

STUDY ON IMPACT OF ADVERTISEMENT ON PURCHASING OF SELECTED COSMETIC ITEMS ON CONSUMER'S CHOICE

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(FAMILY RESOURCE MANAGEMENT)

By

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CERTIFICATE –I

This is to certify that the thesis entitled “STUDY ON IMPACT OF ADVERTISEMENT ON PURCHASING OF SELECTED COSMETIC ITEMS ON CONSUMER’S CHOICE” submitted in partial fulfillment of degree of **Master of Science (Home Science) in Family Resource Management** to the Orissa University of Agriculture and Technology is a faithful record of bonafide and original research work carried out by Smrutirekha Choudhury under my guidance and supervision.

No part of this thesis has been submitted for any other degree or diploma. It is further certified that the assistance and help received by him/her from various sources during the course of investigation has been duly acknowledged.

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CERTIFICATE II

This is to certify that the thesis entitled “**STUDY ON IMPACT OF ADVERTISEMENT ON PURCHASING OF SELECTED COSMETIC ITEMS ON CONSUMER’S CHOICE**” submitted by Smrutirekha Choudhury to the Orissa University of Agriculture and Technology, Bhubaneswar in partial fulfillment of the requirements for the degree of Master of Science (HOME SCIENCE) in Family Resource Management has been approved/disapproved by the student’s advisory committee after an oral examination on the same in collaboration with the external examiner.

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ABSTRACT

Advertising is a form of communication intended to convince an audience to purchase or take some action upon products, information, or services etc. Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. .

Cosmetic products can be refer to as any substance applied to the human body such as skin, hair, nails, lips or eye for beautifying, cleansing, coloring, perfuming, conditioning, protecting, preserving or changing the appearance and style of human body. When women put on makeup, they feel confidence. It reflected in their attitudes or behaviors which help in public relations. In recent time not only women but also men are also attracted towards cosmetics and taking care of their skin. Present contest to know the impact of advertisement for the selection of different brand of facial cosmetic by the young mass and to answer few following reach question, the study has been selected.

To know whether young girls are really influence by the advertisement to porches the items? What is the exposure of such cosmetic through different media? What are their option regarding the advertisement of cosmetic item? Whether their socio-economic back ground influence the impact on selection of cosmetic items?

To assess buying practices of sampled young female student's relation to the selected cosmetic items.To study the exposure and frequency of use of selected media, audiovisual as print media by the respondents.To determine the opinion and practice of respondents towards advertisement of selected cosmetics and perceived attributes of advertisement in different Medias.To measure the impact of advertisement on consumer choice with reference to cosmetics.

To know the information about the personal and demographic characteristics of the respondents, their choice of cosmetic products, by the respondents and impact of advertisement upon their choice of cosmetics .Bhubaneswar city was selected as to study area. Where people of various professions, income groups, age group, are staying.As the objective was to know the impact of advertisements on cosmetic items, it was decided to collect the information from girls, who are the potential users of cosmetic items. For this purpose the girl's students of Orissa University of Agriculture and Technology where selected purposely as different categories of girl's students are studying in six different constituent collage of OUAT. A college wise list of girl's student s of undergraduate level and post graduate level were prepared separately .From the list , 20 no of students were selected through simple random method .Hence the total 120 number of respondents were selected.

From the study it was found that age, education, TV, radio, news paper are positively correlated with a low degree of correlation for choice of cosmetic items. But perceive attributes of TV as a source of information with the choice of cosmetic item by the sample respondents is moderately co related($r=0.334676$). Which indicates their choice may be influence by the advertisement of cosmetic item through TV. Choice of cosmetic item is negatively correlated with family size, type of family and their opinion towards advertisement

The overall impact of advertisement of fairness cream on the sample respondents .The impact was moderate on maximum girls student (70.83%).very low impact was observed on 20.38% of girls and very high impact was observed 8.34% of respondents.

Hence from the study it can be concluded that they take advertisement as a information source only.

Chapter-1

Introduction

Introduction

Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information, or services etc. Almost every one grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet (Latif&Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007).

Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country.

Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country. The study seeks to examine the effects of advertising on consumer buying behavior considering demand for cosmetic products. Using a sample of 100 respondents of mostly the young, we ran regressions and found that advertising does influence expenses incurred on cosmetics products but much influence on the purchase of cosmetic products results from one's income or pocket money available, and other factors like price of the product, the brand and other people's recommendation concerning the product. We concluded that, advertising satisfies the needs of the firm and the wishes of consumers. Its role cannot be replaced by any other means. Therefore firms must strategize and know when and where they should advertise.

The impact of television is vital because of its enormous potential as an audio-visual communicator. Advertising has a long term dynamic effect on consumers'

purchase and sales of producers. A firm's reason for advertising is to create awareness of a product. This has effect on current and future sales of firms as consumers tend to respond to the advertisement in the long run. This dynamic effect of advertising explains that firms usually advertise a product the most at the entry. Company advertises their product with the intention of increasing their sales which allows the firms to gain economies of scale and keep prices down. It also makes their products well known on the market. Also, advertising is necessary when introducing new products on the market. Without it, firms would find it difficult to break into market in which there are established brands. Advertising increases output, but increased output in turn increases production cost and this must be taken into consideration when comparing the cost and benefit of extra money of advertisement. The correct decision is to increase advertising until the marginal revenue from additional money from advertisement, is just equal to the full marginal cost of that advertisement. That full marginal cost is the sum of the money spent directly on the advertisement and the marginal production cost that results from the increased sales that advertisement brings about.

1.2 COSMETICS

Cosmetic products can be refer to as any substance applied to the human body such as skin, hair, nails, lips or eye for beautifying, cleansing, coloring, perfuming, conditioning, protecting, preserving or changing the appearance and style of human body.

The purpose of cosmetics is to improve the appearance and makes it more beautiful and pleasing to eyes (Yan, et. al. 2012). The main goal of such products is to maintain the body in good condition and make it more beautiful and attractive and protect against the adverse effects of environment and aging process. Thus the products used for the purpose of cleansing, beautifying, promoting attractiveness or altering one's appearance are termed as cosmetics (Dhadhal, 2011).

Cosmetics industry expected to grow in near future due to the greater demand of these products among young, middle aged and aged women (Kumar,et. al. 2006). Cosmetic product is mainly targeted to female consumer (Vang, 2010). There are varieties of cosmetic product are available in the market such as moisturizers, tonners, cleansers and anti aging creams. Anti aging products specially targeted at middle aged

and aged women with a promise to remove wrinkle and younger look (Hussey, 2007). Anti aging creams and other anti aging products specially targeted at women aged 30 and above (Feinmann, 2007).

The Indian cosmetic industry has witnessed rapid growth over the last couple of decades. In that time the range of cosmetic and beauty products in India has widened tremendously. Indian competitors have begun to manufacture products to cater to an international need. Herbal cosmetics from India have a great demand in the overseas market and many cosmetic products that are manufactured in India today are supplied to international suppliers of branded cosmetic products like the Baby shop. New facts that have been reveal that the industry of cosmetic products in India is growing at an average rate of almost twenty percent annually; this increase is attributed to two main factors. The first being the increase for the demand in Indian cost-effective products and the second being the increased purchasing power of the average Indian. There are also many reasons for the increased demand for cosmetic products in particular. With the introduction of satellite television and a wide array of television channels as well as the internet, the average Indian consumer is constantly bombarded with advertisements and information on new cosmetic products which often translates into the desire to purchase them. A boom in the Indian fashion industry has been linked to the increased awareness of Indian people about their appearances & consequently contributed to an increase in the demand for cosmetic products. However, even with the massive surge in the popularity of cosmetic products, statistics have shown that the average Indian consumer spends much less on cosmetic products than consumers from every other part of the world. This means that the Indian cosmetic industry has an even greater potential for growth than it is presently experiencing and it is highly fragmented and concentrated in the Tier-I cities only. Hence it is very essential that the products should reach to the other cities as well as in rural area. Here the marketing plays an important role. The companies need to understand the expectations of prospects. This requires a thorough understanding of consumer behavior and buying motives. Consumer behavior is the behavior that consumers display in searching for, purchasing, using and evaluating products, services & ideas which they expect will satisfy their needs. Consumer behavior encompasses a vast area including consumption pattern, consumer preferences, consumer motivation, and consumer buying process & shopping behavior. The purchase decision is influenced

by various factors such as social, cultural, demographic, personal, economic etc. So for effective marketing, the marketer must know the basis of decisions taken by customers.

Justification

Present contest to know the impact of advertisement for the selection of different brand of facial cosmetic by the young mass and to answer few following reach question, the study has been selected. To know whether young girls are really influence by the advertisement to porches the items? What is the exposure of such cosmetic through different media? What are their option regarding the advertisement of cosmetic item? Whether their socio-economic back ground influence the impact on selection of cosmetic items?

Objectives:

1. To assess buying practices of sampled young female student's relation to the selected cosmetic items.
2. To study the exposure and frequency of use of selected media, audiovisual as print media by the respondents.
3. To determine the opinion and practice of respondents towards advertisement of selected cosmetics and perceived attributes of advertisement in different Medias.
4. To measure the impact of advertisement on consumer choice with reference to cosmetics.

Limitation of the study:

- Limited to the student reading in OUAT.
- Sample was restricted to the users of cosmetic item. Who are using any one or more item in daily basis on occasionally.

Chapter-2

Review of Literature

Review of Literature

Desai (2014) the research attempts to study the consumer buying behavior of cosmetic products in Indian settings. The purpose of this paper is to investigate the various factors that has impact on buying decision of consumers. In this paper, respondents were selected by convenient sampling method and data was analyzed and interpreted with the help of statistical techniques. The study reveals that different factors have significant influence on buying behavior. This study also contributes to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers. The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. While purchase of cosmetic product, the consumers are found more quality conscious preferred to purchase ayurvedic products, they wait for the brand during non- availability, become emerging as important source

Sabharwal et. al.,(2014) now the women of all age group whether they are young, middle aged and aged women use cosmetic product on daily basis. Every woman is more concerned about their looks and appearance as they have to compete with the growing demands of society. Today not only young women but aged women also used many cosmetic products for their looks. Aged women use many anti aging and revitalizing creams to enhance their beauty and minimizing the effect of old age. Moisturizers are found to be most popular among all age group, income level and marital status Brand and previous usage results were mostly considered by women of age group 21-25 and unmarried women are conscious for selecting a particular brand while selecting cosmetics. Nuclear families were considered quality as the major factor while buying a cosmetic product as compared to joint family. There is a difference in brand possession and favorite brand of women skin care products.

Sharma et al.,(2013) Brand loyalty can be anticipated from women consumers when, they deem for quality and brand while purchasing beauty care products. Women buyers buy same brands out of their habit. They are customary of their favorite brands, which they are having. Thus, they have similar buying patterns of beauty products. On the contrary, respondents do love trying new products. Brand Ambassadors are least measured when they purchase beauty care products. Price and Brand image of products are two majorly elected features affecting their preference for selecting a particular brand. Quality, brand and price are the main considerations for which women may switch from one brand to another brand. Friends are the most powerful reference group when women go for beauty care products. Price can be as a reason for women to turn them brand loyal. Quality of a beauty care product is the main feature which women consumer turns brand loyal.

Jawahar & Tamizhjothi (2013) age, occupation, marital status have positive influence towards cosmetic products. But income does not have any influence on the attitude towards cosmetic products. Consumer buying behavior mainly depends on his attitudes. Specifically, the attitudes of consumers can have a critical role on beauty cosmetics buying behavior. Cosmetic products are widely used by people now a days and hence the number of players enter into this business has increased considerably. Companies try to identify the consumer's attitude towards these cosmetic products so that they position their products to the particular category of people rather spending unnecessarily on non-targeted people. This study has provided a platform for the corporate to think on different dimensions what consumers prefer, which make them in deciding on Marketing Mix of different products, like modify the product or change in product design, fixing of price that better suit the targeted audience, appropriate promotion mix namely sales promotion, advertising, publicity and personal selling, and finally change in distribution channel. In-depth study on cosmetics is required in future as it is one of the important selling products in the existing market scenario. Comparing different categories of respondents based on geographical location will yield a better result for the companies to device strategies accordingly. Probing into other variables apart for the study variables will have a better understanding about cosmetic products

among the public. of information and in spite of impact of other factors, the actual brand decision is taken by themselves.

Shallu and Gupta (2013) the way different promotional factors influence consumers' decision-making processes. Consumers do give importance to advertisement be it T.V or newspaper while choosing their brands. Reference group influence is also observed to be dominating; word of Mouth does play a vital role. The usage of celebrity endorsements has been confirmed to result in more favorable advertisement ratings and positive product evolutions. Marketers have heavily relied on different forms of promotional activities like celebrity endorsement, because they believe in its positive impact of assisting in improvement of brand awareness, brand equity, and even financial returns. Besides returns on the financial aspect and brand awareness, using celebrities in advertisements can be a shortcut to assisting brands in gaining recognitions. All these efforts may be contributions in creating brand loyalty. This study consists of Indian cosmetic industry. It is one of the fastest growing industries in India. Cosmetics are mixtures of surfactants, oils and other ingredients. The cosmetics industry in the world is a multi-billion dollar industry.

