EFFECTIVENESS OF ONLINE ADVERTISEMENT FOR COSMETIC PRODUCTS

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Abstract

Advertising is a means to inform and influence the general public to buy a product or service through visual or oral messages. A product or service is advertised to create awareness in the minds of potential buyers through various online media. With the increasing popularity of the internet, purchase patterns of the public have shown some innovations. This has encouraged advertising industry to march towards the web market, and establish different models of communication with consumers. This study is intended to understand the factors and elements of cosmetic web ads by widely collecting such advertisement messages. Typically, in a cosmetic ad, the product endorser is often the subject of the advertisement. Therefore, this study is investigating such points as what role to choose, how demonstration of different roles are distinguished, and how validity of different role is integrated. It is also expected that general rules of cosmetic web ads should be set out for visual designers of web pages, for preference of consumers, and even for applications in teaching of web design. The effectiveness of advertising depends on convincing consumer that the product can improve their appearance. They may use different methods to persuade individuals to make purchases. Association can be a powerful tool. It targets emotional response when the product is associated with feelings. People are aware that the personal appearance can have a significant effect on how they are treated by others. The variables covered were clubbed under two heads. The first one related to personal profile of the respondents and their social-economic status. These included education, monthly income, occupation of the respondent, gender etc. the second set of variables relating to the responsiveness of respondent towards online advertisement. These included awareness level, effectiveness, degree of responsiveness, role of online advertisement etc. The study is confined to Kattappana municipality of Idukki district in Kerala in India. Interpretations are drawn on the basis of information supplied by the respondent, and the reliability depends on the information given by them.

Key Words: virtual market, cosmetic industry, appearance, influence of online ads

Statement of Problem

The current study is expecting to discover the classification of variables that contributed to the design tendency of ads through surveys, and further provide some basic information for cosmetics and advertising industry. It is also expected that general rules of cosmetic web ads should be set out for visual designers of web pages, for preference of consumers, and even for applications in teaching of web design.

The major problem faced by online advertisement are lack of awareness, knowledge in information technology and unavailability of internet. Security is one of the major problems faced by online advertisement. The present study examines the effectiveness of online advertising and awareness level of consumer about virtual market.
Relevance of study

The advancement of the World Wide Web since the last ten years has completely changed the advertising landscape. Online advertising is evolved rapidly with time. Nearly half of the world’s population uses the internet and people of all age groups are connected to the web. Online advertising is mainly done to expand business on a large scale. It is all inclusive, affordable and easy to handle. Also, it provides multiple opportunities for both small and large firms to enhance their sales in an efficacious manner.

The effectiveness of advertising depends on convincing consumer that the product can improve their appearance. They may use different methods to persuade individuals to make purchases. Association can be a powerful tool. It targets emotional response when the product is associated with feelings. As many people aware that the personal appearance can have a significant effect on how they treated by others, advertising can use these concerns by encouraging the target market. When beauty advertisement can make promises that certain product can make consumers look younger. Beauty advertising often has little to do with the product. The product is often dwarfed by a beautiful woman’s image. As beauty advertisement is selling the beauty and also the self-worth. This is also another important reason why celebrities are increasingly appeared on beauty products advertisements. Celebrities represent the best selves they are beautiful and adored by millions. After consumer review those beauty product campaigns, they will start to get concerned about their appearance and start to shop for similar products because they want to be attractive, like the celebrities.

People not only expect to look good, but feel good too. Consumers expect the products will make the look better than they did without the products or even believe these products will make them more appealing like some of the models who advertise the products. Therefore, advertisers use those buzzwords to appeal to a wide range of consumers and to wider their marketing strategy by targeting new generations and gain the attention of diverse consumers.

Objectives of The Study

1. To study the effectiveness of online cosmetics advertisement on consumer behaviour.
2. To measure the degree of responsive of online cosmetic advertisement on consumer behaviour.
3. To find the awareness level of consumers about the virtual market and to assess the role of online advertisement in cosmetic industry.
Hypothesis Formulated

**Ho1**: There is no significant difference in the opinion among education groups regarding the awareness level of virtual market about cosmetic products.

**Hypothesized Model 1:**

![Diagram showing variables and their relationships in the context of virtual market and educational groups.]
Ho2: There is no significant difference between the effectiveness of online cosmetic advertisement and the degree of responsiveness of online cosmetic advertisement.

