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THE IMPACT OF TELEVISION COSMETICS ADVERTISEMENT ON WOMEN PURCHASING HABITS: A CASE STUDY OF NAROWAL

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ABSTRACT

The purpose of the study is to examine the impact of television cosmetics advertising on women purchasing habits (A case study of Narowal). The primary objective of the study was to investigate the effects of television cosmetics advertisement on the life patterns of women in Narowal, Pakistan. The attitude towards advertising has been changing rapidly at any time with diversification and dynamism. Researcher used cultivation and usage and Gratification theory as theoretical frame to support the phenomena. Researcher used Survey method to collect the response about The Impact of Television cosmetics advertisement in women purchasing hobbits. Sample size is taken 200 from Distinct Narowal; 100 from Master level and 100 from BS level. Also respondents pay attention on celebrity style and the theme of advertisements. Meanwhile most of the women watching advertisement through the internet, women's purchasing decision depend on attractive look of product after expose to advertisement, Most of women purchased fair& Lovely product after coming across the advertisement. Somewhat, women's use the cosmetics after watching the television advertisement. Result reflects that the impacts of Television cosmetics advertisements are overstated than reality.

Keywords: cosmetics, TV advertisement, Tactics, University, women

INTRODUCTION

Today is the era of privatization, and commercialization that has created almost cut- throat competitive atmosphere among various companies and producers. Just making a wonder product, in and of itself, does not make any business successful. It is necessary for the producer to communicate the fact that one keeps the product that is available for consumers. It is also necessary that one (the producer) must present a reason of purchasing the products or service before the customers. For this purpose these companies and producers present advertisements to inform the public about their products or services. Advertisement is a paid form of communication that is used to inform the targeted market about the products or services. Advertisement influences the purchasing behavior of people effectively and efficiently (Thangaraj R, 2012).

Advertisement is the means by which goods or services are promoted to the public.The advertiser's goal is to increase sales of these goods or services by drawing people's attention to them and showing them in a favorable light (Samar & Samreen 2015). Advertisement is a tactic that is used by marketers to communicate messages to their customers and other stakeholders. The job of an advertisement is to provide the best possible selling message to the right target audience at the best possible price. Advertisement is an impersonal communication process. In other words advertisement is placed in various media to reach the correct audiences. With advertisements, media are used to reach a large numbers of people with one campaign (Raju, D.2013).

What is a cosmetic?

A "cosmetic" is any essence used to clean, improve or change the complexion, skin, hair, nails or teeth. Cosmetics include beauty composition (make-up,

perfume, skin cream, nail polish) and prepare aids (soap, shampoo, shaving cream, deodorant).Cosmetics are products designed to cleanse, protect and change our of external parts of our bodies. The key ingredients present in most cosmetics include water, emulsifiers, preservatives, thickeners, moisturizers, colors and bouquet. Ingredients can be naturally occurring exaggerated, but any prospective impact on our health depends mainly on the chemical compounds they are made of. The doses of potentially dangerous chemicals found in cosmetics are contemplate too small to pose a risk to human health.

Techniques used for advertisements:

According Bushra Anjum et.el. (2015), Advertisers use several techniques and channels to advertise their products to the youth. They begin this process of informing about their products to the youth from the time when they are toddlers/kids. Advertisers do so for image-building of their products and services for which they are advertising and to influence behavior of public towards the purchase of cosmetics products (Siddique, 2014).

Advertisers create catchy slogans to capture the attention of the consumers towards their product or services. These creative strategies are used to promote publicity, public relations, personal selling and sales promotion. Advertisers have traditionally used techniques to which women and adolescents are more susceptible, such as product placements in movies and TV shows (Ali. H, 2015), tie-ins between movies and fast food restaurants (Nimra and Faiza 2015), tie-ins between TV shows and toy action figures or other products (Ligo Koshy and Dr.S.John, 2016).