ASSOCHAM, (2013) has also found out that, there is increase in the buying behaviour among the youth in India especially with regard to personal care products. They attributed the increase in the female spending on cosmetic products to an increase in female employability and females being bread winners in their families. They also found out that, men on average spend more on cosmetic products than women, with the men spending averagely about Rs.1000 - Rs.5000 on cosmetic products monthly. This, they attributed to men's demand for decent hair care, deodorants and razor blades. The high increase in the spending on cosmetic products is as a result of the youth in India being conscious of their bodies and looking for products to enhance their physical appearance. With an increase in the level of literacy and the influence of the media, there has been a greater influence on the spending of Females in particular.

Debiprasd Mukherjee (2012) conducted a study entitled „Impact of celebrity endorsement on Brand Image“. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match

Bagwell,(2011) Scale economies play a central role in Chamberlin’s work and he believes that, such economies may exist in production and advertising as well.

Latif and Abideen,(2011). Telecommunication technology enables business and industry to grow at a faster pace while simultaneously contributing to the economic development and at the same time telecommunication infrastructure can be reliable indicator of economic development. Cellular phone industry has been one of the profitable businesses in Asian business (Roberts, 1998). E.g. In 2001, China’s cell phone market grew into 130 million users, exceeding the U.S.’s market for the first time (Robertson, 2001). Moreover, in 2004, Chinese cell phone users’ population reached 335 million (25% of the total Chinese population), 65 million more than 2003 (Statistics of CMII,2005). Advanced Micro Devices, Inc. (AMD) listed China as its top priority in the SWOT analysis. The country’s growing population and huge demand potential have always been an attraction for many high-tech multinational companies.

Khraim (2011) the influence of brand loyalty on cosmetics buying behavior of female consumers in the Emirate of Abu Dhabi in the UAE. The seven factors of brand loyalty are brand name, product quality, price, design, promotion, service quality and store environment. The findings of this study indicated that brand name has shown strong correlation with brand loyalty. The research results showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, design, promotion, service quality and store environment) with cosmetics brand loyalty. Female consumer buying behavior in the Emirate of Abu Dhabi. Marketers agree that developing an understanding of target customers and segments are important inputs in differentiating products and enhancing selling propensity. The purpose of this research

is to investigate how the respondents are influenced by factors of brand loyalty towards cosmetics brands. Brand loyalty is important for an organization to ensure that its product is kept in the minds of consumers and prevent them from switching to other brands. The research showed that it was not easy to obtain and maintain consumer loyalty for a company's product because there were many forces drawing consumers away such as competition, consumers' thirst for variety, etc. From the analysis of this study, it was shown that there are six factors of brand loyalty that were appropriate in the UAE environment which are, the brand name, product quality, price, promotion, service quality and store environment. Product quality plays a significant role in influencing consumers to be brand loyal Customers.

Dr. Naveen Kumar *et al.* (2011), using mean and standard deviation, in their study of advertising and consumer buying behaviour with special reference to Nestle Limited, India found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They added that, the quality and price of a product also influences a consumer's purchase of a good.

Yang, *et al.*(2011) impulse buying intention will be significantly affected by female consumers' demographic characteristics, but cannot be significantly associated with impulse buying behavior. Factors affecting impulse buying have a significantly positive effect on buying intention. Highly impulsive female consumers are more likely to have impulse buying intentions. The influence of demographic variables on impulse buying intention a. Females over 41 years old are more likely to intend to impulse buy, perhaps because they have a permanent salary and would like to spend money on themselves. Education, occupation and income do not make a difference to impulse buying intention. b. Promotions have an effect on female consumers. University students are more likely to be affected by this, female consumers in tertiary industries have a stronger tendency to be affected by manufacturers' promotions than public officials, and business managers are more likely to be affected by budget, because more money may lead to more impulse buying. Impulse buying intention is significantly and positively influenced by factors affecting impulse buying Female consumers' buying intention is

easily affected by advertising, displays of goods, atmosphere, promotions and sales. In addition, female impulse buying intention can increase because of the performance of salespeople and recommendations from other customers. Therefore, factors affecting impulse buying have a significantly positive effect on impulse buying intention. Impulse buying behavior is significantly and positively affected by characteristic impulsivity. When highly impulsive female consumers have more money, their impulse buying intention becomes stronger. Highly impulsive female consumers are not affected by promotions; they buy impulsively when they have enough money. This research shows that with a sufficient budget will highly impulsive female consumers will have stronger impulse buying intentions. With the exception of credit cards and paying in installments, how can consumers be encouraged to buy more without increasing their salary? This study suggests that integrated marketing will increase consumers' impulse buying intention.

Most of the female consumers with low levels of impulsivity had a tendency toward rational consumption, even when money was available. Therefore, marketers are faced with a problem: how can they kindle this type of consumer's purchase impulsion? Based on the concept of rational purchase behaviors, this study suggests providing them with immediate, comparative information about prices as part of sales promotions in order to increase their buying intention. Different marketing models according to consumer demand.

Latif & Abideen,(2011). Advertising is a subset of promotion mix which is one of the 4P's in the marketingmix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool increating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising,sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country

Abideen and Latif, 2011)... In today's dynamic world, it is almost impossible for advertisers to deliver advertising message and information to buyers without use of advertising. Certainly, this may be because of the globalization and accessibility of hundreds of channels for the viewers of this modern era. Now a day, due to globalized economy, which made available a bulk of marketing stimuli to the modern consumers. More often consumerism describes the way of equating personal happiness, with purchasing material possessions and consumption in excess of one's need.

Abideen and Latif,(2011)... If the categorization process is successful, then the affect and beliefs associated with this category in memory are transferred to the object itself. Consumers are not only at first confused and disordered in mind, but they also try to categorize the brand association with their existing memory, when thousands of products are faced by them, and they might reposition memories to outline a brand image and perception / concept toward new products. They can categorize latest information into particular brand or product group label and store them accordingly. This procedure is not only associated to consumer's familiarity and information, but also attachment and preference of brand. It is also suggested that consumer can disregard or prevail over the dissonance from brand extension

Bagwell, (2011) "The Theory of Monopolistic Competition" came up with new ways of looking at advertising. He modelled the expenditure of a firm as a "selling cost" that expands a firm's demand for a differentiated product. In his work, he describes a market structure in which there are many firms producing and selling similar but not identical products. In this market, Chamberlin believes that advertising may provide consumers with information about their wants but also adds that, it can be persuasive and alter one's demand for another. Advertising when informative makes consumers responsive to price changes and thus increases the demand elasticity for the product but a persuasive advert will create brand loyalty making the demand for a good inelastic.

Moungkhem, et. al.(2010) Today women are more active, liberal moving ahead and taking part in every walk of life so they became more concerned towards their looks and appearance (Kumar, 1998). It effects the rapid growth of beauty care industry. Cosmetic not only increases the physical appearance of person but also the confidence and assurance of individual to meet the challenges of society with great ease than ever before. To meet this growing demand of cosmetics by women not only domestic companies but many multinational companies enter the market place to meet the growing demand of beauty care products .

Suelin& Tan,(2010) The consumer decision-making process has constantly been the subject of research in understanding the factors that influence and shape consumer choices as well as the consumer-thought process. This demonstrates the complexity involved in the consumer decision-making processes which shaped by the interaction of various forces, such as culture, self perception, emotions and the emotional and psychological state and needs of the individual. As corporations seek to develop products and services that trigger purchase behavior and consumption, their focus is on understanding the driving forces behind consumer decision-making. However, on the consumer's end there is a need to understand why we buy and consumer products and services as a means to address the concerns of the 'consuming society' issues that have surfaced in the recent decades. Research on purchase and consumption patterns that can be segmented according to an array of segmentation areas such as demographics, psychographics and culture.

Shaharudin,et al (2010) The results obtained from this study are similar to some other different studies conducted in this field. For example, the results of Wong and Yahyah (2008) on the Influence of Brand Loyalty on Consumer Sportswear were similar to our study. The study goes along with this study in terms of the relationship between extrinsic attributes of product quality with brand loyalty. Finally, marketers should find it useful to understand how loyalty factors can affect consumer-buying behavior in the marketplace, which can help in segmenting consumers and markets for their brands and marketing communication. By examining how cosmetic usage determines brand

perceptions, companies can improve their marketing strategies to enhance customer satisfaction and increase their customer base. Moreover, by identifying the brand personalities that attract consumers, companies can pinpoint the characteristics customers look for in a product, which in turn can be used to enhance brand image

Lovelock,(2010).reveils that promotion, especially through advertising, can help establish ideas or perceptions in the consumers' minds as well as help differentiate products against other brands

Clow (2010) promotion is an important element of a firm's marketing strategy. Promotion is used to communicate with customers with respect to product offerings, and it is a way to encourage purchase or sales of a product or service. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users.

Saleem et al.,(2010) This research is based on attitudinal behavior of consumer in different buying behavior. The basic objectives of this research are to assess the influence of emotional advertising through attitudinal buying behavior consumer and analyze the influence of environmental advertising through attitudinal buying behavior consumer.

Kotler & Keller,(2009) Personal factors include age, occupation, stages in life cycle, occupation, lifestyle, personality and vales. Stain on the skin can lead to an uneasiness situation, which in turn can lessen self-esteem. To apply cosmetics in such situations might be the rapid and proper solution to manage the self image (Cash and Pruzinsky, 2002). Cosmetic not only increases the physical presence of person but also the confidence and assurance of person to meet the society.

Souiden & Diagne,(2009) Improved technology, better education, advancement in science and economic growth has provided people with a chance to better standard of living. With increased purchasing power and increasing number of dual earning has made people more conscious towards beauty, hygiene and better life style.

Alam & Faruqui(,2009) find that Sales promotion may act to increase random component of the utility equation but do a little on the deterministic component. Consumers find themselves satisfies with the sales promotion message, but objective of the sales promotion must be concrete. There are different types of sales promotion tools are available, the techniques that provide the best result that should be used. This study we find that sales promotion will not related to brand loyalty or brand preference. In this case it is mentioned that the study was conducted on Dhaka city consumers (sample).The present work needs to be extended to other product categories. Sales promotion may increase the sales for a short time or may be the message satisfies the consumers but it has no impact to convince the customer to became loyal towards the promoted brand or in other words it will not increase the deterministic component if the customer utility equation

Sharma and Sharma (2009), using Fixed Effect Model of Panel Data Analysis for 134 companies, found in their study that, besides advertising, factors like company's brand, quality of the product and company's reputation affect the sales of a company.

Hussainy et al.,(2008).Traditional hierarchy-of-effects models of advertising state that advertising exposure leads to cognitions, such as memory about the advertisement, the brand; which in turn leads to attitudes, i.e. Product liking and attitude toward purchase; which in the end leads to behaviors, like buying the advertised product

Kotwal et al. 2008a) Advertisements develop self-concepts in order to induce purchase decisions.TV Advertising is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance.Nowadays, there is a competition among marketers to grab consumer attention. Firms generally try to increase demand of goods or services by influencing customers' preferences through advertising. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humor and repeated messages.

The impact of the advertisements is more on television than the print media or radio.

Hussainy *et al.*,(2008) The evolution of advertisement dates back into the ancient times. Societies used symbols, and pictorial signs to attract their product users. Over centuries, these elements were used for promotion of products. In the early ages, these were handmade and were produced at limited scale for promotions. Later on, this phenomenon used and gained strength more intensively for promotional purposes. Today's modern environment, advertisements have become one of the major sources of communicational tool between the manufacturer and the user of the products. A company cannot make dream to be a well known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements

Kotwal *et al.* (2008b) studied the impact of TV advertisements on buying pattern of adolescent girls. He found that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls utilized pocket money received every month for shopping. The adolescent girl is influenced by T.V advertisement when he purchases clothing they were guided by fashion, friend and boutiques. The respondents preferred to buy branded and standardized product which are more advertised on television.

Guthrie *et al.* (2008) who examines women's perceptions of brand personality in relation to women's facial image and cosmetic usage. The study seeks to develop a better understanding of how various factors influence perceptions of cosmetic brands in the USA. The survey included items measuring facial image, cosmetic usage, brand personality, and brand attitude. The findings show that brand personality of competence found to be important across all three brands, consumer perceptions pertaining to the remaining brand personality traits differed. The study found that consumers' facial image influenced the total quantity of cosmetics used. Results also indicate that a relationship exists between facial image and brand perceptions.

Feinmann,(2007) There are varieties of cosmetic product are available in the market such as moisturizers, tonners, cleansers and anti aging creams. Anti aging products specially targeted at middle aged and aged women with a promise to remove wrinkle and younger look. Anti aging creams and other anti aging products specially targeted at women aged 30 and above.