<table>
<thead>
<tr>
<th>Variables Identified</th>
<th></th>
<th>Variables Identified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usage of online media</td>
<td></td>
<td>Role of ads in the society</td>
</tr>
<tr>
<td>Attention</td>
<td></td>
<td>Exaggeration of facts</td>
</tr>
<tr>
<td>Online rating</td>
<td></td>
<td>Importance of ads</td>
</tr>
<tr>
<td>Adequacy of information</td>
<td></td>
<td>Usage of time</td>
</tr>
<tr>
<td>Better choice</td>
<td></td>
<td>After sales service</td>
</tr>
<tr>
<td>Adequacy of information</td>
<td></td>
<td>Adequacy of information</td>
</tr>
<tr>
<td>After sales service</td>
<td></td>
<td>Adequacy of information</td>
</tr>
</tbody>
</table>

Research Methodology

The study is descriptive and analytical in nature and has adopted the following methodology.

Sample Design

A sample design is the framework that serves as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. It means getting opinions from a number of people, chosen from a specific group in order to find out about the whole group. Therefore, market researchers make extensive of sampling from which, through careful design and analysis. The respondents are selected based on convenient sample. This is a type of non-profitability sampling that involves the sample being drawn from that part of the population that is close to hand.
Sample Size

Sample size is the number of items to be selected from the universe to constitute a sample. Fixation of sample size is one of the major problems of the research process. The sample size should be optimum, i.e., the size of the sample should be neither too large nor too small. An optimum sample is one which fulfills the requirements of efficiency. The sample size of our study is 50.

Tools for Data Collection and Analysis

The tools used for collecting primary data were structured questionnaire for respondents who avail the benefits of digital banking. All data were tabulated to facilitate interpretation. The hypotheses were tested using tools like One Way Anova, Paired-T Test analysis were undertaken to determine whether there was a significant difference in the variables identified.

This session intends to throw light on the existing studies undertaken in the areas of effectiveness of online cosmetic advertisement. Bianca De Belen (2016) in her research work entitled Marketing Makeup “How advertising cosmetics affects consumers”. She concluded that advertising companies do not have as much influence over consumers now a days. These influences include online reviews like blogs and testimonials as well as video reviews, but both results are proved the hypothesis incorrect. It can be more accurately seen how much celebrities influence the consumers. However, getting a celebrity sponsor in very expensive for the advertiser, so they should weary of their expenses. 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. Yosuke, et .al.(2009) in their research work entitled “Investigating factors affecting Brand Awareness of Vertical Advertising” concluded that no effect of animation, while effects of repetition, base ball involvement and team identification were found to affect viewers positive response. Batra et. all (1995) in his research paper entitled “Study of Tracking Data”. He found that the effectiveness of advertising should be considered for its effect on sales in short term. He concluded that advertising performance based on marginal theory.

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. Yet, et.al. (2012): In their research entitled “The effectiveness of online advertising in purchase decision “ they concluded that Malaysian consumers are quite receptive to internet advertising with a positive attitude towards internet advertising. However, this research findings of this study may only generalize to university employees especially the academic staff. Tahir Ahamed and Saiyeed (2016): In the study conducted by them named “Determinant of online purchase intensions” they concluded that attitude towards E-WOM and previous experience of shopping online were found to be the main drivers of online purchase intension whereas there was no significant effect of social influence and brand image on the same. Tashrita and Shadman(2017): The
study entitled “A study on the influence of advertisement on consumer buying behavior” they found that advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers.

**Research Gap**

All the above studies point out the pros and cons of effectiveness of online advertising. Present scenario shows the role and importance of technology and its impacts on marketing the products through digital media. The above studies are broadly classified under four heads:

- Influence of Online Advertisement
- Determinants of Online Purchase Intention.
- Factors affecting Brand Awareness;
- Effectiveness of Digital Advertising.

The exponential change in technology breaks the boundaries of all sectors especially marketing. The present study examines the degree of responsiveness of customers on online media ads and their role in purchase decision. This makes the study different from existing ones.

**RESULT AND DISCUSSION**

**Reliability Analysis**

A Reliability Test was carried out using Cronbach’s Alpha, which measures the internal consistency of research constructs and the result is exhibited in Table 4.6. The Alpha values for all the four factors are above 0.70, the threshold suggested by Nunnally (1978). Thus, it can be concluded that the scale has internal consistency and reliability. In other words, the items that are used in it measures what are intended to measure.

**Table 4.6: Cronbach’s Co-efficient Alpha EC, DR, AL, RO**

<table>
<thead>
<tr>
<th>Sl. no</th>
<th>Factors</th>
<th>Item acronym</th>
<th>Number of items</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Effectiveness of online cosmetics ads</td>
<td>EC</td>
<td>8</td>
<td>0.781</td>
</tr>
<tr>
<td>2.</td>
<td>Degree of responsiveness</td>
<td>DR</td>
<td>8</td>
<td>0.734</td>
</tr>
<tr>
<td>3.</td>
<td>Awareness level of consumers</td>
<td>AL</td>
<td>7</td>
<td>0.721</td>
</tr>
<tr>
<td>4.</td>
<td>Role of online ads</td>
<td>RO</td>
<td>7</td>
<td>0.734</td>
</tr>
</tbody>
</table>

Source: Author’s calculation
Summary of Demographic Profile

- On the basis of gender-wise classification, majority of the respondents (56 per cent) came under the category of female. Remaining (44 per cent) came under category of male.

