

Impact of Advertisements on Consumer Behaviour Towards Cosmetics Products in Tiruchirappalli City

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Abstract

Advertisement is a powerful instrument to reach the customers by the business. The advertisement makes the marketers easily to create awareness and also influence the audience to buy the products. The present study was aimed to establish the impact of advertisement on consumer behavior of the cosmetics products. The study was conducted at Tiruchirappalli city with 274 sample size using convenient sampling technique. The data collected through a structured questionnaire. The researcher used multiple regression, correlation, ANOVA and weighted average Rank for data analysis with the use of IBM SPSS 20 package. The result of the study has given good insights for marketers and advertisers of cosmetics products.

Keywords: Advertisement, Consumer, Behaviour, Tiruchirappalli.

1. Introduction

Advertising is an important source of communication between the producers and customer. In order to achieve the desired

impact, the marketer should be very focused on designing the advertisements. Abideen & Latiff (2011), advertisement is a good strategy that influences consumer behavior towards the products. Consumers have an awareness of a variety of brand choice due to the potential of Advertising. Further, it creates an impact on consumer behavior (Latif & Abideen, 2011). The advertisement exhibits to create the image of the products to the customers. Consumers were influenced to buy products due to attractive and catchy advertisements. Owing to that the producer more focuses on the advertisement. Especially, the celebrities were held the cosmetics advertisement which induces the consumer to buy a wide range variety of products. The producers accomplish consumer attention through the advertisement and increase their fame. The information provides from advertisement influence consumer decision making (Rossiter and Percy 1997). Hence the role

of the advertisement has a big part in influencing the consumer behavior and buying decision. This is a study focus on the impact of advertisement on consumer behavior.

2. Literature Review

Awan and Arif (2015) studied consumer perception towards the role of celebrity endorsement at Punjab. The researcher used a convenience sampling technique with 250 sample size. The research argued that the consumers were attracted by the celebrity endorsement in the advertisement.

Zeb and Ashib (2011) conducted research on female consumer behavior and how the brands influencing them at Pakistan. There was a 400 sample size used in the study. A convenience sampling technique was adopted. The researcher concluded that consumer purchasing behavior more influenced by the brand which is strongly induced by the advertisement. The research result also revealed that the age was stronger determinant for purchasing the cosmetics by the consumer. Consumer evaluation of the products

was improved due to the advertisement. The quality and price of the products shown a significant impact on Consumer behavior (Rai, 2013).

Pope (2009) described that the repetition of advertisement touches the consumer heart and mind which support the consumer to purchase the same product repeatedly. Xu Yang, (2012), analyzed the cosmetic industry in China. The 350 sample size was used in the study. The researcher described that without the expansion of the market through advertisement the cosmetic may not be part of human life. The advertisement attracts consumer by rendering the quality of services. The research found that the consumer getting more attracted by the advertisement to purchase the cosmetics products.

Ivancova (2013), analyzed the international marketing strategy of the Cosmetics Industry. The researcher found that the corporate would like to extend its brand image to the world market through the advertisement. The Spreading the brand image will create a good commercial on those products. The consumer may also prefer the brand image product by watching the advertisement continuously. Tamizhjyothi (2013), stated that the buying behavior of the consumer was more influenced by the learning and experiencing the products. The researcher did an empirical analysis with 400 sample size. The researcher result revealed that the Middle age group consumers have a positive attitude towards cosmetics products.

3. Research Methodology

3.1 Objectives

1. To examine the impact of cosmetics products advertisement on consumer behavior.
2. To determine the difference between the age group and decision making towards cosmetics products

3. To determine the relationship between celebrities' endorsements, the brand image on consumer preferences towards cosmetics products.
4. To identify the most believable advertising media for purchase cosmetics

3.2 Research Design

The research is descriptive nature. The researcher collected both primary and secondary data for the study. The primary data collected from the cosmetics products consumers through a structured questionnaire. The 5 points Likert scale method was used in the questionnaire. The secondary data collected from journals, articles, thesis, books. The researcher used a convenience sampling technique to collect the data. The sample size was 274 respondents. The study conducted at Tiruchirappalli City, Tamilnadu.