Newell & Merier, 2007; Kondo & Nakahara, 2007) Technology advancement had not given us new products and services, but they had changed the meaning of many words. With increase in mass media, advertising effectiveness, as more traditional mass media, had reduced. Now advertiser is looking for new and presumably less cluttered media. The current age of digital media had given consumer choices to opt in and opt out of marketing messages and advertising. Consumers are getting more control of what they want and when they want. All these things are moving toward the interactive marketing.

Liu,(2006) Culture is one of the most important factors which influence the consumer behaviour. Career oriented women tend to be more worried about their looks and appearances because of their lifestyles. They moved to cosmetics and beauty treatments to improve their looks.

Thompson *et al.* (2005) These emotions can lead to brand loyalty, paying premiums, and influencing others to purchase the brand. Therefore, a consumer's emotional attachment to a brand may be able to predict their commitment and willingness to make sacrifices to obtain it. Some basic idealsthat are associated with this emotional involvement for brands are a positive brand attitude, high involvement in the product category, brand loyalty (willingness to pay a premium), affection, passion, connection, and the overall satisfaction associated from the brand

Ayanwale *et al.*,(2005) The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognition influence consideration,

evaluation, and finally purchases (Romaniuk and Sharp, 2003). The principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and psychological aspects.

Mendelson and Bolls,(2002). As the market is surplus with several products or services, so many companies make similar functional claim; so, it has become extremely difficult for companies to differentiate their products or services based on functional attributes alone. Differentiations based on functional attributes, which are shown in advertisement, are never long lasting as the competitors could copy the same.

Chapter-3

Materials and Methods

Methodology

Descriptive research design was adopted for this research work. It has been done under three subheadings

- I. field work
- II. tabulation
- III. inter pritation

3.1 Field work:

Questioner –cum- interview method was adopted for collecting the information about the personal and demographic characteristics of the respondents, their choice of cosmetic products, by the respondents and impact of advertisement upon their choice of cosmetics.

Structured questionnaire was prepared for collection of data from the respondents as per the guideline. In addition to that different documents, books, articles and publications of different origination were used for obtaining secondary data.

Section- 1

This section comprised of questions regarding the back ground information about the respondent related questions, pretaing to age, education, size o family etc

Section-2

Questions pertaining to pocket money/monthly allowance,/ expenditure pattern /use of cosmetics with special reference to the fairness cream and factor considered in this choice were include.

In this section also the buying practices of the consumers in relation to cosmetic items ,opinion towards various sources of advertisement, perceived appealing features of advertisement , , perceived appealing features of advertisement and impact of advertisement of fairness cream were included

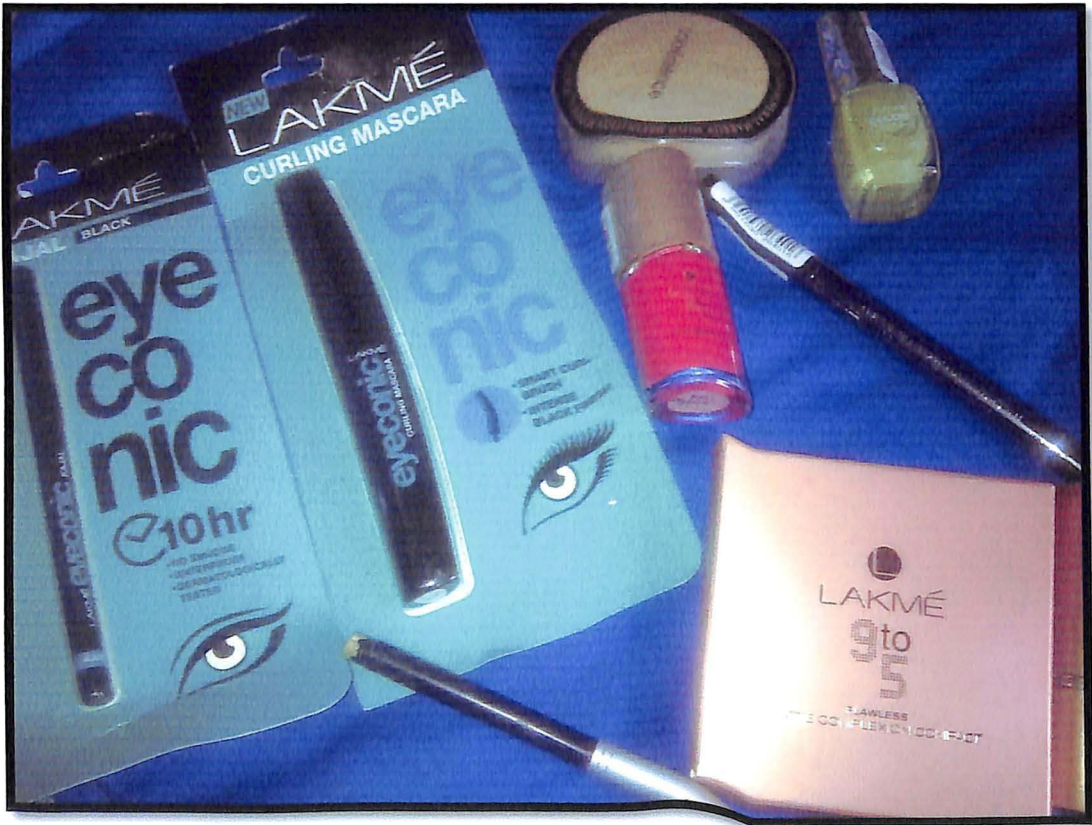


Plate1. Cosmetics Used By Sample Respondents

3.2 Scoring of variables

Personal and demographic variables

Age –Age was operationalised as the number of full years completed by the respondents the time of investigation. On the basis of minimum and maximum age of respondents they are categorized as young, young-middle, middle aged and coded as given below

Age	Code
Young (>20&20)	1
Young –middle(21-23)	2
Middle aged(24&24<)	3

Family size- to know about their family size we code them, so the categorization and coding is done as follows

Size	Code
Small(up to 4 member)	1
Medium up to 5 to8 member)	2
Large (above 8member)	3

Type of family-the type of family refers to nuclear or joint family. A nuclear family is composed of number of family of only one person and includes minors and dependents. A joint family refers to one which is constituted by two or more brother's or includes parent and other members. The categorization and coding as follows-

Family type	Code
Nuclear	1
Joint	2

Sibling –position of the respondents in their family. To know their position we categorized them in coding form. so the categorization and coding is done as follows-

Sibling	Code
Elder	1
Young	2
In between	3
Only child	4
Only female child	5

3.3 Use of products variables

Using of cosmetic- It has been operationalised as the degree to which a respondent was use the various cosmetics. For obtaining various types use. It is measured on a continuum ranging form never to daily with a code range from 1 for never,2 for rarely,3 for frequently,4for occasionally,5 for daily

Use of cosmetic	Code
Never	1
Rarely	2
Frequently	3
Occasionally	4
Daily	5

Most reliable source of information

Source of information	Code
Most useful	4
Useful	3
Less useful	2
Least useful	1

Frequency of exposure to sources.

Exposure	Code
Daily	3
Once in a week	2
Never	1

Perceived attributes of advertisement/practice/opinion

Attributes	Code
Always	5
Often	4
Sometime	3
Rarely	2
Never	1

A five point continuum was used to measure the obtained information related to consumer's choice, their opinion about advertisement, perceived feature of sources towards advertisement, opinion and impact of advertisement on consumer choice . The respondents were asked to respond as.

- Strongly agree(SA)-5
- Agree(A)-4
- Uncertain(U)-3
- Disagree (D)-2
- Strongly disagree(SD)-1

The score obtained ,interpreted that higher the score, higher the impact or influence of advertisement on consumer choice TV and respondent in each scale was obtained adding her scores on each statement in the scale

3.4 Pilot study

A pilot study was conducted during the month of January 2015 to test the tools developed. The study was undertaken on 30 no of respondents who are similar to the final sample of the study. On the basis of pilot study, minor alternation and changes were made in the questionnaire, whenever necessary and test tools were finalized .A Pre-coded questionnaire was developed



Plate 2 Data Collection from sample respondents



Plate 3 Data Collection from sample respondents

Time frame work of research design

- Topic selection, Finalization-----1month
- Questionnaire development-----1month
- Pilot study-----1month
- Data collection-----2month
- Tabulation & report writing-----2month

3.5 Study area: Selection of sample

Bhubaneswar city was selected as to study area. Where people of various professions, income groups, age group, are staying. As the objective was to know the impact of advertisements on cosmetic items, it was decided to collect the information from girls, who are the potential users of cosmetic items.. For this purpose the girl's students of Orissa University of Agriculture and Technology where selected purposely as different categories of girl's students are studying in six different constituent collage of OUAT. A college wise list of girl's student s of undergraduate level and post graduate level were prepared separately .From the list , 20 no of students were selected through simple random method .Hence the total 120 number of respondents were selected.

The researcher approached respondents during lunch break or in the evening hours of the working days. She made them clear about this topic and objective of the research and distributed the questioners. After seven day, she personally collected the answered schedule.

3.6 Data analysis procedure

Data were calculated using pre-coded questions. The data collected were processed and analyzed using components. The findings were presents through tables and graph. Descriptive statistics (frequency. mean,& stranded deviation mean score , co-relation co-efficient) were applied for analyzing and interpretation of data. Suitable photographs are attached.

Percentage: Percentage was used in description analysis for making simple comparison between two responses. For calculating percentage, the frequency of a

particular cell was multiplied by 100 and divided by the total number of respondents in the particular category to which the cell belonged.

Percentage = Number of respondents X 100 / Total no. of respondents

Mean Score: It is also simple comparison which was calculated by using the formula-

$$M. S = \frac{1}{N} \sum_{i=1}^n f_i X_i \left[\sum_{i=1}^n f_i = N \right]$$

Where M. S = Mean Score
 = Sum of total score obtained by individual
 N = Total number of respondents

Standard deviation: The standard deviation was found out by taking the differences of each item in the source from the arithmetic mean, squaring the differences, then summing all the squared differences and dividing by the number of items and then extracting the square – root. Standard deviation was used for categorization of the respondents.

$$S = \frac{\sum (x - \bar{x})^2}{n - 1}$$

Rank order. On the basis of mean score rank order was made. The item securing highest mean score was given first rank and the next highest was given second rank and so on.

Pearson's coefficient of correlation. This test was applied to ensure the degree of association between number of variables and to test whether the association was significant or not.

Where R = Co-efficient of correlation
 N = Number of pairs to be correlated
 X and Y = Variables being correlated
 = Summation



Plate 4 Data analysis with respondents

Chapter 4

Result and Discussion

Results and Discussion

Table 4.1 Demographic Characteristic of Respondents.

Characteristics	Sub Categories	Number	Percentage
Age	Less than 20 and 20	27	22.5
	21-23 years	81	67.5
	24 and more than 24	12	10
	Total	120	100
Education level	Graduate	60	50
	Post-Graduate	60	50
	Total	120	100
Odinal position	Elder	48	40
	Younger	42	35
	In between	18	15
	Only child	10	8.33
	Only female child	2	1.67
	Total	120	100
Staying	Hosteller	80	66.67
	Day scholar	40	33.33
		120	100
Monthly income	Less than 2000k	1	0.83
	2001k-4000k	55	45.83
	4001k-6000k	46	38.34
	6001kabove	18	15
	Total	120	100

Table 4.1 shows that age composition of those whose ages were between >then 20 & 20 years were (22.5%) of the respondents. Whereas maximum percent (67.5%) of the respondents ranged between 21-23 years of age. About (10%) of the respondents ranged 24 & more >24. The education profile of the surveyed respondents indicates that (60%) of the respondents are in undergraduate level and (60%) are in postgraduate degrees. About (66.67%) of respondents are staying in hostel and (33.33%) of respondents are Dayschler. About (40%) elder in Odinal position in family (35%) younger, (15%) in between, (8.33%) only child in their family, (1.67%) was only female child in their family. About (0.83%) of respondents get monthly 2000k > 2000k money from family, (45.83%) of them get 2001k-4000k, (38.34%) of get 4001k-6000k and (15%) get above 6001k money from their family for their monthly expenditure.

Family Background

Table 4.2 Distribution of samples by the family size

Sl. No	Family size	Frequency	Percentage
1.	Small	17	14.16
2.	Medium	89	74.17
3.	Large	14	11.67
	Total	120	100
Sl. No	Type of family	Frequency	Percentage
1.	Nuclear	98	81.66
2.	Joint	22	18.34
	Total	120	100
Sl. No.	Earning person in family	Frequency	Percentage
1.	One member of family	56	46.67
2.	Two member of the family	35	29.16
3.	Three member of the family	21	17.5
4.	Four member of the family	8	6.67
	Total	120	100

Table 4.2 shows that maximum 74.17% from medium size group, very few 11.67% from large family size, and 81.66% from nuclear family type, and most 46.67% of having one family member was earning for all family members.

