, radio, television and internet. In the media, television advertisement is more appealing even if it is costlier. Shah and D'Souza (2008) observed over a longer period of time, the TV set has become a permanent

fixture in all upper and middle class households, and it is not infrequent even in the poorer society of urban areas and rural households.

Sharma et al., (2014) propose that adults strongly believe that the TV advertisements have considerably influenced their buying process. However, they do not favour the idea of buying products just on the basis of TV advertised products. The research connotes that rural respondents are found more influenced by the advertisements in their product purchase decisions in comparison to the urbanites. An interesting finding has been that most of the respondents are fond of watching TV advertisements, females being dominant. The adults irrespective of their gender and area of residence strongly consider that TV advertisements have impact on their mind and the exposure to TV advertisements have not only enhanced their involvement in purchasing but has resulted in increasing their frequency of purchase.

Anjum and Naheed (2015) found that there is positive and significant impact of television advertisement with the role of women on consumers' buying behavior. Generally, television advertisements create awareness, knowledge, interest and reaction in consumers about a particular product. These also influence the buying behavior of consumer and build the behaviors of society regarding products. In addition, television advertisements help the people to make frame of decisions regarding products. Normally, people are attractive towards that advertisement in which there is portrayal of women. In other words, portrayal of women increases consumers' attraction toward the products. The study shows that television advertisements have strong and positive relationship to consumers' buying behavior pattern. However, religiosity changes this relationship by portrayal women in television advertisements due to their religious beliefs.

CONSUMER BUYER BEHAVIOUR

Losarwar (2002) examined the influence of socio-economic profile, role of family and reference groups, life style, brand awareness, factors influencing, buying motives, effectiveness of promotional plans on the purchase decision in respect of select five durable products. The results of the study revealed that majority of the consumers purchased the television, washing machine and refrigerator from authorised dealers whereas mixer and fan from retailers. Company's advertisements, reputation, price and quality of the product were some of the factors that influenced the choice of consumer durables. The study concluded that the modern market is highly competitive and transitional. Thus, the role played by consumer is very prominent and the marketer should consider the behaviour and attitude of the consumers before introducing the product into the market.

Rajagopal (2006) insists that consumers perceive the brand on dimensions that typically capture a person's personality, and extend that to the domain of brands. The dimensions of brand personality are defined by extending the dimensions of human personality to the domain of brands. The relationship between the brand and customer is largely governed by the psychographic variables that can be measured broadly by the closeness and farness of the personalities of brand and customer. Finally, it may be stated that the key to the effective long-term relationship with consumers is governed by the perceptual insights of consumers on the brands. This determines the symbiotic relationship between the brands and customer values derived by their perceptions.

Vani et al., (2011) insists that consumer behaviour has been always of great interest to marketers. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behaviour is influenced by demographic, economic, cultural, social, geographical, and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers, but they have to be considered while trying to understand the complex behaviour of the consumers.

Malik et al., (2013) revealed that advertisement also has positive impact on consumer buying behaviour. After these results and finding we can summarize this research that if people will be well aware about the brand and they have good brand perception, loyalty and association then automatically brand image will be more and stronger in their minds and that brand will become the part of their buying behaviour. In the light of this study we can say that now day's advertisement is a big marketing weapon to attract your customers and to stay in customer's mind.

According to Kotler and Keller (2015), consumer buyer behaviour is considered to be an inseparable part of marketing and state that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. They highlight the importance of understanding consumer buying behaviour and the ways how the customers choose their products and services can be extremely important for manufacturers as well as service providers as this provides them with competitive advantage over its competitors in several aspects. For example, they may use the knowledge obtained through studying the consumer buying behaviour to set their strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants effectively.

