



Empowering The Teenage Girls' Purchasing Behaviour Through Cosmetic Advertisements

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Abstract

Advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Advertisements with endorsements create easy remembrance for the customers for the advertised brand or product as the customers associate the brand with the celebrity and can easily register the brand. Measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers' brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Advertising also helps in creating Top of the Mind Awareness of a brand and aims at facilitating brand recall. The present study focuses on the assessment of the impact of advertisement on purchase of youth with reference to consumer goods. This research aims to find out the Role and Impact of Cosmetic Advertisements in Empowering the rural girl's purchasing pattern. Data have been collected from 110 girls in Kovilpatti. The results indicate that to make the things clear in term of awareness and interest, television advertisement play really big.

Keywords: Television, teenagers, brand awareness, product exposure, advertisement

Introduction

The ongoing decade has witnessed the emergence of new media vehicles mostly dominated by social media and its frenzy among the new generation. Amidst the hype and hoopla of all that happened around us, the traditional or mass media still has got its own pie. In this form of media, television has remained one of the most effective medium for reaching today's customers and it also is the most efficient one for introducing people to brands thanks to the burgeoning spread of cable and satellites. Advertising through television allows marketers to show and tell a wide audience the business, product, or service. It allows one to actually demonstrate the benefits of ownership. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums. Television advertising is a fleeting medium; messages flash and vanish, so it requires more exposures. Moreover, in TV there is fragmentation of viewership because of variety of channels and programme options (Ramaswami & Namakumari, 2004). Adolescent learn consumer skills primarily from parents and secondarily from media contacts (Brand & Greenberg, 1994). By watching television, teens may gain information about products, brands, stores and shopping as well as information about as to how products are used and fit with certain lifestyle (Moschis, 1978). As regards liking products such as cold drinks, movies, sports shoes, pens, garments, shaving creams, soaps, shampoos, deodorants, automobiles, mobile phones and computers is very much directly influenced by TV commercials. The female counterparts show interest in products such as cosmetics, jewellery, soap, shampoos, sanitary napkins, footwear, clothes, chocolates, food products, perfumes and watches. It is found that girls viewed TV advertisements with interest and found them entertaining and informative (Kotwal et. al.). A consumer's attitude and assessment and external factors construct consumer purchase intention, and it is a critical factor to predict consumer behavior (Fishbein & Ajzen, 1975). Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention is, the higher a consumer's willingness is to buy a product (Dodds, et al., 1991; Schiffman & Kanuk, 2000). The majority of teenagers believe television advertisements to be informative and most teenagers respond to them favorably (Cruz, 2004).

Objectives

- To study the Demographic profile of the respondents.
- To identify the role and impact of advertisement in Empowering the rural girl's purchasing pattern.

- To know the influencing factors of the respondents to buy the bathing soap products.

Limitations

- This study focuses on Kovilpatti girls only
- TV Bathing soap Advertisements only Taken in to account

Methodology of the study

In this Study both primary and secondary data are used. Primary data were collected directly from the respondents with the help of designed questionnaire. After getting the questionnaire filled, the data were analyzed and interpreted using appropriate tools. The Secondary data is collected from various books, journals, reports and websites. The researcher has chosen 110 girls in Kovilpatti for this research. Convenient sampling method was chosen. The tools like mean score, chi square analysis and correlation analysis were used for quick and clear understanding of the data.

Hypothesis

1. Ho: There is no any significant relationship between the age of the respondents and the overall satisfaction level

RESULT AND DISCUSSIONS

Table 1

Particulars	Number of Respondents	Percentage (%)
Age		
Below 18	6	5.45
18-19	62	56.36
19-20	31	28.18
20-21	6	5.45
Above 21	5	4.54
Stream		
Arts	50	45.45
Science	60	54.54
Monthly family Income		
Up to 15000	58	52.72
15001-30000	23	20.90
30001-60000	16	14.54
Above 60000	13	11.81
Advertisement is a Important tool		
Yes	96	87.27
No	14	12.72
Influences of Advertisement for shopping		
Yes	97	88.18
No	13	11.81
Purchase tooth paste after watching Advertisement		
Yes	88	80
No	22	20
Frequently buying brand		
Hamam	38	34.54
Dove	34	30.90
Life boy	33	30
Lux	5	4.54
Influencing factors		
Educational Aspects	32	29.09
Offer	12	10.90
Awareness about product	40	36.36
Due to celebrity	26	23.63
Attracted tooth paste advertisement		
Hamam	38	34.54
Dove	34	30.90
Life boy	33	30
LUX	5	4.54
Overall satisfaction		
Highly satisfied	70	63.63
Satisfied	12	10.90
Neutral	9	8.18
Dissatisfied	11	10
Highly dissatisfied	8	7.27

Source: Primary data

From the table 1 it is cleared that out of 110 respondents 56.36% of the respondents are in age group of 18-19 years. 54.54% of respondents from science stream. 87.27% of respondents say that advertisement is a important tool. 52.72% of respondents are having upto Rs 15000 as monthly family income.87.27% of respondents are saying that advertisement is an important tool. 88.18% of respondents were influenced by Advertisement. 80% of the respondents have purchased tooth paste after watching Advertisement. 34.54% of the respondents have brought Hamam soap after watching Advertisements. 36.36 % of the respondents said that information provided in advertisements is the influencing factor to buy a product. 63.63 % of the respondents are highly satisfied with adxvertisement.