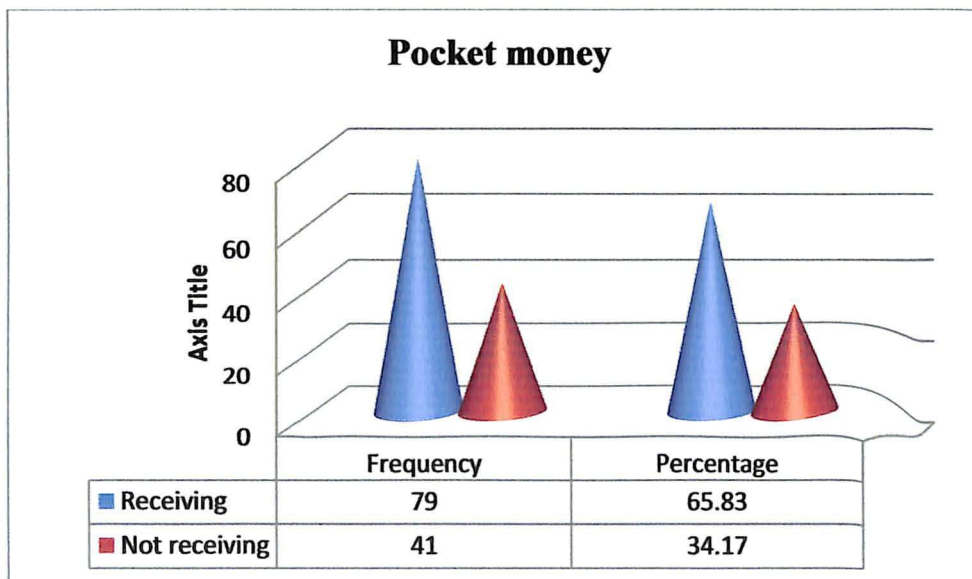


Fig 4.1 Respondents receiving extra pocket money

The figure (4.1) shows that 65.83% of respondents get pocket allowances for their expenditures for whole month. And (34.17%) respondents are not getting the pocket allowance.

Table 4.3 Frequency of receiving pocket money

Sl. No.	Frequency pocket money	Frequency	Percentage
1.	Once in week	5	6.33
2.	Once in 2 week	12	15.18
3.	Once in a month	62	78.49
	Total	79	100

Table 4.4 Distribution of samples making budget for expenditure of their pocket money

Sr. No.	Planning of budget	Frequency	Percentage
1.	Make plan	86	72
2.	Not make plan	34	28
	Total	120	100

Table (4.3&4.4) and figure (4.1) shows that (65.83%) of sampled respondents get pocket money. Who those get pocket money from those (78.49%) respondents get monthly one time pocket money, very few number of sample (6.33%) they get extra pocket money every week might be due to the frequently visit of parents and After this who get pocket money or not we study on above this table number 6 .from all the respondents (72%) percent respondent are making budget plan for their expenditure.

Table 4.5 Decision makers of purchase of cosmetic item for respondents

Sl. No.	Features	Parents		Relatives		Advertisement		Friends		Beautician	
1.	Food	90	75	3	2.5	10	8.33	14	11.66	2	1.66
2.	Clothing	49	40.83	6	5	41	34.16	21	17.5	3	2.5
3.	Stasonary	18	15	3	2.5	70	58.33	25	20.83	4	3.33
4.	Cosmetics	12	10	3	2.5	66	55	36	30	3	2.5
5.	Toiletory	10	8.33	4	3.33	60	50	43	35.83	3	2.5

Table (4.5)shows that for the purchase of food(75%) &clothing(40.83%),75% &40.83% respondents dependents upon parents. But for Stasonary, cosmetics and toiletory more than 50% are depending on advertisement, in

comparison their dependence friends and Butician which indicates advertisement has influence on the purchase and use of on different items of respondents. As there is not earning member major expenditure they are depending upon parents.

Table 4.6 Distribution of samples by the frequency of use of cosmetic item

Sl. No	Content	Daily	Occasionally	Frequently	Rarely	Never	Total score	Mean score	Rank
1.	Talcum powder	41	37	7	16	19	120	3.541	7
2.	Face powder(compact)	21	41	9	25	24	120	3.283	11
3.	Fairness cream	77	15	2	9	17	120	4.05	3
4.	Concealer	4	9	9	18	80	120	1.658	22
5.	Foundation cream	8	13	12	38	49	120	2.108	20
6.	Suns screen lotion	23	21	14	29	33	120	2.766	15
7.	Body lotion	28	33	21	25	13	120	3.316	10
8.	Moisturizer	40	24	28	17	11	120	3.541	7
9.	Face wash	102	7	4	3	4	120	4.666	1
10.	Face scrub	34	38	15	18	15	120	3.483	8
11.	Face mask	8	29	24	27	32	120	2.616	18
12.	Facial peel off	3	12	14	36	55	120	1.933	21
13.	Eye liner	15	39	9	31	26	120	2.883	13
14.	Eyebrow pencil	14	38	6	28	34	120	2.75	16
15.	Mascara	11	31	21	29	28	120	2.733	17
16.	Eye kajal	59	23	10	19	9	120	3.86	5
17.	Eye shadow	8	24	18	34	36	120	2.45	19
18.	Lip liner	23	25	13	24	35	120	2.80	14
19.	Lip bam	81	15	13	4	7	120	4.325	2
20.	Lip-gloss	29	44	4	23	20	120	3.325	9
21.	Lipstick	22	47	7	24	19	120	3.216	12
22.	Perfume	50	41	8	14	7	120	3.941	4
23.	Deo	54	25	7	13	21	120	3.650	6
24.	Blusher	3	8	7	20	82	120	1.583	24
25.	Shiner	3	7	8	22	80	120	1.591	23

The above table and figure shows that most of the number of girls (102) used Face wash, followingly they use Lip balm (81), (77) Fairness cream & (59) respondents' use Eye kajal. All this four cosmetic product use mostly by the respondents .Blusher(3), Shiner(3), Concealer(4), Face peel off(3) were those produces who gets least number of use among the girls.

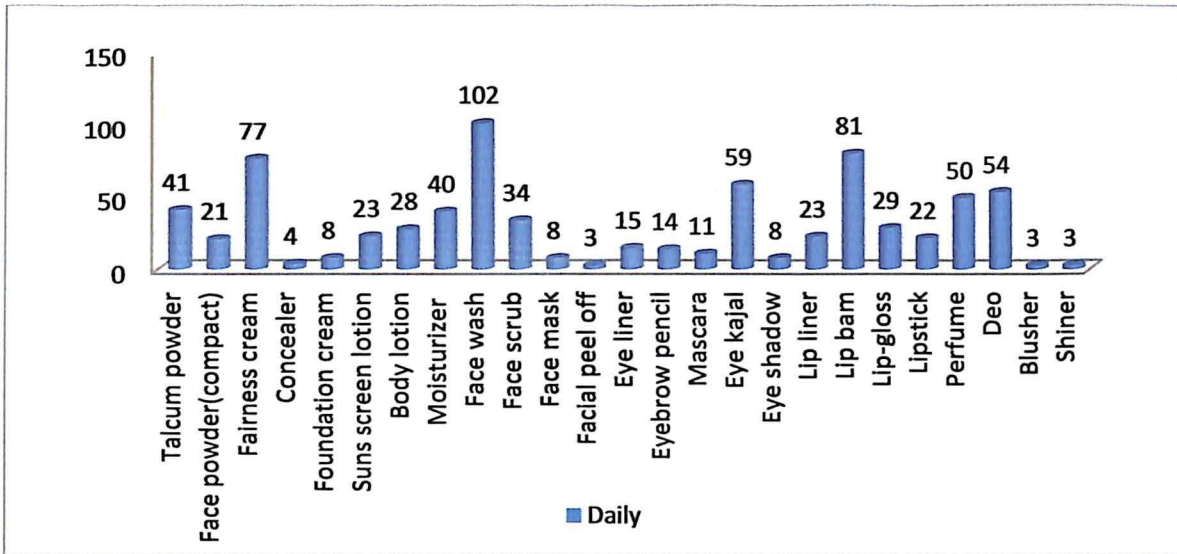


Fig 4.2 Cosmetics used by the respondents on daily basis

Table 4.7 Co- relation of socioeconomic variables, other perceived variables, and opinion with the choice of cosmetic item

Sl.No.	Variables	(r value)
1.	Age	0.219367
2.	Education	0.002836
3.	Family size	-0.21944
4.	Type of family	-0.10486
5.	Perceive features of TV as source	0.334676
6.	Perceive features of Radio as source	0.22986
7.	Perceive features of News paper as source	0.173616
8.	Opinion towards advertisement	-0.05765

(*Significance at 0.5 degree of freedom)

Age, education, TV, radio, newspaper are positively correlated with a low degree of correlation for choice of cosmetic items. But perceive attributes of TV as a source of information with the choice of cosmetic item by the sample respondents is moderately co related($r=0.334676$). Which indicates their choice may be influence by the advertisement of cosmetic item through TV. Choice of cosmetic item is negatively correlated with family size, type of family and their opinion towards advertisement

Table 4.8 Distribution of sample doing market survey

Sl. No.	Content	Frequency	Percentage
1.	Doing market survey	117	98
2.	Not doing market survey	3	2
	Total	120	100

From the table number 4.8 we get to know that (98%) respondents are doing market survey before buying any products from market and very less percentage of respondents (2%) are not doing market survey.

Table 4.9 Distribution of samples on the quality checking during market survey

Sl.No.	Area of composition	Frequency	%
1.	Price	120	100
2.	Quality	120	100
3.	Manufacturing date	72	60
4.	Exp.date	66	55
5.	Composition	18	15
6.	Any other	6	5

Above table we get that result that.(100%)most of the respondents check both price and quality before buying the product, then(60%) respondents check the manufacturing date.(55%)check the expiry date. And (15%) very few number of respondents check composition of the products. And (5%) respondents check other factors before buying any cosmetic product.

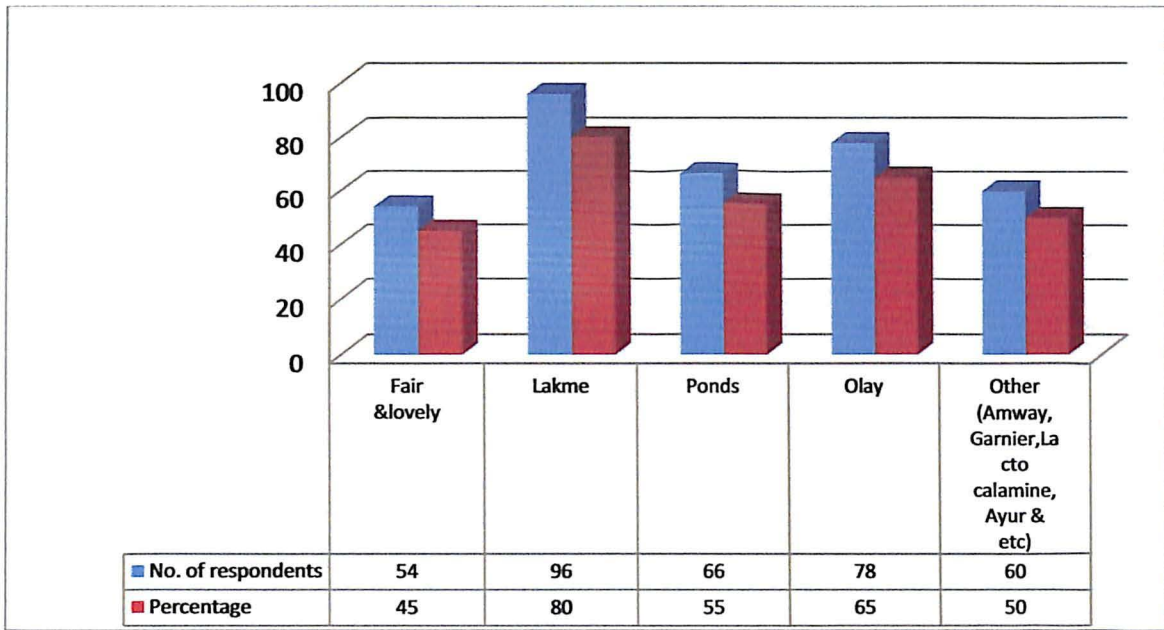


Fig 4.3 Distribution of sample as per the popular brand of cosmetics using presently

Fig (4.3) shows that 80% respondent possessed Lakme brand & 65% girls possessed Olay brand whereas 45% possessed Fair & lovely, 55% girls possessed Ponds. And 50% girls possessed other brands like (Amway, Garnier, Lacto calamine, Ayur & etc). From this table we get that Lakme was most popular brand among young and middle aged girls.

