

“SMASH OF ADVERTISEMENT ON SHOPPER BUYING BEHAVIOUR WITH REFERENCE TO COSMETIC PRODUCTS: A STUDY IN PALANI REGION”

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Abstract: Nearby study mostly aims at exploring a variety of factors that influences shopper buying behavior and to recognize a variety of advertisement used by the sellers in array to motivate the shopper buying behavior and purchase decision related to cosmetic product because in current scenario this industry is one of the fastest growing industries in India. This study is used to explore the smash of advertisement on shopper buying behaviour towards cosmetic industry.

Keywords: Advertisement, Shopper, buying behavior, Cosmetic industry.

INTRODUCTION

Advertising is a structure of marketing communication worn to promote or sell remarkable, typically a business's product or service. Also, advertising is mandatory when we introduce new products in the market. Reason for advertising is to generate understanding of a product. Advertising has a long term pulsating effect on shoppers purchase and sales decisions.

Advertising is constantly present, despite the fact that people may not be conscious of it. In today's scenario, advertising uses each possible medium to get its message through. It does by means of television, print (newspapers, journals, magazines etc), radio, press, posters, internet, mailers, hoardings, contests, direct selling, sponsorships, clothes, events, sounds, colours, visuals and even people (endorsements).

Advertising is the non personal communication in sequence usually paid for and generally influential in nature about products, service or ideas by recognized sponsors throughout an variety of media.

Shopper behavior consider as the psychological and emotional procedure and the observing behavior of shoppers throughout searching, purchasing and post utilization of a product or service. Shopper behaviour involves learning of what they buy, why they buy, how they buy, and when they buy.

Shopper buying behavior is a method of selecting, purchasing and selling of goods and services according to the necessities and desires of the consumers. Shopper buying behaviour is the totting up a shopper's, decisions, intentions, preferences and attitudes, send out the shopper's behaviour in the marketplace when purchasing a product or service.

Shopper buying behavior is considered to be an indissoluble part of marketing and Kotler and Keller (2011) state with the purpose of shopper buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in categorize to keep happy their necessities and needs. Shopper behaviour is the decision procedure and corporeal activity, which individuals fit into place in when evaluating, acquiring, by means of or disposing of goods and services. The cosmetics industry is a segment surrounded by the beauty and personal care industry. The cosmetic industry is shifting persistently, and new products are added every day. Cosmetics companies bring together personal care product using natural, herbal and chemical material purchase from suppliers. Cosmetics are well thought-out to be any type of products or mixtures used to go together or enhance the beauty or looks of a person. In this time the range of cosmetic and beauty products in India has very great. Cosmetic industry is one of the fastest evolving industries in India. The demand of cosmetic products is rising day by day.

OBJECTIVES OF THE STUDY

- To study the consequence of advertisement factors distressing the purchase of cosmetic products by shoppers in palani region.
- To discern the shopper behavior towards cosmetic Products.

- To cram the buying process of cosmetic products.
- To study the smash of advertisement on shopper buying behavior towards cosmetics products

LITERATURE REVIEW

Marketers pursue “Customer Rules” consequently their primary accountability to the organization is to expand knowledge of their customers: what satisfies them and makes them happy and what reimbursement they are looking for the marketplace.

Researchers in marketing have deliberate most areas of consumer behaviour together with the impact of the whole thing as to how people perform and how they consume products. Consequently marketer’s focal point on the basic constructs acknowledged today in the study of buying behaviour.

According to Schiffman & Kanuk, 2004, four dissimilar views are measured for sympathetic consumer decision making procedure and performance according to him first is „economic view“. According to this view point consumers are facing imperfect antagonism in the market and it is ordinary from the consumers that they have bursting knowledge regarding the products in the market and would make the decision convincingly. They can title the positivity and negativity about the different unusual in the market and select the best substitute out of all. Second is „Passive View“. This view absolutely opposite to economic outlook and according to this view consumer makes illogical decision and they are very impulsive and they effortlessly got predisposed by marketer promotional performance. Similarly third is „Emotional View“. According to this view consumers are formulating their buying decision on the basis of their emotional association or reaction about the products and services. Fourth and most acknowledged view is „Cognitive View“ according to this examination consumers are “thinking predicament solver“ Consumer’s buying behaviour is based in sequence on the watch out for and dispensation attributes frequently directed by a goal. (Papers4you.com, 2006).

Consumers in all over the world are fascinated towards the brand and products which are emotionally fond of with their behaviors. Studies establish that emotional attachments put a massive influence on the customers and their buying behavior as people tend to correlate themselves among the brand.

Advertisements silhouette the behaviours of the people from side to side cognition. Cognition is the discernment of a person headed for the information communicated all the way through advertisements. These cognitions are experiential by the individual throughout his senses, attention, memory, perception, reasoning, language, etc. best technique of attracting the customers is to identify with the psychological cognitive aspects of the consumers (Sandra Jakštienė, 2008).

Through advertisements customer behaviour formed and they inspire to buy such products. Researchers found that reappearance in the advertisement thump the intelligence of the customers which also help them to retain information that product and purchase repeatedly (Pope, 2009).

In the nearby era, marketers are focusing customer imperative that is consumer is their first preference. To keep deep eye on customers is the imperative accountability to the organization is to increase the information regarding the customers. In this way marketers will be successful in fulfilling the requirements and desires of the customers and hunt for the better opportunities in the market. Researchers come across out that marketers want to understand these four things in order to serve their customers enhanced. Firstly marketers must recognize that customers make reasonable decisions so they can get the paramount product available in the market. Secondly customers also make ridiculous decisions and they are very precipitate and can be fascinated towards the promotional performance. In the same way emotional alliance also put a manipulate on the psyche of customers. After everything else customers also buy as a problem solver, they seeks the products which can get to the bottom of their problem (Gupta, 2013).

