

To Study The Role Of Cosmetics Television Advertisements With Respect To Beauty Perception And Cosmetics Consumption Among University Students

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Abstract

Television advertisements are the main driving force in terms of marketing. The producers believe that the advertisements can help them to make trust and convince their products among the consumers especially cosmetic advertisers. In present scenario, of the Indian television, most of the time it is occupied with advertisement instead of the programme. Among that, most of them are cosmetic advertisement. Similarly, the cosmetic market value in India also became higher than USA and European countries in this context the present study to find out the projection of cosmetic advertisement in terms of beauty and also to analyse is there any demand of cosmetics from the consumers which is shown in the television. The present study adopted focus group discussion as a methodology.

Key Words: Television advertisements, Cosmetics advertisements, cosmetics consumption, Beauty.

Introduction:

Advertising is a main driving force with respect to marketing to influence the consumers purchase behavior. The consumer purchase behavior connected with the process of selection, purchase and evaluate and consume the products /service to fulfill their needs and wants. According to Guolla, 2011, previous days the marketers used different types of symbols and signs for their marketing purpose and to create the awareness among the consumers.

Advertisements are becoming desirable tool to convince the consumers through their messages to consume the products or services. It plays an essential role in both financial and commercial objectives. Presently the advertisers are used advertisements to inform, educate and facilitate in an appropriate way through their advertising messages. The same way O'Donohoe, 1995, says

that the present marketers are used new ideas and concepts to impress the consumers in various ways.

The Indian cosmetics are continuously visibly reached growth past few years. According to Goldstein research, Indian cosmetics market value is estimated USD 11.16 billion in 2017 and its expected to grow at CAGR of 5.91% during the upcoming 2017-2025. In addition it is estimated to increase the sales range 15-20% annually. And India is one of the fastest growing places with respect to cosmetics than other countries. The past five years the growth was 60%. The reason behind that is to increase the personal income of the individuals and increase the awareness toward the self esteem and self presentation of the individuals. These growths of the cosmetic not only within India. its extent to worldwide. According to Hassali et al, 2015 the cosmetic industry growth is expanding the world in both developed and developing countries. Similarly the cosmetic market in Asia is one of the fastest growing markets. The reason behind is that to change the attitude of the peoples towards the usage of cosmetics.

Review of Literature

SueLin, C. (2010)., investigated the emotion roles in advertisements with respect to cosmetics consumption and the reasons for the consumer decisions is within the consumer models were went to analyze the Japanese Cosmetics consumption, they revealed the prevalence of Maslow's higher order needs like self - esteem, sense of belonging and self - actualization in driving cosmetics consumption and brand choice

Shimpi, S. S., & Sinha, D. K. (2010). Studied and estimated attitude characteristics in terms of male cosmetics purchase behavior of Pune city. They found that the self presentation, anxiety, conformity and self-esteem had more significance with the above factors by Pune men with respect to male cosmetics products purchase behavior.

Heyam Ali, Rasha Saad, Ahmed Ahmed, Babiker El-Haj (2015) examined attitudes and behaviour of emirates women related to facial skin care products. The study compares between similarities and differences in the attitudes and behavior of young and middle - aged women. While used those products, what kind of attitudes of emirates women have

towards facial skin care products and with natural ingredients above that products. The findings are stated that women in the two age categories had same on attitudes and behavior with the facial skin care products. At the same time the study also found that the some difference while taking decision making process. Based on the demographic there were some differences on attitudes toward the utilization of natural ingredients in facial skin care products.

ERSOY, NEZIHE FIGEN; YOLAL, MEDET; BATMAZ, BULENT (2015) analyse the attitudes of Turkish men with respect to cosmetic consumption and to identify the factors that are impact the men's cosmetic consumption behavior and consuming information were collected from the same group. The study findings were indicates that, self-image self-esteem, societal beliefs, shopping and lifestyle, the main factors of their cosmetic consumption. In addition the findings suggest that cosmetic consumption behavior of men is connected with their maintaining self-image and lifestyle. Moreover, there is significant relationship between self-image and self-esteem, and also between societal beliefs and lifestyle draw closer to the fore.

Objectivies

To find out how the cosmetic advertisements projected among the consumers in terms of Beauty.

To analysis is there any demand of cosmetics from the consumers which is shown in the TV ads

Methodology

The focus group discussion conducted among the university students. Each group had 10 people totally three groups were participated in this group discussion. It is mixed up with boys and girls. The pre defined questions are asked during the group discussion. The questions are mixed up with both open ended and close ended questions. The moderator led the group discussion. The discussion points are recorded by the researcher.

Findings and Discussions:

Based on the group discussion, the students are used to watch television advertisements. On this some of purposely watched some of them watching ads are in between the programs. Few of them changed the channel when advertisements come on the TV. Few of them not at all interested to watch the advertisements in a percentage 20% of the students not interested to watch television advertisements. Similarly 30% of the students say and point out that like to watch advertisements those who have content based or story based. Among the group most of them accepted that recent days the advertisers are taking risk to make advertisements than movies. They mentioned about some car and bike ads.

When the discussion comes to cosmetics advertisements, most of them (73%) of them watched TV cosmetics advertisements. In addition, those who participated in the group discussion all of them used any on cosmetics more than the year. In this perspective majority of them used to watch television advertisements which is respected with cosmetics. The reason for that is, to get know about the products details, features, offers prices and so on. The watch television cosmetics and advertisements and cosmetics consumption had great significant. Because majority of them (80%) of the students take base information from the television only, as well it is help them to recall and remember the products very easily.

The cosmetics purchase few of them have chance to demand even though they are depending their parents, few of them not have. Few of them accepted that they are encouraged by their parents especially, female students. But for the boys most of them used perfume which is connected with self confidence. The consumption of the perfume even though gets information from the TV ads they also gets information and recommendation from their friends and family members. When it is comes to the female students majority of them accepted that they used for maintain their beauty and self presentation. While discussion, few of the females are accepted that some of the products are recommended by their parents or their elders. Similarly they accepted the television advertisements help them to know about the products variety and their features.

When discussed about the television advertising promises majority of them not accepted. Because they have an idea with respect to the marketing and sales. Few of them are accepted the promises by at the same time they tried the products after usage if that is comfortable for them they may continue to use otherwise they are not continue. Similarly, the discussion with respect to the models of the cosmetics advertisements that there are the professional and they also explained that they are not real which is not connected with the products.

The beauty perception which is conveyed by the television advertisements, majority of them point out that that is not possible in a real life and also it not true. Especially in terms of skin color, hair and the physique of the model. But in contrast they consume those products to use regularly. Similarly they like to watch those models.

Conclusion:

The majority of them accepted that they watched television advertisements especially cosmetics. While purchase the cosmetics, they took a base information or primary information from those television advertisements rather than any other factors. They are also stated that the beauty perception of cosmetic advertisements are not real because the projection of the beauty in those advertisements fairness is a beauty with respect to skin color. Especially the female cosmetic products advertisement models are looking fair skin and thin and tall physique which is not possible in a real life. In terms of male beauty, fairness and good physique was conveyed by the ads. As well as those products are also consumed by both male and female student even though they aware about all the facts with respect to cosmetics and beauty.

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