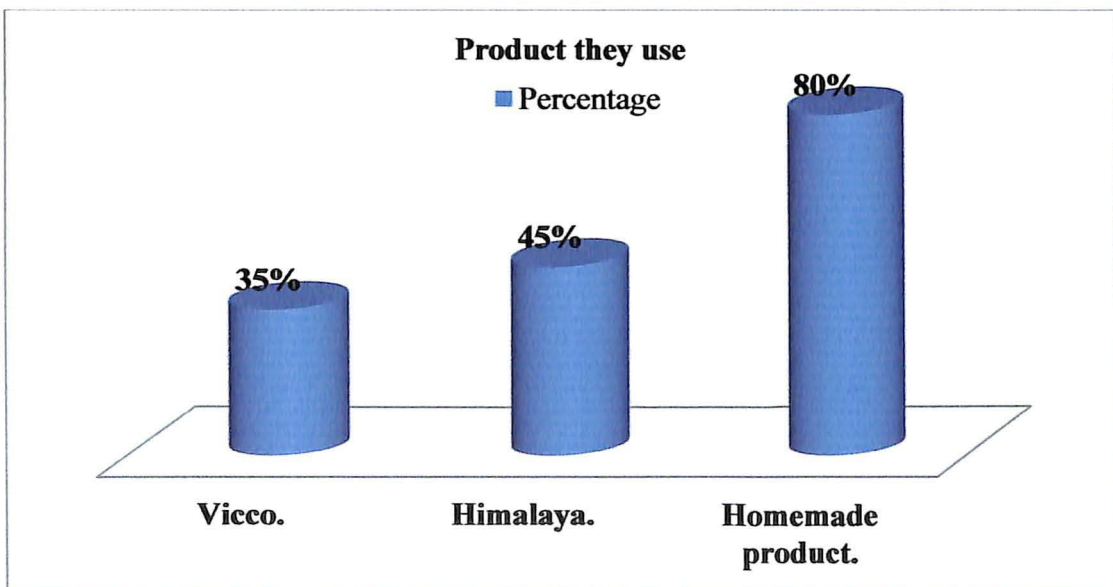


Fig 4.4 Distribution of samples as per the brands they over using in the past

Fig (4.4) shows that 80% girls are not use any cosmetic product, may be due to lake of exposure.

Table 4.10 Reasons for changing the brand by the respondents

Sr. No.	Reasons	Frequency	Percentage
1.	Did not get good & expected result	50	41.6
2.	Always one should not use a particular brand	49	40.8
3.	Influenced by advertisement.	61	50.8
4.	Influence by beautician.	42	35
5.	Influence by peer group.	26	21.6
6.	Any other.	7	5.8

The table 4.10 shows the cause of changing the brands of cosmetic maximum respondents (50.8%)give the reason that they have been influence by the advertisement followed by the expected result obtain from previously used brand by not getting the expected result from the previous brand. It indicates the respondents are not brand specific they may go for change whenever required

Table 4.11 Distribution of samples by the type of shop for the Purchase of fairness cream

Sl. No	Shop	Frequency	Percentage
1.	General store.	73	60.8
2.	Medical store	19	15.8
3.	Beauty parlor	45	37.5
4.	Exclusive shop dealing with only cosmetics & toiletry items	58	48.3
5.	Online purchase	43	35.8
6.	Distribution agent	1	0.83
7.	Retail malls	23	19.1

The table 4.11 shows respondent use multiple source for Purchase of fairness cream as per the availability convenience or recommendation maximum obtain general store(60.8%)for the purchase of cosmetic ,but very poor result found (0.83%) in case of distribution against. It may be due to their purchase in very few quantity in single pic

Table 4.12 Distribution of samples purchasing of cosmetic items influence by advertisement

Sr. No.	Influenced by a advertisement	Frequency	Percentage
1.	Yes	67	55.83
2.	No	53	44.67
		120	100

This table 4.12 reveals maximum respond are influence by the advertisement which indicates girl's students always give important to the advertisement to the TV, radio, newspaper etc and get knowledge (44.67%)are not influence by advertisement which indicates they may be using the cosmetic as per the decision of the parents, doctor, Butician, or influence by the friends.

Table 4.13 Distribution of samples expressing view towards fairness cream as enhancement of personality

Sl. No	Attributes	Rank order of the respondents						Mean score	Rank
		Very good		Good		Fair			
		N	%	N	%	N	%		
1.	Dressing	74	61.67	41	34.17	5	4.16	2.575	1
2.	Education	60	50	47	39.17	13	10.83	2.391	3
3.	Lifestyle	47	39.17	65	54.16	8	6.67	2.325	4
4.	Make up	32	26.67	50	41.66	38	31.67	1.95	6
5.	Self-confident	77	64.16	34	28.34	9	7.5	2.56	2
6.	Attitude	36	30	64	53.33	20	16.67	2.13	5
7.	Complex	20	16.67	51	42.5	49	40.83	1.7	7
8.	Any other	11	9.16	17	14.16	92	76.67	1.32	8

The table 4.13 shows that dressing sense enhances their personality (61.67%) followed by self-confident (64.16%) are the personality enhancing personality. But rank wise dressing get 1rank also personality enhancing factor and complex get last rank.

Table 4.14 Distribution of samples as brand specific

Sl.No	Preference	Frequency	Percentage
1.	Brand specific	72	60
2.	Not Brand specific	48	40
	Total	120	100

The table 4.14 shows that 60% of girls are so many brands specific. It means most number of respondents preferred to buy branded products. The girls believed that branded products provided for the surety of quality and one could purchase the right product for the right purpose.

Table 4.15 Distribution of samples using branded product.

Sl. No.	Type of brand	Frequency	Percentage
1.	Global reputation	16	13.33
2.	National reputation	54	45
3.	Local reputation	9	7.5

As per the previous table the data collected as the type of brand use by the brand specific resonant maximum (45%) they use brands having national reputed brand. (13.33%) use global brand product which may be due to influence by advertisement good financial condition, awareness, knowledge.

Table no-4.16 Influencing factors for the purchase the branded cosmetics by the respondents

Sr. No.	Influencing factor	Frequency	Percentage
1.	Self-decision	10	12.65
2.	Advertisement	60	75.94
3.	Any other(parent,internet etc)	9	11.39

Above table indicates (75.94%) respondents influence by advertisement to purchase the brand, (12.65%) take self-decision for purchase the branded cosmetic it may be due to their gain knowledge from education ,advertisement ,health magazine, internet& stick to their decision to use the branded cosmetic minimum(11.39%)go for brand being directed by the parents, viewing the channels, internet. or friends .

Table 4.17 Distribution of samples according to the source of information of fairness cream

N=120

Sr. No.	sources	Most useful		Useful		Less useful		Least useful		Mean score	Rank
		N	%	N	%	N	%	N	%		
1.	Television	67	55.83	37	30.83	14	11.66	2	1.67	3.40	1
2.	Dailey	22	18.34	56	46.67	26	21.67	15	12.5	2.69	6
3.	Radio	11	9.16	29	24.16	38	31.67	42	35	2.07	7
4.	Internet	63	52.5	31	25.83	8	6.67	18	15	3.15	4
5.	Doctor	50	41.66	28	23.33	22	18.34	20	16.67	2.9	5
6.	Friends/relative	58	48.34	52	43.33	7	5.83	4	3.33	3.35	2
7.	Beautician	54	45	52	43.33	8	6.67	6	5	3.28	3
8.	Shopkeeper	6	5	31	25.83	48	40	35	29.16	2.06	8

The table reveals the result that some of respondents says that TV (67), internet (63), doctor (50), friends/relative (58), beautician (54) are the most useful source of information for fairness cream. Whereas 48 respondents says that shopkeeper less useful and

Table 4.18 Distribution of sample by the extent of exposure to information sources of fairness cream

Sr. No.	Sources	Daily		Once in a week		Never		Mean score	Rank
		N	%	N	%	N	%		
1.	Television	73	60.83	39	32.5	8	6.67	2.54	2
2.	News papers	63	52.5	42	35	15	12.5	2.40	3
3.	Audio	20	16.67	32	26.67	68	56.66	1.59	6
4.	Friends	72	60	42	35	6	5	2.55	1
5.	Beaution	17	14.16	48	40	55	45.83	1.68	4
6.	Shopkeeper	18	15	43	35.83	59	49.16	1.65	5
7.	Any other	16	13.33	12	10	92	76.66	1.36	7

From the above table 4.18 by rank result we get that friends are the most source of information for fairness cream. But not in daily bases, if we get result in daily bases then, TV (60.83%) & Newspaper (52.5%) was the daily source of information on fairness cream. so we know that weather friends may be the most resulted source of information, but they don't meet every day. but in this situation they get contact with TV & Newspaper daily.

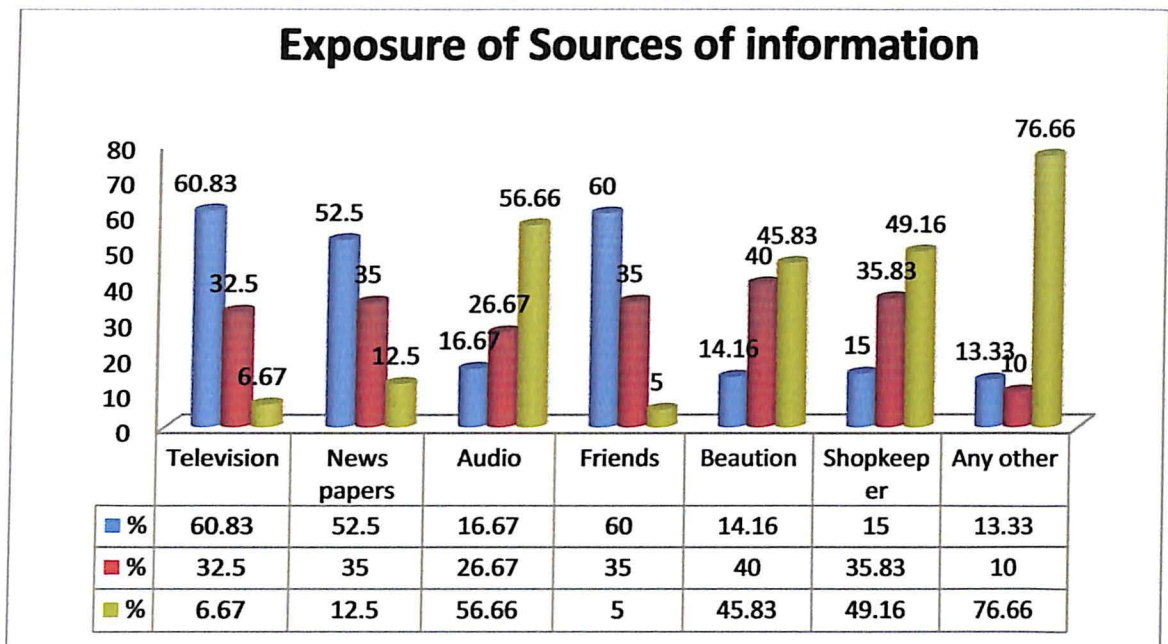


Fig 4.5 Exposure of sources of information

Perceived features of media

Table 4.19 Distribution of samples according to the perceived feature of TV advertisement

Sl. No.	Features	Always		Often		Sometime		Rarely		Never		Mean score	Rank
		N	%	N	%	N	%	N	%	N	%		
1.	Music	54	45	17	14.16	19	15.83	14	11.66	16	13.3	3.65	4
2.	Colour&focus	69	57.5	25	20.83	17	14.16	7	5.83	2	1.67	4.26	1
3.	Composition	28	23.33	33	27.5	35	29.16	14	11.66	10	8.33	3.45	5
4.	Special offer	46	38.33	33	27.5	20	16.66	13	10.83	8	6.67	3.80	3
5.	Appropriate message	17	14.16	17	14.16	22	18.34	32	26.67	32	26.67	2.62	6
6.	Celebrity's	48	40	31	25.83	26	21.67	1	0.83	14	11.66	3.81	2
7.	Channel	10	8.33	15	12.5	14	11.66	16	13.3	65	54.16	2.07	7

Table 4.19 shows that maximum (45%) sample have always affinity towards music but(13.34%) never enjoy the music in the advertisement.(57.5%) enjoy the colour,38.3%enjoy special offer attached to the advertisement. In case of attributes like celebrity (40%) always like the advertisement of the celebrities. As per the rank attached to the perceive features of TV advertisement. Colour&focus of pictures of advertisement rank 1, followed by the type of celebrity's rank2.nobody give importance to the type of TV channel telecasting the cosmetic item, for what message attached to the advertisement.

