

Power of Advertising among Customers in Eastern Mumbai: A Research With Reference To Fashion and Cosmetics

Mr. Bhuvanesh. M^{1*}, M. Arunkumar²

¹Assistant Professor, Department Of Bank Management, Avichi College Of Arts and Science

²Assistant Professor, Department of Accounting and Finance. Avichi College of Arts and Science, Chennai

Abstract — Advertisements have been utilized for numerous years to sway the purchasing habits of consumers. Advertisements play a crucial role in generating awareness and perceptions among customers regarding cosmetic products; both of these factors form a potent combination to affect the purchasing habits of consumers. This specific study was carried out on 200 young males or females who use various cosmetic brands to examine the effect of advertisements on their purchasing behaviours while generating awareness and shaping perceptions. Correlation and regression analyses were employed to determine the connection between these factors. The results uncovered offer a new approach for managers to formulate effective strategies for marketing cosmetic products. These findings indicate that advertisements are highly effective in raising awareness among individuals, yet they fail to establish strong perceptions in the minds of consumers. Both of these factors, namely consumer awareness and consumer perceptions, will drive consumers to purchase a particular product, as there exists a positive relationship between them. The research domains were Eastern Mumbai (Kurla, Ghatkopar, Bhandup, Mulund, Vikhroli, Kanjurmarg, Powai, Chembur, Govandi, Mankhurd, and Trombay.)

Keywords — Awareness, Appealing, Qualities, Advertising Strategies, Aesthetics.

1. Introduction

The cosmetic sector in India has been experiencing significant growth in recent years. However, the local products in India face lower demand when compared to international brands. The rise in cosmetic products can be attributed to the overwhelming exposure to advertisements, through which consumers obtain information and this aspect encourages them to make purchases. The cosmetic industry is closely linked to the fashion industry, as consumers possess a strong awareness of their appearance and current fashion trends. A person's wish to appear attractive and be accepted socially greatly drives individuals to buy cosmetic products.

This research specifically examines advertising and the various expenditures related to advertising across different aspects of consumer buying behavior. Consumer buying behavior is primarily influenced by several factors, including culture, family, and brand image. Moreover, brand awareness additionally assists customers in making purchases of specific products. Consequently, cosmetic companies prioritize advertising their offerings. This report also sheds light on other factors that may impact consumer buying behavior, such as lifestyles, purchasing power, technology, traditional culture, and income.

Advertisers invest considerable amounts in advertising their products, hence they concentrate on these factors to sway consumer perspectives through advertisements. This research further highlights customer buying behavior. Perceptions of brands and purchasing behaviours can vary significantly from person to person.

Therefore, it is essential to explore changes in consumer behavior.

Advertisements enable companies to foster awareness among their customers, and the content of these advertisements influences customer perceptions in either a positive or negative manner. Consumers can assess product quality by gathering information typically provided through advertisements. The perceptions of quality, product awareness, and consumer opinions drive buying decisions. This study critically analyzes these factors that shape buying behavior and offers valuable insights into the role of advertisements in influencing consumer behavior.

2. Research Objectives

- To determine the effect of advertisement on consumer awareness
- To ascertain the function of advertisement in shaping consumer perception
- To examine the effect of consumer awareness and perception on purchasing behavior

3. Literature Review

Baheti, (2012) Advertisement represents a creative effort that affects consumers' motives to purchase a specific product, altering or shaping their perceptions of that product. The appeal of advertisements serves as a catalyst to stimulate consumers' psychological motives for making a purchase. Advertisements encompass both rational and emotional appeals. In rational appeals, the product can be

highlighted primarily for its advantages and the issues it can resolve, while emotional appeals cater to the psychological, emotional, and social needs of consumers

Kotwal, (2008)A study conducted in India indicated that adolescents are significantly attracted to TV commercials. Additionally, teenage girls are influenced by these commercials and tend to purchase products they have seen advertised. This suggests that mass media has a substantial effect on advertisements. Organizations are creating innovative content designed to engage both teenage girls and boys in purchasing.

Rai, (2013), many national and international brands are recognized by people and hold strong perceptions in their minds. These perceptions are ingrained in their minds as a result of their culture, lifestyles, and environments. Additionally, advertisements play a crucial role in shaping consumer behavior. Advertisements serve as a source of motivation, prompting consumers to purchase specific products.

Abiodun, (2011) the purpose of advertisement is to convey messages across long distances. It is also utilized to target a dispersed mass audience. The significance of advertising on sales volume is profound. It has proven to be an essential tool for increasing brand sales. Advertising is directly associated with product sales.