As mentioned previously, consumer buying pattern in a straight line residential from the consumer behaviour and its approach. Many belongings combine to put together up the behaviour of several individual. The first obsession which influences the consumer behaviour and shapes it is his ethnicity. Culture builds the physically powerful perceptions of the products in the mentality of the customers (hye-Shin Kim, 2008). According to Rai, 2013, there are several national and international brands which people acknowledged and have strong perception in their minds. These kinds of perceptions are drawn in their mind because of their culture, life styles and surrounding. Also advertisements have very vital role in determining the consumer behaviour. Advertisements are the source of motivation which forces them to obtain a scrupulous product. An advertisement is a starting place of building trust. Consumer is induced considerably if he is looking for the superiority and prices of the products. Purchase approach can also be build up by product assessment and brand recognition (Rai, 2013).

According to the surveys conducted, this market is generally competitive in nature and mainly surround on the female with the males as equivalence with them. Consumer is measured as a king of market and marketers are focusing on the poles apart factors to pull towards you more and more customers. These factors consist of the buying habits, savour, preferences, like and dislikes of consumers and for that reason they necessitate to adjust its policies and marketing mix. As we see the buying behaviour of consumers of this market is approximately with highly quality aware. People are highly allied with the brand outstanding to superiority and results of the explicit brand. They are attached emotionally through the brands and they can remain for the product throughout the non availability of the product. Even though people are flattering brand cognisant but the actual brand pronouncement is in their hands (Desai, 2014).

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is the scientific steps that are generally adopted by the research in studying problems along with the logic behind them.

The research study was descriptive in nature. Descriptive research studies which are concerned with describing the characteristics of a particular individual or a group. Studies concerned with specific predictions with narrations of facts and characteristics concerning individuals groups or situations are examples of descriptive research.

SAMPLING METHOD

Sample Design

A sample design is a definite plan in obtaining a sample from a given population. It refers to the techniques or procedure the researcher would adopt in selecting items for the sample.

Sample Size

In this study, simple random sampling is applied. The sample size of the study is 80 respondents.

DATA COLLECTION

The data collected by the researcher were purely bases on the primary data and was less dependent on secondary data.

Primary Data

The primary data was collected through a structured questionnaire.

Secondary Data

The secondary data was collected from personal department files and records. The other information that is relevant for the study collected from books and journals.

Sources of Data Collection

In this study both primary and secondary data are used for data analysis.

- ❖ Primary data are collected through questionnaire forms.
- ❖ Secondary data are collected through company brochures, web sites, company history books and company magazines, etc.

SAMPLING TECHNIQUE

The method of selecting a portion of the 'Universe' for the study with a view to draw conclusion about the 'Universe/Population' is known as sampling. Simple random sampling is adopted here in order to get the samples.

LIMITATIONS

- ❖ The research is confined to a certain parts of Palani
- ❖ People were not ready to fill questionnaires.
- ❖ The sample size was very small which is may not represent the entire population of Palani.
- ❖ In a hastily changing industry, scrutiny on one day or in one segment can change very quickly.
- ❖ Time limitation.

DATA ANALYSIS AND INTERPRETATIONS

RELIABILITY STATISTICS

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
Advertisement	0.714	0.712
Shopper buying behavior	0.656	0.658

Reliability for the 1st part in case of reliability analysis of advertisement, Cronbach's alpha value was 0.714.

Reliability for the 2nd part in case of second variables which is shopper buying behaviour, the Cronbach's alpha value was 0.656.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.559 ^a	0.313	0.304	5.28742

a. Predictors: (Constant),

R² value (0.313) suggested that 31.3% in shopper buying behaviour can be explain with the help of advertisement.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	993.560	1	993.560	35.539	.000
Residual	2180.628	78	27.957		
Total	3174.187	79			

a. Predictors: (Constant), VAR00045

c. Dependent Variable: VAR00046

The goodness fit for the model was tested using ANOVA table and the F value was found be 35.539 and the significant level .000a indicating that model is sowing good fit and impropriate for future prospected.

SUGGESTIONS AND RECOMMENDATIONS

- The cosmetic market becomes more convoluted and aggressive. So the display of cosmetic must be eye-catching. Then only the sale of cosmetic will be increasing.
- There is a strong brand loyalty among the shoppers. Though it is a right of shopper to particular brand of cosmetics, they must go for alternative brand if particular brand is not available. Then only the demand for cosmetic will be boosted
- Advertisement has a significant influence in the demand inducement of cosmetics. Advertisement made through Medias like radio, TV, newspapers etc. internet facilities are also available to find out the latest cosmetic product.
- Company should take steps to bring down the price of cosmetics, as all the shoppers are influenced by price. There is no doubt such reduction in price would be remunerated by increase in the volume of sales.

CONCLUSION

In this research we found out the smash of advertisements on the shopper buying behaviour of the people towards cosmetic products. Study reveals the importance of variable (Advertisement) by which shopper gets inclined. Advertising satisfies the desires of the firm in addition to the wishes of shoppers. It is as a result for firms to influence and identify at what time they should advertise to achieve utmost returns. The shoppers supposed to be unhurried as an aspect of production, they necessitate being well-versed about products and in keenness of that is done, and the products of firms will immobile. Therefore the major finding was that the acceptable conclusion was there is a collision of independent variable (advertisement) on dependent variable (shopper buying behaviour) hence, advertisement play a crucial role in influencing the preferences of shoppers choice.

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