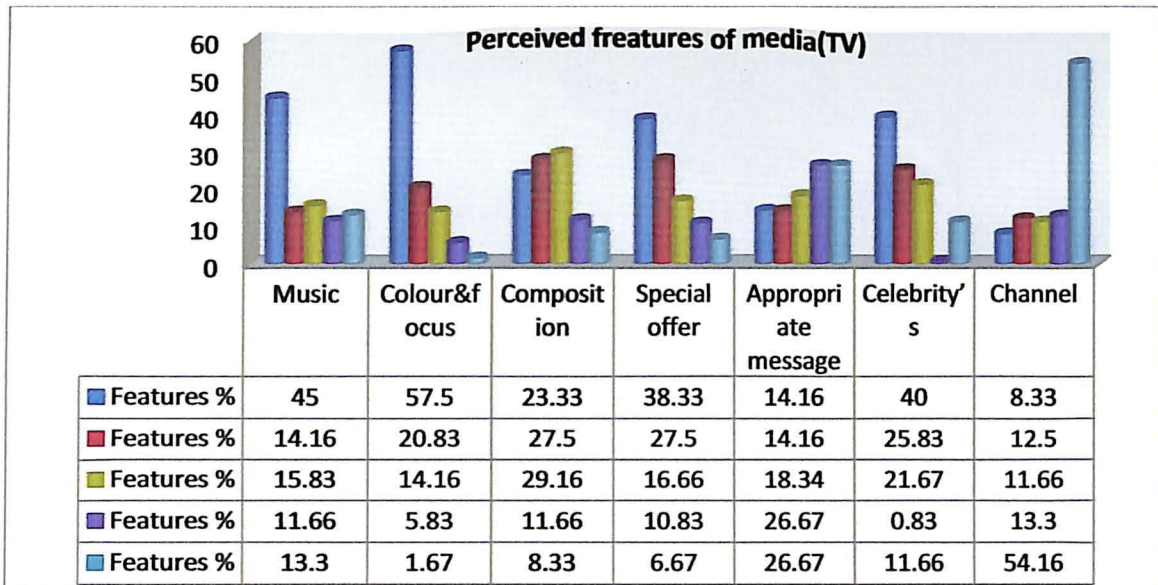


Fig 4.6 Perceived feature of media (TV)

Table 4.20 Distribution of samples according the perceived features of audio (Radio) advertisement

Sl. No.	Features	Always		Often		Sometime		Rarely		Never		Mean score	Rank
		N	%	N	%	N	%	N	%	N	%		
1.	Music	46	38.33	18	15	20	16.66	9	7.5	27	22.5	3.39	3
2.	Rj	20	16.67	30	25	23	19.16	21	17.5	26	21.67	2.97	5
3.	Mode of pre.	34	28.34	15	12.5	35	29.16	12	10	24	20	3.00	4
4.	Message	45	37.5	21	17.5	29	24.16	9	7.5	16	13.34	3.58	1
5.	Brand	44	36.66	18	15	26	21.67	10	8.33	22	18.34	3.43	2
6.	Channel	7	5.83	14	11.66	25	20.83	19	15.83	55	45.83	2.15	6
7.	Any other	1	0.83	7	5.83	11	9.16	5	4.16	96	80	1.43	7

Tables 4.20 shows that (38.33%) respondents always attracted by music on radio, but (22.5%) respondents never enjoy musical advertisement on radio. Followed by 37.5% always go for brand advertisement in radio. Appropriate message of advertisement in radio rank 1, followed by the type of brand rank 2. nobody give importance to the type of radio channel telecasting the cosmetic item, for what message attached to advertisement.

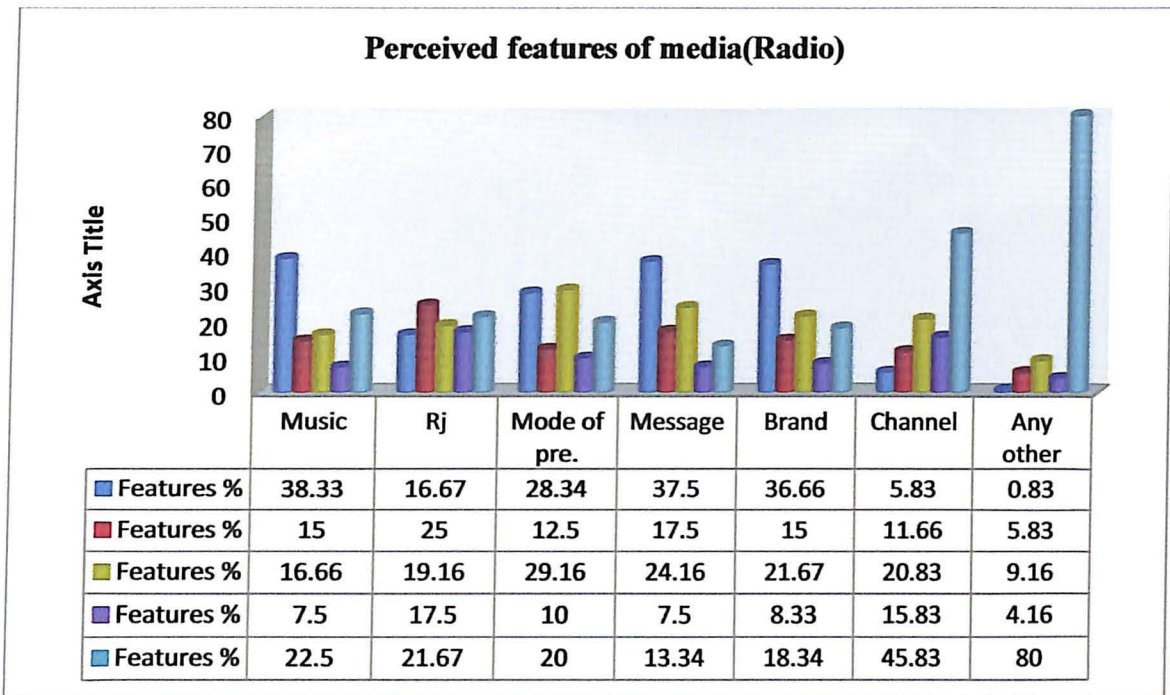


Fig 4.6 Perceived features of media (Radio)

Table no-4.21 Distribution of samples according to the perceived features of news paper advertisement

Sl. No.	Features	Always		Often		Sometime		Rarely		Never		Mean score	Rank
		N	%	N	%	N	%	N	%	N	%		
1.	Colorful print	22	18.34	25	20.83	33	27.5	14	11.66	26	21.67	3.02	3
2.	Model	18	15	25	20.83	32	26.66	16	13.34	29	24.16	2.89	5
3.	Slogan	20	16.67	24	20	30	25	19	15.83	27	22.5	2.92	4
4.	Message	37	30.83	23	19.16	25	20.83	18	15	17	14.16	3.37	1
5.	Special offer	36	30	19	15.83	31	25.83	6	5	28	23.33	3.24	2
6.	Attributes	21	17.5	11	9.16	27	22.5	23	19.16	38	31.66	2.54	6

Table 4.21 shows magazine and newspaper (30.83%) always give importance to appropriate message what the advertisement give to the us and the society. followed by colorful print(18.34%) & special offer(30%) are also always get impotence for advertisement. Rank wise also appropriate message get the rank1, followed by special offer get rank 2. Models and other attributes get last rank and they also never get importance for advertisement.

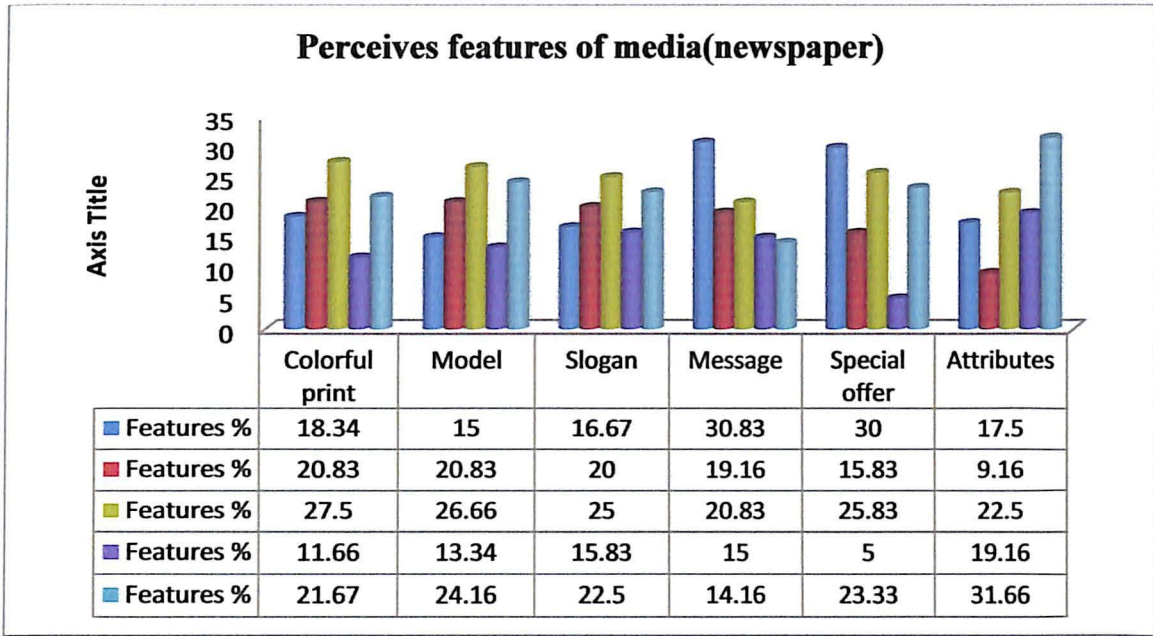


Fig4.7 Perceives features of media (newspaper)

Table no-4.22 Distribution of samples according to the practice towards advertisement of fairness cream

Sl. No.	Features	Always		Often		Sometime		Rarely		Never		Mean score	Rank
		N	%	N	%	N	%	N	%	N	%		
1.	I study the content of the advertisement on fairness cream thoroughly in	33	27.5	23	19.16	30	25	9	7.5	25	20.83	3.25	2
2.	When advertisement comes I always attain TV	11	9.16	30	25	29	24.16	25	20.83	25	20.83	2.80	5
3.	I enjoy to see the advertisement of some creams over and over again	18	15	19	15.83	30	25	15	12.5	38	31.66	2.70	7
4.	I look forward to read/listen/see the advertisement of new product	27	22.5	28	23.33	38	31.66	14	11.66	13	10.83	3.35	1
5.	Adv. Are welcome changes in cinema hall.	23	19.16	18	15	27	22.5	26	21.67	26	21.67	2.88	4
6.	I hate when i see /hear/read adv. In TV/print/radio	18	15	11	9.16	43	35.83	20	16.66	28	23.33	2.75	6
7.	When adv. Come i move away from TV to attend other task.	24	20	18	15	38	31.66	10	8.33	30	25	2.96	3

This table number 4.22 reveals maximum 27.5% sample always study the content of the advertisement on newspaper, magazine and radio. But 20.8% never see the content similarly maximum 25% always come forward to attend the TV advertisement. Around 20% of respondents move away from the TV when advertisement is telecasted on TV. Practice looking forward to see the advertisement of the new product through radio and newspaper rank 1, followed by practice study the content of advertisement (rank 2). But practice like hate rated towards advertisement enjoying of advertisement scored the last rank which indicates respondents are attracted or influenced or enjoy the advertisement of existing product or new product of fairness cream through TV, radio etc. it may be due to their affinity toward fairness cream.

Table no-4.23 Distribution of samples according to the opinion towards advertisement

Sl. No.	Features	Always		Often		Sometime		Rarely		Never		Mean score	Rank
		N	%	N	%	N	%	N	%	N	%		
1.	Advt. On fairness cream is information to the consumer.	46	38.33	32	27.5	32	26.67	4	3.33	6	5	3.90	1
2.	Advt. influences the consumer to pay higher prices for one brand over another even.	30	25	37	30.83	40	33.33	9	7.5	4	3.33	3.66	3
3.	Advt. Correctly represents the performance of the product	11	9.16	32	26.67	34	28.34	16	13.34	27	22.5	2.86	7
4.	Advt. Shows the benefit of the product	30	25	33	27.5	43	35.83	9	7.5	5	4.16	3.61	4
5.	Advt. Makes the exaggeration of the product.	43	35.83	23	19.16	38	31.66	11	9.16	5	4.16	3.59	5
6.	It hides lots of information of the product.	52	43.33	24	20	29	24.16	9	7.5	6	5	3.89	2
7.	Advt. Save the time to select the cosmetic product in the market.	31	25.83	35	29.16	22	18.34	19	15.83	13	10.83	3.43	6

This table 4.23 shows the opinion of respondent towards advertisement. Maximum number (46) of respondents opined advertisement in fairness cream, always a source of information for consumer. Very few number (4) numbers of respondent opined advertisement as rarely the source of information. Maximum 33.33% respondent says advertisement **some time** influence the consumer to pay high prize for the brand &

correctly present the performance of the product. 43 numbers of respondents says advertise some time shows the benefit of the product. Maximum 50 number (43.33%) says advertisement **always** hide the information of the product. Followed by advertisement make the exaggeration of the product .Advertisement of fairness cream give information to the consumer score the highest rank followed by the statement like advertisement hides lots of information of the product .and influence the consumer to pay more. It indicates that advertisement is the jus a source of information regarding the product to the consumer but it never gives the detail knowledge use, merits and demerits of the products

Impact of advertisement

Table -4.24 Impact of advertisement on consumer choice of cosmetic

Sl.No.	Range	Frequency	%
1.	50-64	25	20.83
2.	65-79	85	70.83
3.	80-94	10	8.34
	Total	120	100
	Mean- 69.31		
	S .D.-7.65		

The table 4.24 shows that the impact of advertisement of fairness cream on the sample respondents .The impact was moderate on maximum girls student(70.83%).very low impact was observed on 20.38% of girls and very high impact was observed 8.34% of respondents.