COSMETICS

Voss and Parasuraman (2009) have opined that the purchase preference of cosmetics is primarily determined by the price of the product during the prepurchase evaluation. If quality information is available, price has no effect on pre-purchase or post-consumption. However, post consumption quality evaluations have a favourable impact on price evaluation. Anute et al., (2015) found that cosmetic product purchased in the age group of 15-30 and most of the people prefer to use domestic brand and like to buy organic cosmetic product. Nearly half of the consumer know cosmetic product through television and customer remain loyal to their cosmetic products they don't change brand. People give more importance to quality in purchasing cosmetic product. Most of the people preferred lakme followed by vaseline, himalaya ponds and fair and lovely. Nirmala & Panchanatham (2015) observed that female college students are influenced by television and their appearance changes day by day in accordance with changing life style in the society. The findings of the study revealed that female college students were induced by cosmetic advertisements and their habits towards cosmetics usage had considerably changed.

Manickam & Ceasar (2016) revealed that college going girls demand more money for buying cosmetics as they see more advertisements as get attracted on watching them. The cosmetics are luxury products and are very costly. Attractive

advertisements instigate the purchasing habit and selection of various brands of the product based on need and their satisfying capacity. The study found that the girls spend more money, time and are more conscious about their outlook and want to present themselves beautiful through the use of such products. The study also reveals that college going girls use cosmetics to show themselves appealing, they are beauty conscious and worry more about skin care than cost. The study concludes that advertisements have more influence in the buying behavior of girl students more particularly the cosmetic goods on reasons of their assured special features.

III. OBJECTIVES OF THE STUDY

1. To find the impact of television advertising on buying behaviour of women consumers towards cosmetics in Puducherry.
2. To find the significant difference between family type and the purpose of using cosmetics.
3. To find the significant difference between the age wise classification of the women consumers and the various factors influencing them to buy cosmetic products.

IV. HYPOTHESES OF THE STUDY

1. H₀: There is no significant relationship between television advertising and buying behaviour of women consumers towards cosmetics.
2. H₀: There is no significant difference between the age wise classification of the women consumers and the various factors influencing them to buy cosmetic products.
3. H₀: There is no significant difference between family type and the purpose of using cosmetics.

V. RESEARCH METHODOLOGY

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. The sample for the study is 80 women consumers from Puducherry district. The sampling technique followed in the study is convenience Sampling. This study was based on both primary and secondary data. The primary data have been collected from the women consumers in Puducherry by using questionnaire. The statistical tools such as correlation, independent samples t test and one way ANOVA is used for analyzing the impact of television advertising on the buying behaviour of women consumers towards cosmetics in Puducherry.

VI. ANALYSIS AND INTERPRETATION

The frequency distribution of consumer profile based on the various socio-economic variables of women consumers in puducherry.

Table 1 shows frequency distribution of consumer profile

S. No.	Consumer Profile	Frequency	Percentage	
1	Age (in years)	Less than 25	6	8
		25 – 30	13	16
		31 – 40	13	16
		41 - 50	24	30
		51 - 60	18	22
		More than 60	6	8
		Total	80	100
2	Educational Qualification	HSC	4	5
		Diploma	4	5
		Under Graduate	41	51
		Post Graduate	31	39
		Total	80	100
3	Occupation	Government	5	6
		Private	51	64
		Business	7	9
		Student	9	11
		Housewife	8	10
		Total	80	100
4	Monthly Income	Less than 20,000	15	19
		20,001- 30,000	19	24
		30,001 - 40,000	7	9
		40,001 – 50,000	11	14
		More than 50,000	28	35
		Total	80	100
5	Marital Status	Married	63	79
		Unmarried	17	21
		Total	80	100
6	Type of Family	Nuclear	54	68
		Joint	26	32
		Total	80	100

Source: Primary Data

The age wise classification of the respondents in table 1 shows that the majority of the women consumers belong to the age group of 41 to 50 years, followed by 51 to 60 years. The respondents are mostly undergraduate and postgraduate, and a

majority of 64% of the women consumers are working in private concern. Nearly 68% of the respondents are in the nuclear family and 79% of the respondents are married. It was observed that the monthly incomes of 35% of the respondents are more than 50,000.