Advertisements aimed at women

Women acknowledge very strongly to powerful storytelling and emotion in advertising. Women can turn a brand into a market leader, and brands that can't keep up are set to lose out on customer loyalty, and Terminal fairness and sales (Shanthi & Ashok, 2016). The introduction of advertising many centuries ago, women have been Externalize, and in some illustration, insulted or degraded. Despite the efforts of many people, it's obvious that society is still seeing the same way of externalize and the mindless use of sexualized women in advertising campaigns. In many respects, the problem has mount. With the escalation of photo retouching software, women's bodies are not just flawless, they are anatomically impossible (Vijayalakshmi et.al 2016).

Building brand recognition is a common starting point when a new business enters the market or when a business inaugurates a new brand or product. Once customers are aware of you brand, the next step is to convince them of the values of your products or services relative to the competition. The most straightforward is simply to motivate consumers in your target market that they need to buy your product for emotional or useful reasons. Getting customers to try your brand through a free promotion, proceedings offer or related encouragement is a goal for companies trying to increase market share. (Neil Kokemuller, 2018)

Significance of Study:

Television is considered one of the most popular channels used for promoting commercial message for various products and services (Clow& Back, 2014; Armstrong & Kotler, 2013). Developing commercials for this medium, however is a complex process and usually involves a great deal of research, planning and execution. As the current research will focus on the analysis of television commercial materials, of the following paragraphs more information will be presented on TV advertising and what are the elements included in such promotional message.

The first step to understanding this process would be to define a television commercial. The two Resins and Stern (1977), this advertising material can be described as a tool that transmits some information by transmitting visual and audio stimuli that provide meaningful cues to at least some portion of the audience" (Resnik& Stern, 1977). So, the current study is conducted to examining the exaggeration of advertising content by using the different tactics in advisements. Tactics means which techniques which are used to present the advertising content.

These tactics are influenced the social life of youth. Social life considered the culture, Norms and values, language, dressing. So, advertising content is exaggerating the norms and values, dressing Styles and language. After seeing an advertisement, the main focus of people is on dressing style instead of a message.These tactics are diverting the attention of viewers. Other thing is also that youth is adopting the other cultures by seeing the advertising. So, it could

be say that in the modern era advertising content is manipulating by using the different tactics.

Statement of the Problem:

The current study is investigated the direct and gradual effects of cosmetics advertising contents on Narowal women. In present age advertisers are using various tactics, appeals and messages in cosmetics advertising and these contents are influencing on the perception of Narowal women. Therefore researcher determined the how cosmetics advertising contents are influencing women purchasing habits.

Objectives:

- To explore the viewing habits of women in watching the TV cosmetic advertisements
- To determine their extent of attention towards television cosmetics commercials.
- To estimate their extent of interest in television cosmetics commercials.
- To explore their satisfaction level after watching the cosmetics' advertisements.
- To compare their response to different types of television cosmetics advertisements.

Hypotheses:

- **H1:** Internet media get more attention towards advertisement.
- **H2:** Most of women spend her time on watching T.V Two hours.
- **H3:** most of frequently women watch cosmetics advertisement while watching television.
- **H4:** Everyday women exposed the television cosmetics advertisement.

Review of Literature

Thangaraj Ravikumar (2012) described that advertising has been emerging great prominence as the potent tool on the marketing of goods and services by both the industrial and non-industrialized nations. It is concerned as an investment more than expenditure also in the developing nations. In this study, it is found that there is a directly relationship between women consumers buying behavior and women consumer attitude towards media advertisement. The main goals of advertising have been changed, modified, adjusted and re-defined over the years in India. This article makes an attempt to study about impact of visual media advertisements on women consumers buying behavior in Chennai city in this era.