Table 4.25 Distribution of samples according to the influence of advertisement on choice of fairness cream

Sl.No	Features	Strongly agree		Agree		Uncertain		Disagree		Strongly disagree		Mean score	Rank
		N	%	N	%	N	%	N	%	N	%		
1.	I am totally attracted by the advt. Of fairness cream, which is the main reason of its use	23	19.16	24	20	25	20.83	25	20.83	23	19.16	2.99	14
2.	Cost is not a criteria, if am attracted to buy the fairness cream through its advt.	21	17.5	22	18.34	33	27.5	32	26.67	12	10	3.06	12
3.	Again & again i discuss about the advertisement of fairness cream with my friends.	17	14.16	41	34.17	20	16.67	22	18.34	20	16.67	3.10	11
4.	I often tell myself that what projected advt. is About the attributes of fairness cream	5	4.16	25	20.83	29	24.16	37	30.83	24	20	2.58	17
5.	I wait eagerly for the advt. On fairness cream to flash on the screen.	7	5.83	8	6.67	14	11.66	44	36.66	47	39.16	2.03	21
6.	I always dream of myself, where ever i think of the advertisement	8	6.67	12	10	15	12.5	34	28.34	51	42.5	2.1	20
7.	My complexion has improved like the claim in the advt. Of fairness cream i use.	4	3.33	28	23.33	19	15.83	24	20	45	37.5	2.35	18
8.	I feel soft on my facial skin as cleaned in the advt. Of the cream i use.	4	3.33	37	30.83	37	30.83	26	21.67	16	13.34	2.89	16
9.	I am happy that i chose too buy the fairness cream. i use after seeing its advt.	8	6.67	38	31.66	37	30.83	24	20	13	10.83	3.03	13
10	Advt. On cosmetics especially fairness cream are hollow.	19	15.83	23	19.16	48	40	23	19.16	7	5.8	3.20	9
11	Purchase made under the influence of advt. On fairness cream leads to wastage of money.	28	23.33	41	34.17	30	25	18	15	3	2.5	3.60	4
12	I skip the advt. On the fairness cream	19	15.83	25	20.83	42	35	25	20.83	10	8.33	3.17	10

13	Purchase decision based on advt. Of fairness cream are bad decisions.	16	13.34	48	40	20	16.67	27	22.5	9	7.5	3.29	7
14	I am disappointed with any choice of fairness cream under the Impact of advt.	16	13.34	52	43.33	36	30	10	8.33	6	5	3.51	5
15	Using a brand of fairness cream on the basis of advt. May lead to skin allergies	32	26.67	46	38.33	26	21.67	12	10	4	3.33	3.75	3
16	I prefer not to take risk with my skin under the influence of advt. On fairness cream	38	31.66	41	34.17	24	20	11	9.16	6	5	3.78	2
17	I am just waiting to finish the fairness cream, what i am using at present next i will buy the one shown on advt.	23	19.16	20	16.66	26	21.67	33	27.5	18	15	2.97	15
18	I would prefer to use natural products directly than so far commercial cream that are advertised widely.	55	45.83	30	25	17	14.16	11	9.16	7	5.83	3.95	1
19	I would wait for someone to use the brand of fairness cream to base my purchase decision.	18	15	30	25%	17	14.16	11	9.16	2	1.67	2.11	19
20	Advt. Of fairness cream are deceptive i prefer to base my choice of fairness cream on advice of a beautician i trust.	14	11.66	49	40.83	28	23.33	14	11.66	15	12.5	3.27	8
21	It is not to prefer a brand of fairness cream on the basis of its advertisement	27	22.5	46	38.33	21	17.5	6	5	21	17.5	3.45	6
22	I am vary much skin conscious. so I don't influence bye any other factor.	47	39.16	46	38.33	15	12.5	4	3.33	9	7.5	3.95	1

This table shows the impact of advertisement on consumer choice such impact was reflected through their opinion, to what extend their influenced by advertisement while choosing the fairness cream. Around (14% to20%)respondent strongly agreed with the positive impact of advertisement towards the use of cosmetic items that is their attracted towards advertisement they purchase the cosmetic item ,Being influence by the

advertisement without seeing the cost and they discuss positively about the advertisement with the friend .but 23.33% of respondent strongly agree that if the purchase is made under the influence the advertisement ,which leads to wastage of money. maximum 45.8%(55) number respondents strongly indicated the use of widely natural product instead of widely advertisement of commercial creams only 5.83% strongly disagree with this statement. This may be due to they don't have believe on commercial advertisement.

The table shows the statement like" I would prefer to use natural products directly than so far commercial cream that are advertised widely(3.95)"highest standard" I am very much skin conscious. so I don't influence bye any other factor(3.95)"get highest standard followed by the statement" I prefer not to take risk with my skin under the influence of advt. On fairness cream (3.78) which shows the respondents are in between uncertain & agree with the statement. Which indicates advertisement does not have much impact on the use of fairness cream, by the respondent this statement has supported by the "r" value table 4.25 which shows there is no significant relationship with the variables with impact of advertisement. The statement like

Table 4.26 Co-Relation of variables with the impact of advertisement

Sl.No.	Variables	Impact of advertisement(r value)
1.	Age	0.060143
2.	Education	0.184264
3.	Family size	0.045156
4.	Type of family	0.063494
5.	Television	0.173558
6.	Radio	0.291447
7.	News paper	0.09684
8.	Opinion	-0.07608

(*Significant of 0.5% degree of freedom)

Chapter-5

Summary and Conclusion

Summary and Conclusion

Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information, or services etc. Almost every one grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet (Latif & Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007).

Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country.

Advertising has thus, a stimulating influence on the purchasing behavior of the consumers. Advertising are most effective on products that have intrinsic qualities. These qualities are not known at the time of purchase and it takes one to discover this upon using the product. Also, when there is a substantial chance of differentiating a product, it best suits to advertise on that product

The impact of television is vital because of its enormous potential as an audio-visual communicator. Advertising has a long term dynamic effect on consumers' purchase and sales of producers. A firm's reason for advertising is to create awareness of a product. This has effect on current and future sales of firms as consumers tend to respond to the advertisement in the long run. This dynamic effect of advertising explains that firms usually advertise a product the most at the entry. Company advertises their product with the intention of increasing their sales which allows the firms to gain economies of scale and keep prices down. It also makes their products

well known on the market. Also, advertising is necessary when introducing new products on the market. Without it, firms would find it difficult to break into market in which there are established brands. Advertising increases output, but increased output in turn increases production cost and this must be taken into consideration when comparing the cost and benefit of extra money of advertisement. The correct decision is to increase advertising until the marginal revenue from additional money from advertisement, is just equal to the full marginal cost of that advertisement. That full marginal cost is the sum of the money spent directly on the advertisement and the marginal production cost that results from the increased sales that advertisement brings about.

Consumer behavior is the behavior that consumers display in searching for, purchasing, using and evaluating products, services & ideas which they expect will satisfy their needs. Consumer behavior encompasses a vast area including consumption pattern, consumer preferences, consumer motivation, and consumer buying process & shopping behavior. The purchase decision is influenced by various factors such as social, cultural, demographic, personal, economic etc. So for effective marketing, the marketer must know the basis of decisions taken by customers.

People use cosmetics for many purposes. Some use cosmetics for sexual attractiveness, social and professional acceptability, emotional pleasure and physical appearance. Women also think that they can be more feminine, sensual, sexual, and confident by using cosmetics. Cosmetics also manipulate women's mood which results in positive consequences such as assurance and performance. When women put on makeup, they feel confidence. It reflected in their attitudes or behaviors which help in public relations. In recent time not only women but also men are also attracted towards cosmetics and taking care of their skin. Which increases the sales and burden on cosmetics manufactures. Number of studies has been done on usage pattern and factor affecting the choice of product. Now the women are more beauty conscious and taking part in every walk of life which increases the demand and usage cycles. Although cosmetic product life cycle can be condense by competition and technology development, the most important determinant is the customer. Cosmetics industry provides new cosmetic products according to the need and desire of consumers. Now a day's cosmetic product becomes daily product. Now men are also popping to buy

many cosmetic products of daily and for special occasions. So major cosmetic and international companies has created dedicated products for men such as face creams, anti-wrinkle creams, bronzing products, hair coloring and toning gels . However, despite the increasing importance of the cosmetic segment, till now little attention has been given to capture this growing demand of cosmetics industry. As consumers, middle-class Indian women in general attach great importance to cosmetics and fashion. The focus on personal appearance in society is considered to be very significant. Many brand managers are, consequently, competing aggressively for market share in this emerging sector. The general term 'cosmetics' is applied to all preparations used externally to condition and beautify the body, by cleaning, coloring, softening, or protecting the skin, hair, nails, lips or eyes. Cosmetics are, therefore, products intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body's structure. This broad definition includes any material intended for use as a component of a cosmetic product. The growth of cosmetics and beauty products markets has become significant as consumers are increasingly becoming aware of appearance, beauty, grooming and the choice of personal care products. Understanding this sector should be of valuable use to marketers in identifying marketing opportunities to ensure greater efficiency in the use of resources and other efforts, which are directly related to consumer purchasing behavior such as market segmentation, consumer targeting, product features, promotional and selling efforts. This paper provides an overview of the cosmetics market and its importance and examines the influence of various parameters and brand loyalty on women's buying behavior concerning cosmetics. This study will provide useful information to the business sector as well as dealers in retailing sectors Chemical ones.

The Indian cosmetic industry has witnessed rapid growth over the last couple of decades. In that time the range of cosmetic and beauty products in India has widened tremendously. Indian competitors have begun to manufacture products to cater to an international need. Herbal cosmetics from India have a great demand in the overseas market and many cosmetic products that are manufactured in India today are supplied to international suppliers of branded cosmetic products like the Baby shop. New facts that have been reveal that the industry of cosmetic products in India is growing at an average rate of almost twenty percent annually; this increase is

attributed to two main factors. The first being the increase for the demand in Indian cost-effective products and the second being the increased purchasing power of the average Indian. There are also many reasons for the increased demand for cosmetic products in particular. With the introduction of satellite television and a wide array of television channels as well as the internet, the average Indian consumer is constantly bombarded with advertisements and information on new cosmetic products which often translates into the desire to purchase them. A boom in the Indian fashion industry has been linked to the increased awareness of Indian people about their appearances & consequently contributed to an increase in the demand for cosmetic products. However, even with the massive surge in the popularity of cosmetic products, statistics have shown that the average Indian consumer spends much less on cosmetic products than consumers from every other part of the world. This means that the Indian cosmetic industry has an even greater potential for growth than it is presently experiencing and it is highly fragmented and concentrated in the Tier-I cities only. Hence it is very essential that the products should reach to the other cities as well as in rural area. Here the marketing plays an important role. The companies need to understand the expectations of prospects. This requires a thorough understanding of consumer behavior and buying motives. Consumer behavior is the behavior that consumers display in searching for, purchasing, using and evaluating products, services & ideas which they expect will satisfy their needs. Consumer behavior encompasses a vast area including consumption pattern, consumer preferences, consumer motivation, and consumer buying process & shopping behavior. The purchase decision is influenced by various factors such as social, cultural, demographic, personal, economic etc. So for effective marketing, the marketer must know the basis of decisions taken by customers.

Present contest to know the impact of advertisement for the selection of different brand of facial cosmetic by the young mass and to answer few following reach question, the study has been selected. To know whether young girls are really influence by the advertisement to porches the items? What is the exposure of such cosmetic through different media? What are their option regarding the advertisement of cosmetic item? Whether their socio-economic back ground influence the impact on selection of cosmetic items?

1. To assess buying practices of sampled young female student's relation to the selected cosmetic items.
2. To study the exposure and frequency of use of selected media, audiovisual as print media by the respondents.
3. To determine the opinion and practice of respondents towards advertisement of selected cosmetics and perceived attributes of advertisement in different Medias.
4. To measure the impact of advertisement on consumer choice with reference to cosmetics.

On this objective the work was done.

Descriptive research design was adopted for this research work. It has been done under three subheadings

- I. field work
- II. tabulation
- III. inter pritation

Questioner –cum- interview method was adopted for collecting the information about the personal and demographic characteristics of the respondents, their choice of cosmetic products, by the respondents and impact of advertisement upon their choice of cosmetics.

Structured questionnaire was prepared for collection of data from the respondents as per the guideline. In addition to that different documents, books, articles and publications of different origination were used for obtaining secondary data.