Tamizhthyoti, (2013) Attitudes are developed through experiences and learning, and these attitudes affect purchasing behavior. The brand's positioning is reliant on the company's successes and failures. Middle-aged individuals typically have a favorable attitude toward cosmetics and beauty products because they desire to appear youthful, and since they are established in their lives, they have the funds to indulge in these luxuries.

4. Research Methodology and Approach

In this specific research, a quantitative approach has been employed, and the primary data was collected from users of cosmetic products in Eastern Mumbai.

- A questionnaire was created to collect data from the respondents.
- Likert's scale was employed within the questionnaire.
- A survey was carried out in various locations throughout the city to obtain primary data from users of the cosmetic industry.
- The data was collected from an authentic source, and it was clearly communicated to them that this response would solely be used for research purposes.
- A sample size of 200 respondents was taken into account.

- Samples will be collected within the boundaries of Eastern Mumbai city.
- Statistical Tools and Analysis: SPSS used to analyze the various factors and reliability of the variables.

4.1 Hypothesis

Four hypotheses have been formulated in this research article.

- H0: There exists no relationship between advertisement and consumer awareness.
- H1: There exists a relationship between advertisement and consumer awareness.
- H0: There exists a relationship between advertisement and consumer perception.
- H2: There exists a relationship between advertisement and consumer perception.
- H0: Consumer awareness and consumer perception do not affect buying behavior.
- H3: Consumer awareness and consumer perception do affect buying behavior.

Hypothesis 1 - H0: there is no connection between advertisement and consumer awareness H1: there is a connection between advertisement and consumer awareness. Our initial hypothesis aimed to examine the connection between advertisements and consumer awareness. Since advertisement serves as the source of information that fosters awareness in the minds of customers, it is beneficial for introducing new products.

Table 1: Descriptive Statistics			
	Mean	Std. Deviation	N
Advertisement	2.2700	.63262	200
Consumer Awareness	2.0675	.63883	200

*. Correlation is significant at the 0. 05 level (2-tailed).

In the preceding hypothesis, we performed the correlation test using SPSS on our sample size of 200. The findings indicate that the significance level of the test is 0. 011, which is lower than 0. 05, suggesting that we will reject our null hypothesis, indicating there is no connection between advertisements and customer awareness. Based on our findings, we can infer that a relationship exists between advertisements and consumer awareness. The Pearson correlation value indicates that both variables share a positive relationship with one another. Although the Pearson correlation value is lower, which implies that the relationship between these two variables is not particularly strong, there is still a positive relationship present between them.

Table 2: Correlation			
		Advertisement	Consumer Awareness
Pearson Correlation		1	.162*
	Sig. (2-tailed)		0.011
Advertisement	Sum of Squares and Cross-products	79.642	13.022
	Covariance	0.4	0.065
	N	200	200
Pearson Correlation		.162*	1
	Sig. (2-tailed)	0.011	
Consumer Awareness	Sum of Squares and Cross-products	13.022	81.214
	Covariance	0.065	0.408
	N	200	200

Hypothesis 2 - H0: there is a connection between advertisement and consumer perception H2: there is a connection between advertisement and consumer perception.

In our second hypothesis, we attempt to determine the association between the advertisements and the consumer perception. It is vital to examine the connection between advertisements and consumer perception. Results of this hypothesis test are given below:

Table 3: Descriptive Statistics			
	Mean	Std. Deviation	N
Advertisement	2.2700	.63262	200
Consumer Perception	2.1890	.66414	200

The significance level of this test is determined to be 0. 339, which is significantly higher than 0. 05, indicating that we have not succeeded in rejecting the null hypothesis, which stated that there is no relationship between advertisements and consumer perception in the cosmetic industry. In the cosmetic industry, individuals do not solely depend on advertisements to form their perceptions, as they place greater trust in trying the products. Additionally, individuals also take into account the opinions of their peers and friends, contributing to their perceptions. Therefore, there are numerous other factors that contribute to shaping perceptions in customers' minds, and advertisements do not serve as a method for forming these perceptions.

People do not develop a positive or negative perception merely by viewing the product; they are likely to try those products at least once while forming any perception in their mind. Experience plays a crucial role in

shaping perceptions, which is why many cosmetic companies employ sales promotions alongside advertisements, offering free. The objective behind these sales promotions is to provide an experience for their customers, which helps them to form a perception of the product.

Table 4: Correlations			
		Advertisement	Consumer Perception
Pearson Correlation		1	-.030
	Sig. (2-tailed)		.339
Advertisement	Sum of Squares and Cross-products	79.642	-2.473
	Covariance	.400	-.012
	N	200	200
Pearson Correlation		-.030	1
	Sig. (2-tailed)	.339	
Consumer Perception	Sum of Squares and Cross-products	-2.473	87.776
	Covariance	-.012	.441
	N	200	200

Hypothesis 3- H0: Consumer awareness and consumer perception do not affect buying behavior.