Table 2

Item	Socio Economic factors -5% Level of significance		
	Table value	Calculated value	Inference
Age and overall satisfaction	0.564145	14.4646	Rejected

In this table 2 the calculated value (14.4646) of the chi-square at the 5% level of significance for degrees of freedom(2) is more than table value (0.564145) .Therefore the null hypothesis(Ho) is rejected, so There is a significant relationship between the overall satisfaction level and age.

X-Mx	Y-MY	(X-Mx)2	(Y-My)	(X-Mx)(Y-My)
18.000	48.000	324.000	2304.000	864.000
-6.000	-10.000	36.000	100.000	60.000
1.000	-13.000	1.000	169.000	-13.000
-9.000	-11.000	81.000	121.000	99.000
-4.000	-14.000	16.000	196.000	56.000
Mx: 22.000	My: 22.000	Sum: 458.000	Sum: 2890.000	Sum: 1066.000

Values

$$\sum = 110$$

$$\text{Mean} = 22$$

$$\sum(X - Mx)^2 = SSx = 458$$

Y Values

$$\sum = 110$$

$$\text{Mean} = 22$$

$$\sum(Y - My)^2 = SSy = 2890$$

X and Y Combined

$$N = 5$$

$$\sum(X - Mx)(Y - My) = 1066$$

R Calculation

$$r = \frac{\sum((X - My)(Y - Mx))}{\sqrt{(SSx)(SSy)}}$$

$$r = 1066 / \sqrt{(458)(2890)} = 0.9266$$

Meta Numerics (cross-check)

$$r = 0.9266$$

The value of R is 0.9266.

This is a strong positive correlation, which means that high X variable scores go with high Y variable scores (and vice versa).So there is a strong positive correlation between monthly family income and over all satisfaction about advertisements.

INFLUENCING FACTORS

Table 3

S.No	Statements	SA	A	N	DA	SDA	Total mean	Mean score
1.	Humor	60	20	19	7	4	455	4.1363
2.	Information about the price	47	42	10	10	1	454	4.1272
3.	Usage information	60	26	14	7	3	463	4.2090
4.	Information about values	48	16	31	6	9	418	3.8
5.	Personalizing the brand	32	38	26	7	7	411	3.7363
6.	Expert opinions	36	28	18	23	5	397	3.6090
7.	Participation of famous people	34	36	22	6	2	394	3.5818
8.	Users opinions	42	28	13	17	10	405	3.6818
9.	The advertisement appearance	60	28	7	5	10	453	4.1181
10.	Colorfulness in advertisements	18	12	2	70	8	292	2.6545

Source: Primary Data

SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, SDA- Strongly Disagree

The table 3 shows the Statements regarding the Influencing factor for the advertisements. Out of 110 respondents the majority of the respondents (mean score 4.1363) strongly agreed the humor par of the advertisement influences most. Next to this the respondents (mean score 4.1272) strongly agreed that pricing information in the advertisements are influencing respondents.

FINDINGS

- ❖ Out of 110 respondents 56.36% of the respondents are in age group of 18-19 years.
- ❖ 54.54% of respondents from science stream
- ❖ 87.27% of respondents say that advertisement is a important tool.
- ❖ 52.72% of respondents are having upto Rs 15000 as monthly family income.
- ❖ 87.27% of respondents are saying that advertisement is a important tool. 88.18% of respondents were influenced by Advertisement.
- ❖ 80% of the respondents have purchased tooth paste after watching Advertisement.
- ❖ There is a significant relationship between the overall satisfaction level and age.
- ❖ There is a strong positive correlation between monthly family income and overall satisfaction about advertisements.
- ❖ Out of 110 respondents the majority of the respondents (mean score 4.1363) strongly agreed the humour par of the advertisement influences most

SUGGESTIONS

- ❖ The Advertisements may contain some clarity on it.
- ❖ The advertisement may have colourfulness in it

CONCLUSION

In this research we study the impact of advertisement on consumer behaviour and consumers are here Teenage girls in Kovilpatti. This study reveals that most of the girls in Kovilpatti are aware about the consumer products but very less purchase the advertised products because of less satisfaction after purchasing advertised products. Because advertisements are not based on reality. There should be more emphasis on glamour rather than quality and consumer give priority to quality that is why they less purchase advertised products furthermore excess of advertisements make them ineffective and drama in advertisements also fade up the consumers and they hate that products. So we conclude that quality and brand image are the main factor that consumer prefer so companies should focus on quality in their advertisements and show reality in advertisements to make better brand & image and show advertisements less number of times. Companies should make advertisements attractive but real. If they do this than their advertisements effects consumer behaviour and change their mind.

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