- Age of the respondents, majority of the respondents (64 per cent) belonged to the age group of the 15-25 and followed by age group of 26-35 with 80 per cent, 36-45 with 9 percent, only 4 percent of the respondents belong to the age group of 46 -55 and above

- Regarding the educational qualification majority of the respondents (56 per cent) each belonged to the education category of bachelors and 16 per cent of H S student. Only 7 per cent of the respondents are covered under masters and others.

- Income wise classification, researchers found that majority of the respondent (36percent)were earning a monthly income of up to 10000 and 15 per cent of the respondent earning 10000-20000. 4 per cent of the respondents earning above 50000 and 3 per cent of the respondents earning between 40000- 50000 as monthly income.

Major findings

- In the case of effectiveness of online advertisement in cosmetic industry, majority of the respondents (45 per cent) consider online advertising as the best medium for advertising cosmetic products on the other hand other factors like dependency, motivation are comparatively low.

- Regarding the responsiveness of the consumer towards online cosmetic ads, it indicates that those cosmetic products which are advertised online have more goodwill when compared to product which are advertised to traditional methods. The study also shows that online advertisement provides adequate information to the buyers.

- In the study related to the awareness level of online cosmetic advertisement, the respondents are highly aware of the branded goods available in the virtual market as branded goods are extensively advertised through online advertised media.

- From the analysis, role of online advertisement in cosmetic industry, indicates that consumers believe that online advertisement is the best medium for advertising cosmetics product. Whereas a few respondents do not believe that sales of the cosmetic product does not highly depend on online advertising.

- This study also reveals that the online advertisement motivates the customers towards making purchasing decisions.
Hypothesis Tested

The hypothesis tested for study are as follows:

**Ho1**: There is no significant relationship between the effectiveness of online cosmetic advertisement and the degree of responsiveness of online cosmetic advertisement.

<table>
<thead>
<tr>
<th>Group</th>
<th>No.</th>
<th>Mean</th>
<th>SD</th>
<th>F-value</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School</td>
<td>8</td>
<td>1.875</td>
<td>0.1780</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelors</td>
<td>28</td>
<td>1.923</td>
<td>0.3378</td>
<td>0.189</td>
<td>0.903</td>
</tr>
<tr>
<td>Masters</td>
<td>7</td>
<td>1.836</td>
<td>0.3343</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>1.918</td>
<td>0.1349</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ONE WAY ANOVA**

Since P-value is greater than **0.05** we reject the null hypothesis. The null hypothesis is rejected at 5% level of significance. Hence, it is concluded that there is significant difference between the opinion among educational groups regarding the virtual market. Based on the mean score it is clear that Bachelor respondents (1.923) have better opinion regarding virtual market than other groups.

**Ho2**: There is no significant difference between the effectiveness of online cosmetic advertisement and the degree of responsiveness of online cosmetic advertisement.

<table>
<thead>
<tr>
<th>Variable</th>
<th>mean</th>
<th>SD</th>
<th>DF</th>
<th>T-value</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectiveness of online cosmetic ads</td>
<td>0.110</td>
<td>0.553</td>
<td></td>
<td>1.406</td>
<td>0.000</td>
</tr>
<tr>
<td>Degree of responsiveness</td>
<td>2.472</td>
<td>0.5199</td>
<td>49</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Since P-value is less than 0.01 we accept the null hypothesis, the null hypothesis is accepted at 0.1 percentage level of significance. Hence concluded that there is no significant difference between the Mean score of effectiveness of online cosmetic advertisement and Degree of responsiveness. Based on the Mean score it is found that the degree of responsiveness has been improved (2.472).

**Conclusion**

Online advertising is a technique of advertising that has gained its own identity in the 21st century. Online advertisement is used by individual brands worldwide to gain the global market. This study was conducted to have a better understanding about the effectiveness of online cosmetic advertisement on the consumer behavior. The study was conducted on the basis of data collected from 50 respondents through questionnaire. The survey indicated that majority of the respondents irrespective of their educational qualification were aware of the different medias online advertising. Respondents believe that online advertisements provide relevant information’s to their consumers.
relating to the cosmetic products and hence influenced the purchasing decision of the buyers. Therefore, I conclude that online advertisement has a very vital role to play in the cosmetic industry.