H3: Consumer awareness and consumer perception affect buying behavior.

In our third hypothesis, we aim to explore the relationship between consumer awareness and perception with the purchasing behavior of customers. In our study, we conduct the test on the answers of 200 individuals living in Eastern Mumbai who use various types of cosmetic products. The results are presented below.

Table 5: Descriptive Statistics			
	Mean	Std. Deviation	N
Consumer_Buying_Behavior	2.6208	.73630	200
Consumer_Awareness	2.0675	.63883	200
Consumer_Perception	2.1890	.66414	200

Above table displays the averages of the 200 responses from individuals. In this table, all of the variables have averages close to 2, suggesting that a majority of individuals concur on the correlation of these variables with one another.

Table 6: Correlations				
		CBB	CAW	CP
	Consumer_Buying_Behavior	1.000	.390	.569
Pearson Correlation	Consumer_Awareness	.390	1.000	.387
	Consumer_Perception	.569	.387	1.000

	Consumer_Buying_Behavior	.	.000	.000
Sig. (2-tailed)	Consumer_Awareness	.000	.	.000
	Consumer_Perception	.000	.000	.
	Consumer_Buying_Behavior	200	200	200
N	Consumer_Awareness	200	200	200
	Consumer_Perception	200	200	200

In the table above allows us to assess the effect of one variable on other variables. For example, a customer awareness value of 1 results in an increase in the buying behavior value by 0.390.

- Dependent Variable: Consumer_Buying_Behavior
- Predictors: (Constant), Consumer_Perception, Consumer_Awareness

Table 7: R values

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.598 ^a	.357	.351	.59324	.357	54.773	2

Table 7: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	38.553	2	19.277	54.773	.000 ^b
1	Residual	69.332	197	.352		
	Total	107.885	199			

The ANOVA table indicates that the significance level is $0.000 < 0.05$, implying that we will reject our null hypothesis. The findings indicate that consumer perception and awareness significantly influence people's purchasing choices.

In the Model Summary table, the R square value is observed to be 0.357, indicating that there is a relationship between these two independent variables and the dependent variables; however, the effect is not very strong since this value is significantly less than +1. From this analysis, we can also conclude that a positive correlation exists between perception and awareness and consumers' buying decision behavior.

This specific study was carried out to determine the effect of advertisements on consumers' purchasing habits in the cosmetic sector. Research shows that two key variables can affect people's purchasing behaviors, but these factors alone do not fully account for changes in consumer behavior.

5. Conclusion

This specific research was carried out to determine the effect of advertisements on consumer purchasing behavior in the cosmetic industry. The study indicates that two key variables can affect purchasing behaviours, but these factors alone do not entirely account for changes in consumer behaviours; rather, they contribute to altering consumer behaviours. The research took place within the boundaries of Eastern Mumbai, targeting 200 respondents who utilize various types of cosmetics from different brands.

The findings suggest that advertisements play an essential role in enhancing consumer awareness. Television commercials and billboards are extensively utilized by various marketing departments of cosmetic companies, targeting consumers above the line through these mediums. Their advertisements provide sufficient information to engage consumers and foster awareness in the minds of customers.

The first hypothesis aimed to assess the connection between advertisements and consumer awareness. Results indicated that a relationship exists between these two elements. Consumers gain awareness about cosmetics through advertisements. Our second hypothesis was designed to examine the relationship between perception and advertisements. In this case, we were unable to reject the null hypothesis, indicating that no relationship exists between advertisements and consumer perceptions. This is due to the fact that advertisements do not shape perceptions in consumers' minds.

Perception primarily arises from product usage, with other influencing factors including recommendations from peers, friends, and colleagues. It is also noteworthy that cosmetic users exhibit strong loyalty to their brands and are not easily swayed to switch to other brands. Cosmetics are sensitive products used for skincare and for the purpose of enhancing beauty; thus, many individuals believe that a specific brand they trust is suitable for their skin and are reluctant to experiment, making it challenging to alter perceptions through advertisements.

In conclusion, we determine that cosmetic firms ought to use appealing and informative content to generate awareness among consumers, and they should not depend solely on advertisements to alter consumer perceptions; rather, they should employ innovative methods of sales promotion or alternative platforms to influence people's perceptions. It will be simpler for any business in the cosmetic sector to modify consumer buying behavior by fostering awareness and developing a strong perception in the minds of their clients.

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