Samar Fatima, Samreen Lodhi (2015) conducted research to find out the impact of advertisements on the buying behaviour of people in cosmetic industry. This study discloses two variables such as consumer awareness and consumer awareness which can affect the people's buying behaviours. But these factors are not the only reason to change the behaviours of consumers rather they can contribute in the changing behaviours of the consumers. This research was conducted on 200 young female and male who use cosmetic products of different brands to check the affect of advertisement on their buying behaviour while creating awareness and building the perceptions.

To identify the relationship between these variables, correlation and regression analysis were used. The results show that advertisements are failed to build strong perceptions in the mind of consumers but they are very useful in creating awareness among the people. The relationship between these two variables present positively that will inspire the consumer to buy a manifest product.

Kishor (2014) conducted different studies and researches on assessing consumer buying behavior. We came to know, when we talk about the Middle East countries, that a major portion of the community lives in rural areas. A study was conducted in Indian rural areas to assess the consumer buying behavior towards the durable goods.

This study was conducted on the district Guntur and survey Questionnaires method was used for collecting the responses from the rural residents. Results of this study show that majority of the rural residents are now becoming brand conscious and they prefer to buy branded goods. The result concluded from the finding also show that about 45% of the people collectively shop for the products with their family members. And it was also concluded that rural consumers are now becoming prudent and they give importance to the marketing channels that spread different marketing messages in the community but they give high importance to word of mouth.

Keller (2003) argued that famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names. There are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust major famous brand

names for satisfying purposes. These prestigious brand names and their images attract consumers to purchase the brand and bring about repeat purchasing behavior and reduce price related switching behaviors (Cadogan & Foster, 2000).

Methodology

Methodology refers to the logical sequence or procedure through which research plan or approach is designed, while research design means the association between research method and the nature of study. Keeping in view the present study's requirement survey research has designed to collect information from the target audience in usage. Methodology is documented process for managing research. It may be understood as a science of studying how research is done scientifically. In methodology, we study the various steps that are generally adopted by a researcher in studying his research problem along with logic behind them Methodology may differ from problem to problem, so it is necessary for the researcher to design an appropriate methodology for his problem (Kothari, 2004).

Research Design

Research design is basically the association between research method and the nature of study. Selecting an appropriate research design is essential for ensuring that your study is capable of answering your research question (Green & Browne, 2005). In this study the researcher has used survey design to assess effects of the television cosmetics advertisement on women purchasing habits.

Survey Research and population

According to given (2008), survey research is one of the most commonly used methodologies in the social sciences. It refers to the set of methods used to gather data in a systematic way from a range of individuals, organizations, or other units of interest. Population has been defined by Reinard (1994) as, "the universe of events from which the sample is drawn". To define the universe is to specify the boundaries of the body of content to be considered which requires an appropriate operational definition of the relevant population. The population of this study will be the women and teen agers from colleges as university urban areas. This university includes the students from different sciences of University of Narowal, Narowal. Unit of analysis of this study are the women aged from 18 to 24 years, from 24 to 30 years. The purpose of the study was to explore consumption habits of women to the television cosmetics advertising contents and its correlation with their adoption level.

Sample size and techniques

A sample can be defined as a set of respondents, which is selected from a larger population for survey purposes (Patton, 1990). Keeping in view the requirement of the study and for drawing meaningful inferences, questionnaire was presented to the 200 students of the above mentioned institutes. As the 5 university and colleges were selected, so 40 questions were presented in each university and college of the urban areas to females. Stratified sampling procedure has used through which specification of the respondents demographic characteristics included: age (18-24, 24-30), sex (female), location (urban), university/college system (government, private) has made. Stratified sample is based on studying a certain attribute in a population. For example, individuals are categorized

Data Collection and analysis

The data has collected through the use of well designed questionnaire and analyzed by using SPSS. All questions were in closed-ended form. A standardized questionnaire was prepared to develop uniformity in collecting data. The researcher himself gave briefing to describe different dimensions and the requirements of the questionnaire.

FINDINGS

Which advertising media gets your attention?