Table 2 shows the significant relationship between television advertising and buying behaviour of women consumers towards cosmetics.

Correlations			
		Television Advertising	Buying Behaviour
Television Advertising	Pearson Correlation	1	.279*
	Sig. (2-tailed)		.012
	N	80	80
Buying Behaviour	Pearson Correlation	.279*	1
	Sig. (2-tailed)	.012	
	N	80	80

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data

H₀: There is no significant relationship between television advertising and buying behaviour of women consumers towards cosmetics.

The above table shows that p-value is 0.012 which is less than 0.05 hence we reject the null hypothesis and there is a significant relationship between television advertising and buying behaviour of women consumers towards cosmetics and it is positively correlated. Jawahar and Tamizhjothi (2013) revealed that the middle aged people have positive attitude towards beauty cosmetic products compared to young aged people. Through the beauty cosmetic products they try to keep young or give young appearance. And, Middle aged people almost they settled in their life. So they have the self spending power to buy beauty cosmetics products. Hence, they have positive attitude towards beauty cosmetic products compared to young aged people.

Fatima & Lodhi (2015) studied about different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. 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.

Ashaduzzaman & Asif-Ur-Rahman (2011) reveal that advertisements play a vigorous role in familiarizing a new product in the family list and taking right decision during shopping. 74.3% of the respondents after watching TV advertisement want to buy the new brand introduced in the market and 66.3% are of the opinion that T.V. advertisements help them to make better choice during shopping. TV advertisements affect the purchasing decision of women in case of cosmetics, food, clothing and stationary rather than other factors. Figures indicate that 55.7%, 34.1%, 26.3% and 45% respondents were influenced by advertising to purchase cosmetics, food, clothing and stationary respectively. In case of cosmetics, besides advertisement, friends also influence the buying pattern of women.

Table 3 shows the significant difference between the age wise classification of the women consumers and the various factors influencing them to buy cosmetic products.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Culture	Between Groups	.696	5	.139	2.400	.045
	Within Groups	4.292	74	.058		
	Total	4.988	79			
Subculture	Between Groups	.154	5	.031	2.738	.025
	Within Groups	.833	74	.011		
	Total	.987	79			
Social class	Between Groups	.839	5	.168	2.429	.043
	Within Groups	5.111	74	.069		
	Total	5.950	79			
Learning	Between Groups	.333	5	.067	2.960	.017
	Within Groups	1.667	74	.023		
	Total	2.000	79			
Attitudes and Beliefs	Between Groups	1.735	5	.347	2.514	.037
	Within Groups	10.215	74	.138		
	Total	11.950	79			

Source: Primary Data

H₀: There is no significant difference between the age wise classification of the women consumers and the various factors influencing them to buy cosmetic products.

The above table shows that there is a significant difference between the age wise classification of the women consumers and the various factors influencing them to buy the cosmetic products and the null hypothesis is rejected and the alternative hypothesis is accepted. It was observed that the p-value of culture is $0.045 < 0.05$ hence there is a significant difference between culture and age wise classification of the respondents. In the case of the subculture, the p-value is $0.025 < 0.05$ which show that there is a significant difference between subculture and age wise classification of the respondents.

The above table shows that p-value for the social class is $0.043 < 0.05$, therefore, there is a significant difference between social class and age wise classification of the respondents. In case of learning the p-value is $0.017 < 0.05$ which show that there is a significant difference between learning and age wise classification of the respondents. With respect to attitudes and beliefs, the p-value is $0.037 < 0.05$ which show that there is a significant difference between attitudes and beliefs and age wise classification of the respondents.

Rani & Sharma (2016) revealed that on the basis of age of respondents, young people under 20 years (56.33%) believe that advertising plays an important role in selling products. Respondents between 21-50 years (60.91%) also support the same statement about TV advertisements. Moreover, people above 50 years (57.14%) also agree to it.