3.3 Statistical Tool Used

The Cronbach alpha test was used to check the reliability of variables. According to Nunnally, the Cronbach alpha value should be 0.7 or greater was an indication as good internal consistency. Therefore the study respondents reliability was calculated to be 0.864 thus the Cronbach alpha value had very good internal consistency. Further, the other statistical tools used in this study were Aarthi Dhakshana & Rajandran (2017) have used multiple regression to find out the impact on dependent and independent variables, Correlation, ANOVA and Weighted average mean. The statistical analyses was done using IBM SPSS 20 package

3.4 Hypothesis of the Study

Hypothesis 1

H₀: There is no significant impact of cosmetics products advertisement on consumer behavior

H₁: There is a significant impact of cosmetics products advertisement on consumer behavior

Hypothesis 2

H₀: There is no significant difference between the age groups and their decision making towards cosmetics products through advertisement.

H₁: There is a significant difference between the age groups and their decision making towards cosmetics products through advertisement.

Hypothesis 3

H₀: There is no relationship between celebrity endorsement, the brand image on consumer preferences.

H₁: There is a relationship between celebrity endorsement, the brand image on consumer preferences.

4. Data Analysis and Interpretation

4.1 Multiple Regression

Table 1: Model Summary

R	0.876
R ²	0.768
Adjusted R ²	0.745
Std. Error of the estimate	0.466

The table 1 shows that R square value is 0.768 it explores how much the consumer behavior influenced by the advertisement. The adjusted R² value (0.745) showed that 87.6% of consumers behavior was influenced by advertisement.

Table 2: Anova

	Regression	Residual	Total
Sum of Squares	178.369	53.996	232.365
Df	24	249	273
Mean Squares	7.432	0.217	
F	34.272		
Significance	.000 ^a		

Table 2 explains with the significance (<0.05) F = 34.272 that the predictor's independent variables have a strong prediction over the dependent variable.

Table 3: Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.710	0.322		5.315	0.000
	support to spend within the income	0.080	0.049	0.008	0.171	0.864
	creates to purchase everything	0.115	0.058	0.101	1.997	0.047
	creates confidence	0.098	0.051	0.094	1.917	0.050
	motivating to purchase behind my choice	0.140	0.051	0.117	2.751	0.006
	represent the product performance	0.079	0.037	0.088	2.119	0.035
	benefits of the products	-0.169	0.046	-0.178	-3.632	0.000
	information about the quality of the product	0.058	0.043	0.060	1.347	0.179

comparative information	0.035	0.050	0.036	0.703	0.483
price of the products	0.099	0.051	0.107	1.948	0.003
information about the usage of the product	-0.024	0.039	-0.028	-0.614	0.539
overstated claims	0.003	0.047	0.004	0.068	0.946
false profess	-0.015	0.050	-0.015	-0.294	0.769
poor choice	0.037	0.056	0.035	0.657	0.512
low graded good selected	0.115	0.045	0.151	2.565	0.011
pay for advertisement too	0.108	0.054	0.093	2.002	0.046
pay the higher price for brand products	0.051	0.059	0.047	0.870	0.385
fascination presentation	0.108	0.052	0.102	2.082	0.038
tempted to buy brand products	0.153	0.057	0.145	2.677	0.008
remember & retain information for a long time	-0.089	0.055	-0.095	-1.608	0.109
share the ad information with friends and relatives	0.173	0.072	0.117	2.414	0.017
Believable	0.234	0.060	0.209	3.865	0.000
eagerly waiting for new ads	0.108	0.061	0.100	1.767	0.078
feel proud to use the ad products	0.205	0.065	0.199	3.147	0.002
carried away by ad	0.222	0.061	0.175	3.618	0.000