This section comprised of questions regarding the back ground information about the respondent related questions, prating to age, education, size o family etc

appealing features of advertisement , , perceived appealing features of advertisement and impact of advertisement of fairness cream were included

Table 4.1 shows that age composition of those whose ages were between >then 20 & 20 years were (22.5%) of the respondents. Whereas maximum percent (67.5%) of the respondents ranged between 21-23 years of age. About (10%) of the respondents ranged 24 & more >24. The education profile of the surveyed respondents indicates that (60%) of the respondents are in undergraduate level and (60%) are in postgraduate degrees. About (66.67%) of respondents are staying in hostel and (33.33%) of respondents are Dayschler. About (40%) elder in Odinal position in family (35%) younger, (15%) in between, (8.33%) only child in their family, (1.67%) was only female child in their family. About (0.83%) of respondents get monthly 2000k > 2000k money from family, (45.83%) of them get 2001k-4000k, (38.34%) of get 4001k-6000k and (15%) get above 6001k money from their family for their monthly expenditure.

Table 4.2 shows that maximum 74.17% from medium size group, very few 11.67% from large family size, and 81.66% from nuclear family type, and most 46.67% of having one family member was earning for all family members.

Table (4.3 & 4.4) and figure (4.1) shows that (65.83%) of sampled respondents get pocket money. Who those get pocket money from those (78.49%) respondents get monthly one time pocket money, very few number of sample (6.33%) they get extra pocket money every week might be due to the frequently visit of parents and After this who get pocket money or not we study on above this table number 6 .from all the respondents (72%) percent respondent are making budget plan for their expenditure.

Table (4.5)shows that for the purchase of food(75%) & clothing (40.83%), 75% & 40.83% respondents depend upon parents. But for Stationary, cosmetics and toiletry more than 50% are depending on advertisement, in comparison their dependence friends and Butician which indicates advertisement has influence on the purchase and use of on different items of respondents. As there is not earning member major expenditure they are depending upon parents.

Age, education, TV, radio, news paper are positively correlated with a low degree of correlation for choice of cosmetic items. But perceive attributes of TV as a source of information with the choice of cosmetic item by the sample respondents is moderately co related($r=0.334676$). Which indicates their choice may be influence by the advertisement of cosmetic item through TV. Choice of cosmetic item is negatively correlated with family size, type of family and their opinion towards advertisement

The table shows the cause of changing the brands of cosmetic maximum respondents (50.8%) give the reason that they have been influence by the advertisement.

The table 4.13 shows that dressing sense enhances their personality (61.67%) followed by self confident (64.16%) are the personality enhancing personality. But rank wise dressing get 1rank also personality enhancing factor and complex get last rank.

The table reviles the result that some of respondents says that TV (67), internet (63), doctor (50), friends/relative (58), beautician (54) are the most useful source of information for fairness cream. Whereas 48 respondents says that shopkeeper less useful.

Table shows that maximum (45%) sample have always affinity towards music but(13.34%) never enjoy the music in the advertisement.

Tables shows that (38.33%) respondents always attracted by music on radio, but (22.5%) respondents never enjoy musical advertisement on radio.

In magazine and newspaper (30.83%) always give importance to appropriate message what the advertisement give to the us and the society.

This table number 4.26 reviles maximum 27.5% sample always study the content of the advertisement on news paper, magazine and radio. But 20.8% never see the content similarly maximum 25% always come forward to attend the TV advertisement .around 20% of respondent move away from the TV when advertisement is telecasted on TV. Practice looking forward to see the advertisement of the new product through radio and newspaper rank 1.

This table shows the opinion of respondent towards advertisement. Maximum number (46) of respondents opined advertisement in fairness cream, always a source of information for consumer. Very few number (4) numbers of respondent opined advertisement as rarely the source of information. Maximum 33.33% respondent says advertisement **some time** influence the consumer to pay high prize foe the brand& correctly present the performance of the product. 43 numbers of respondents says advertise some time shows the benefit of the product. Maximum 50 number (43.33%) says advertisement **always** hide the information of the product. Followed by advertisement make the exaggeration of the product.

The table 4.24 shows that the impact of advertisement of fairness cream on the sample respondents .The impact was moderate on maximum girls student(70.83%).very low impact was observed on 20.38% of girls and very high impact was observed 8.34% of respondents.

The table shows the statement like" I would prefer to use natural products directly than so far commercial cream that are advertised widely(3.95)"highest standard" I am very much skin conscious. so I don't influence bye any other factor(3.95)"get highest standard followed by the statement" I prefer not to take risk with my skin under the influence of advt. On fairness cream (3.78) which shows the respondents are in between uncertain & agree with the statement. Which indicates advertisement does not have much impact on the use of fairness cream, by the respondent this statement has supported by the "r" value table 4.25 which shows there is no significant relationship with the variables with impact of advertisement. The statement like

Chapter-6

Suggestion

Suggestions:

1. There is a need to educate consumer to make opinion regarding the advertisement.
2. The quality of message should be improved to put a lasting impression on the mind of the customers.

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Questionaries'

Study on impact of advertisement on purchasing of selected cosmetic items on Consumer Choice

Part -1 General Information

1. Name :
2. Age:
3. Address:
4. Education:
5. Name of the college :
6. Family size :
 - I. Small (2-3)
 - II. Medium (4-6)
 - III. Large (6 & above)
7. Type of family?
 1. Nuclear
 2. Joint
8. Detail about family member :

Family member	occupation	employment status

10. Your position among sibling.

- Elder-
- Younger-
- In between-
- Only child-
- Only female child-

11. Are you staying with your parents? Yes/ no.

12. Source of income: family member other source.

13. If family members, how much money your family member give you per month.

- I. Father Rs.....p.m.
- II. Mother Rs.....p.m.
- III. Brother Rs.....p.m.
- IV. Sister Rs.....p.m.
- V. Any other relative Rs.....p.m.

14. If any other source of income give detail.

Sl no.	source	income/per month
1		
2		
3		
4		
5		

15. Do you get regular allowance or pocket money for your parents?

1. Yes

2. No

16. If yes, mention the frequency and amount.

Sl.no.	frequency	amount
1.	Once in a week	
2.	Once in 2 week	
3.	Once in month	

17.who decide the purchase of different items?

Items	Parents	Relatives	Advertisement	Friends	Beautician
Food					
Clothing					
Stasonary					
Cosmetics					
Toiletari					

PART-2

Purchasing practice:

17. Provide the list of cosmetics/toiletries in your collection for facial care and frequency of its use.

Sl.no.	items	Daily	Occasionally	Frequently	Rarely	Never
1.	Talcum powder					
2.	Face powder(compact)					
3.	Fairness cream					
4.	Concealer					
5.	Foundation cream					
6.	Suns screen lotion					
7.	Body lotion					
8.	Moisturizer					
9.	Face wash					
10.	Face scrub					
11.	Face mask					
12.	Facial peel off					
13.	Eye liner					
14.	Eyebrow pencil					
15.	Mascara					
16.	Eye kajal					
17.	Eye shadow					
18.	Lip liner					
19.	Lip bam					
20.	Lip-gloss					
21.	Lipstick					
22.	Perfume					
23.	Deo					
24.	Blusher					
25.	Shiner					

18. Do you shop around before buying to check the price and brand available? (yes /no)

19. Name the brand of cosmetics you are using.

- ❖
- ❖
- ❖
- ❖

20. Before that which brand were you using.

- ❖
- ❖
- ❖
- ❖

21. What was the reason for changing the brand?

- Did not get good & expected result
- Always one should not use a particular brand.
- Influenced by advertisement.
- Influence by beautician.
- Influence by peer group.
- Any other.

22. From where you buy the fairness cream.

- General store.
- Medical store.
- Beauty parlor.
- Exclusive shop dealing with only cosmetics & toiletry items.
- Online purchase.
- Distribution against.
- Retail malls.

23. Do you check the following information on the package when buying? (yes / no)

24. If you answer is yes...what you check?

- a) Price b) Quality c) Manufacture date
d) Expiry date e) Composition f) any other

25. Does advertisement of fairness cream help you in making decision?

(yes / no)

26. Do you make the plan of expenditure of your allowance pocket money?

(yes / no)

27. Following are some ways which can enhance one's personality. Please Rank Order them according to your view of its importance in improving personality.

Sl.no.	Attributes	Rank order		
		Very good	Good	Fair
1.	Dressing			
2.	Education			
3.	Life style			
4.	Make up through cosmetics			
5.	Self confidence			
6.	Attitude			
7.	Complexion			
8.	Any other specific			

28. Are you brand specific?

(yes / no)

29. If yes which brand you prefer to use?

- I. Brand having global repute. ()
- II. Brand having national repute. ()
- III. Brand having local repute. ()

30. Who makes the decision regarding brand of fairness cream you are using.

1. Self 2. Advertisement 3. Other specify

31. Source of information of these fairness cream and which one you consider the most reliable source to the least reliable (rank order them).

Sl.no.	source of information	Rank order			
		Most useful	Useful	Less useful	Least useful
1.	Television				
2.	Dailies(newspaper/magazine)				
3.	Audio(radio)				
4.	Inter net				
5.	Doctor				
6.	Friends/relatives				
7.	Beautician				
8.	Shopkeeper/retailer				
9.	Any other(specify)				

32. Frequency of exposure to these sources.

Sl.no.	Source	Daily	Once in a week	Never
1.	Television			
2.	Dailies(newspaper/magazine)			
3.	Audio(radio)			
4.	Friends/relatives			
5.	Beautician			
6.	Shopkeeper/retailer			
7.	Any other(specify)			

33. What features of advertisement in different media affect to you.(please indicate your response .

part-1 (audio visual (tv)

Sl.no.	Contents	Always	Often	Sometime	Rarely	Never
1.	Music					
2.	Colour & focus on the product					
3.	The composition					
4.	Special offer					
5.	The appropriateness of message					
6.	The celebrities					
7.	The channel in which it appears					

Part-2(audio (radio))

Sl.no.	Contents	Always	Often	Sometime	Rarely	Never
1.	Music					
2.	Voice of the presenter(rj)					
3.	The mode of presentation					
4.	The appropriateness of message					
5.	The brand, which projects the ads.					
6.	Channel					
7.	Any other					

Part-3(print (newspaper/magazine))

Sl.no.	Contents	Always	Often	Sometime	Rairly	Never
1.	Colorful print					
2.	Model					
3.	Slogen					
4.	Simplicity of message					
5.	Special offer					
6.	Attributes					
7.	Any other					

34. Please mention your practice as a consumer with reference to advertisement of fairness cream.

Sl.no.	Statement	Always	Often	Sometime	Rarely	Never
1.	I study the content of the advertisement on fairness cream thoroughly in i. Newspaper ii. Magazine iii. Radio					
2.	When advertisement comes i always attain tv					
3.	I enjoy to see the advertisement of some creams over and over again					
4.	I look forward to read/listen/see the advertisement of new product					
5.	Adv. Are a welcome change in cinema hall					
6.	I hate when i see /hear/read adv. In tv/print/radio					
7.	When adv. Come i move away from tv to attend other task					

35. Your opinion towards advertisement:

Sl.no.	content	Always	Often	Sometime	Rarely	Never
1.	Advt. On fairness cream are information to the consumer.					
2.	Advt. influence the consumer to pay higher prices for one brand over another even					
3.	Advt. Correctly represents the performance of the product					
4.	Advt. Shows the benefit of the product					
5.	Advt. Makes the exaggeration of the product.					
6.	It hides lots of information of the product.					
7.	Advt. Save the time to select the cosmetic product in the market.					

36. Impact of advt. On consumer's choice. Kindly go through each statement and indicate the extent of influence of advertisement on your choice as a consumer of fairness cream.

Sl. No.	statement	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
1.	I am totally attracted by the advt. Of fairness cream, which is the main reason of its use					
2.	Cost is not a criteria, if am attracted to buy the fairness cream through its advt.					
3.	Again & again i discuss about the advertisement of fairness cream with my friends.					
4.	I often tell myself that what is projected advt. About the attributes of fairness cream					
5.	I wait eagerly for the advt. On fairness cream to flash on the screen.					
6.	I always dream of myself, where ever i think of the advertisement.					
7.	My complexion has improved like the claim in the advt. Of fairness cream i use.					

8.	I feel soft on my facial skin as claimed in the advt. Of the cream i use.					
9.	I am happy that i chose too buy the fairness cream. i use after seeing its advt.					
10.	Advt. On cosmetics especially fairness cream are hollow.					
11.	Purchase made under the influence of advt. On fairness cream leads to wastage of money.					
12.	I skip the advt. On the fairness cream					
13.	Purchase decision based on advt. Of fairness cream are bad decisions.					
14.	I am disappointed with any choice of fairness cream under the Impact of advt.					
15.	Using a brand of fairness cream on the basis of advt. May lead to skin allergies					
16.	I prefer not to take risk with my skin under the influence of advt. On fairness cream.					
17.	I am just waiting to finish the fairness cream, what i am using at present next i will buy the one shown on advt.					
18.	I would prefer to use natural products directly than so far commercial cream that are advertised widely					
19.	I would wait for someone to use the brand of fairness cream to base my purchase decision.					
20.	Advt. Of fairness cream are deceptive i prefer to base my choice of fairness cream on advice of a beautician i trust.					
21.	It is not to prefer a brand of fairness cream on the basis of its advertisement.					
22.	I prefer not to take any risk with my skin under the influence of add. On fairness cream.					