Socio-cultural factors made up of cultural, economic, and instrumental variables are key factors affecting consumer buying behaviour, it is therefore concluded that socio-cultural factors, either acting independently or in conjunction with other personal or demographic factors have significant influences at each stage (need recognition, information search, and evaluation, patronage, and post purchase behaviour) of the consumer clothes buying decision making process Lawan & Zanna (2013).

The result of ANOVA shows that mean values of different age groups which show slight variation, however, the decreasing order of mean score suggests that inclination towards TV advertisement decreases with the increase in age of the respondents. (Sharma et al., 2014).

Table 4 shows the significant difference between family type and purpose of using cosmetics.

Group Statistics					
	Type of Family	N	Mean	Std. Deviation	Std. Error Mean
Purpose of using cosmetics	Nuclear	54	2.54	1.239	.169
	Joint	26	2.92	1.324	.260

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purpose of using cosmetics	Equal variances assumed	.170	.681	-1.276	78	.206	-.386	.303	-.988	.216
	Equal variances not assumed			-1.247	46.624	.219	-.386	.310	-1.009	.237

Source: Primary Data

H0: There is no significant difference between family type and purpose of using cosmetics.

Table 4 reveals that there is no significant difference between family type and purpose of using cosmetics since the p-value is 0.206 which is greater than 0.05. The women respondents use cosmetics not only to have a good look but to gain more confidence in society. The appearances of the women play an imperative part in their position at the job.

Hassan (2015) revealed that there is a significant relationship in the views of liking the TV advertisement among males and females and females believe that the TV advertisements have increased their frequency of purchase. The study also revealed that TV advertisement has a dominating effect on the buying decision in the family as they collectively decide products to be purchased through the TV ad exposure. It is evident from the tests and mean scores that rural residents show highly positive responses and they engage in the process of buying behaviour with much keen and interest. TV advertisements influence their buying decisions with significant value.

Jawahar and Tamizhthyothi (2013) discussed that the attitudes of consumers can have a critical role on beauty cosmetics buying behaviour. Monthly family income does not have any influence on the attitude towards beauty cosmetic products. All categories of people want to maintain their self image regarding physical appearance among the society. Regarding occupation and marital status, housewives and married people have positive degree of attitude towards beauty cosmetic products. Compared to privately employed people and those doing business, house wives having time to take care about themselves. Married people have crossed certain age limit, for that reason they need to take care about their physical appearance. Now-a-days married woman have conscious about skin care and personal care. Hence, married people have positive attitude towards beauty cosmetic products compared to unmarried people. Apart from the above factors, consumers are having more conscious on quality, money value and brands of beauty cosmetic products.

VII. DISCUSSIONS AND CONCLUSION

The study was conducted to find the influence of Television Advertising on the buying behaviour of women consumers towards cosmetic products in Puducherry. This study focus on the impact of television advertising on buying behaviour variables like culture, subculture, attitude and beliefs, social class and learning. From the data analysis, it was observed that Television Advertisement plays a major role in influencing women consumers to purchase the cosmetics products and especially women buy more number of cosmetic products not only to have good appearance among others but to gain more

confidence. In the competitive world, women have to struggle a lot to reach her aspiration; a positive vibration is gained by using cosmetics.

The study was concluded that there is a significant relationship between television advertising and buying behaviour of women consumers towards cosmetics and it is positively correlated. The women who are in the age group of 41 – 50 and working mostly in the private concern agree that most of the cosmetic products used by them are by the information gained from the television. The table 3 shows that there is a significant difference between the age wise classification of the women consumers and the various factors influencing them to buy cosmetic products. Table 4 shows that there is no significant difference between family type and the purpose of using cosmetics. The women either in a nuclear family or joint family use cosmetics and it was concluded that television induces women, consumers, to purchase cosmetics.

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