Regression Equation :- $Y = \text{Consumer Behavior}$
 $(1.710) + \beta_{2 \times 2} (\text{creates to purchase everything})$
 $(0.101) + \beta_{3 \times 3} (\text{creates confidence}) (0.094) +$
 $\beta_{4 \times 4} (\text{motivating to purchase behind my choice})$
 $(0.117) + \beta_{5 \times 5} (\text{represent the product}$
 $\text{performance}) (0.088) + \beta_{6 \times 6} (\text{benefits of the}$
 $\text{products}) (-0.178) + \beta_{9 \times 9} (\text{information about}$
 $\text{the quality of the product}) (0.107) + \beta_{14 \times 14} (\text{low}$
 $\text{graded good get selected}) (0.151) + \beta_{15 \times 15} (\text{pay}$
 $\text{for advertisement too}) (0.093) + \beta_{17 \times 17}$
 $(\text{fascination presentation}) (0.102) + \beta_{18 \times 18}$
 $(\text{tempted to buy brand products}) (0.145) +$

$\beta_{20 \times 20} (\text{share the ad information with friends and}$
 $\text{relatives}) (0.117) + \beta_{21 \times 21} (\text{Believable}) (0.209) +$
 $\beta_{23 \times 23} (\text{feel proud to use the ad products}) (0.199)$
 $+ \beta_{24 \times 24} (\text{carried away by ad}) (0.175).$

Regression equation illustrates that the impact of one variable on another variable. It shows how consumer behavior influences consumer behavior over cosmetics products. From the regression table, it is shown that if the value of independent variable i.e. support to spend with income has no significant value i.e. P-value is not < 0.05 . Hence the support to spend with income has no impact on consumer behavior. The creates to purchase

everything has a positive impact on consumer behavior. The independent variable increased by 1 unit then there would be an increase dependent variable i.e. consumer behavior by 0.101 units. The result shows that create confidence has a positive impact on consumer behavior. The equation shows that create confidence increase by 1 unit then the consumer behavior is going to increase by 0.094 units.

The result of motivating to purchase behind my choice has a positive impact on consumer behavior. The results show that the independent variable increase by 1 unit then the consumer behavior (dependent variable increase by 0.117 units.

The table reveals that the represent product performance has a significant positive impact on consumer behavior. further, the independent variable increase by 1 unit then the consumer behavior increased by 0.088 units. The results indicated that the benefits of the products have a negative impact on consumer behavior. The benefit of the products increased by 1 unit then the consumer behavior would be decreased -0.178 units.

The regression coefficient result reveals that the information about the quality of the product has no impact on consumer behavior. The P-value is 0.170, it is not < 0.05 . Hence there is no impact on it. The result reveals that comparative information has no significant value. The P-value 0.483 i.e the P-value is > 0.05 . So there is no impact on consumer behavior.

The result reveals that the price of the products has a positive impact on consumer behavior. If the price of the product increased by 1 unit, then the consumer behavior will be increased by 0.107 units.

The result reveals that the information about the usage of the product (P-Value = 0.539) , overstated claims (P-Value = 0.946), false profess (P-Value = 0.769) and poor choice (P-Value = 0.512) significant values were > 0.05 . Hence there is no impact over consumer behavior.

The result reveals that the low graded good selected has a positive impact on consumer behavior. If this independent variable increased by 1 unit then the consumer behavior (depended variable) increased by 0.151 units. The coefficient table shows that the pay for consumer behavior too has a positive impact on consumer behavior. The equation showed that the pay for consumer behavior too has increased by 1 unit then the consumer behavior increased by 0.093 units.

The coefficient table shows that the pay the higher price for brand products (P-value = 0.385), remember & retain information for a long time (0.109), eagerly waiting for new ads (0.078) significant values were > 0.05 . Therefore it is clearly defined that there is no impact on consumer behavior.

The result reveals that the fascination presentation has a positive impact on consumer behavior. The equation showed that the fascination presentation increased by 1 unit then the consumer behavior increased by 0.102 units. The equation showed that the tempted to buy brand products increased by 1 unit then the consumer behavior increased by the 0.145 units. Further, the tempted to buy brand products has a positive impact on consumer behavior.

The coefficient table reveals that sharing the ad information with friends & relatives has a positive impact on consumer behavior. This independent predictor increased by 1 unit, then the consumer behavior increased by 0.117 units.

The result shows that the consumer believable has a positive impact on consumer behavior. The equation shows that the believable increased by 1 unit and the consumer behavior increased by 0.209 units. The feel proud to use the ad products variable has a positive impact on consumer behavior. The equation shows that the feel proud to use the ad products increased by 1 unit, then the consumer behavior increased by 0.199 units. The result reveals that carried away by ad has a positive impact on consumer behavior. The equation shows that the carried away by ad

increased by 1 units, then the consumer behavior increased by 0.175 units.

4.2 Correlation analysis:

Table 4: Correlation

		Consumer Preference	Celebrity Endorsement	Brand Image
Consumer Preference	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	274		
Celebrity Endorsement	Pearson Correlation	.816**	1	
	Sig. (2-tailed)	.000		
	N	274	274	
Brand Image	Pearson Correlation	.229**	.278**	1
	Sig. (2-tailed)	.000	.000	
	N	274	274	274

** Correlation is significant at the 0.01 level (2-tailed).

Table 4 reveals the relationship between the dependent and independent variables. It is noted that there is a strong positive relationship between the variables consumer preference and celebrity endorsement ($r = 0.816$, $p < 0.01$), Consumer

preference and brand image ($r = 0.229$, $p < 0.01$). Therefore, the correlation coefficient values show that there is a strong positive relationship between the dependent and independent variables.

4.3 One-way ANOVA:

Table 5: One-way ANOVA

Age groups of the respondents					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.203	2	1.602	6.850	.001
Within Groups	63.366	271	.234		
Total	66.569	273			

Table 5 shows the result of ANOVA analysis. The result reveals that there is a significant difference between the dependent and independent variable. The table shows that the significance value is 0.001, which is below 0.05. Therefore there is significantly different between the age groups and consumer behavior.

4.4 Weighted Average Rank:

Table 6: Weighted Average Rank

Attributes	Weighting Score	Rank
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TV	4.74	I
Online	4.54	III
Radio	4.24	V
Newspapers	4.61	II
Magazines	4.17	IV
Local Media	3.86	VI

Table 6 reveals the weighted average mean score value of several independent variables. The Television ranked 1st with 4.74 weighted mean scores. Newspaper (4.61), Online (4.54), Magazines (4.17), Radio (4.24), Local Media

(3.86), with 2nd, 3rd, 4th, 5th and 6th rank respectively.

5. Conclusion:

The study would conduct research to find out the impact of advertisement on consumer behavior. The results revealed that the advertisement has a high impact on consumer behavior. In the regression out of 24 predictors 14 predictors has an impact on the advertisement. Further, among the 14 impactable predictors, the believable has the highest impact with the B value of 0.234. Subsequently, the result of the correlation is celebrity endorsement and brand image have a positive relationship with consumer preference. But in that, the celebrity endorsement has the highest relationship with consumer preference with 0.816 person coefficient value. Thus the consumer prefers cosmetics products due to their loved celebrity endorse the advertisement. The study also examines the ANOVA results among the age groups and consumer behavior. The results clearly reveal that there is a difference between age groups and consumer behavior. The study also identifies the effective media consumer prefer to access the advertisement for cosmetics. The result reveals that the television ranked first as the most preferable advertisement media by cosmetics consumers in Tiruchirappalli. From this study, it evidently proved that there is a strong impact of advertisement on consumer behavior. Further, the advertisement designer should seriously more concentrate while designing and developing the advertisement to attract and catch up the attention of the cosmetics customers.

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