Sr.	Interval	Frequency	Percent
1	T.V	60	30%
2	Radio	8	4%
3	Internet	130	64%
4	Newspaper	2	2%
Total		200	100%

Table 1: Advertising media gets attention

In the sample of 200 Female 30 %(n=60) gets the attention through T.v, 4%(n=8) gets the attention through radio,64%(n=130) gets the attention through internet,2%(n=20 gets the attention through newspaper. Therefore, most of the women get the attention through the internet advertising media. Through the internet advertising media gets

more attention towards the social websites that are advertise different cosmetics goods and services. Similarly in term of age the Narowal's women have mostly watched cosmetics advertisement through internet.

How much time do you usually spend on watching T.V in a day?

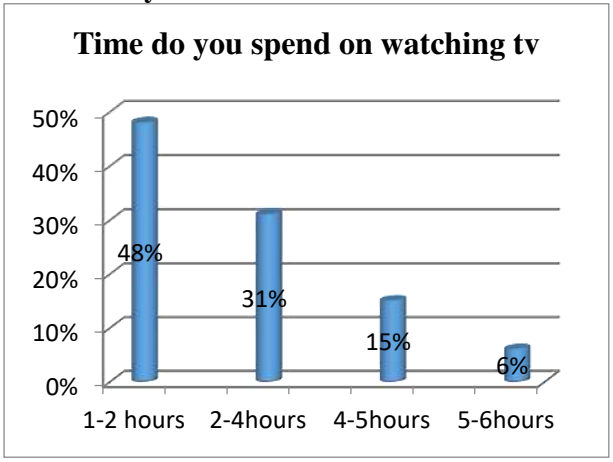


Figure 1: Time spend on watching TV

In the sample of 200 Female 48% (n=97) time usually spend on watching T.V in a day 1 to hourse,31%(n=63) women usually spend a time on watching T.V in a day 2 to 4 hours. 15%(n=30) women usually spend a time on watching T.V in a day 4 to 5 hours,6%(n=10)women usually append a time on watching T.V in a day 5 to 6 hours. Therefore, most of 48% the women spend a time on watching T.V in a day 1 to hours. Through the all day spend time on watching television advertisement women explore the advertisement through in this time.

How frequently do you usually watch to television advertisements while watching T.V?

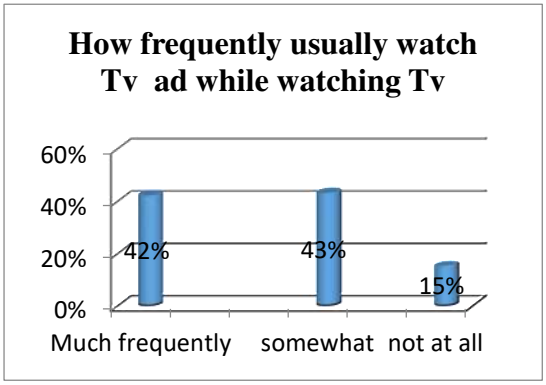


Figure 2: Watch Television ad while Watching TV

In the sample of 200 Female 42%(n=84) much frequently usually watch to television advertisement while watching television, ,43%(n=88)somewhat,15%(n=27)not at all watch to television advertisement while watching television. Therefore, somewhat (43%) women usually watch television advertisement while watching television.

How often are you exposed to cosmetic advertisements?

Sr.	Interval	Frequency	Percent
1	Never	40	20%
2	Everyday	56	28%
3	2-3times-per week	64	32%
4	Once in a week	40	20%
Total		200	100%

Table 2: Often exposed to cosmetic add

In the sample of 200 female usually 20%(n=40) women never exposed to cosmetics advertisement After watching Television cosmetics advertisement not use in daily life ,28%(n=56) women everyday exposed to cosmetics advertisement after watching Television cosmetics advertisement in her life, usually 32%(n=40) women exposed to cosmetics advertisement in 2-3 times per week after watching television cosmetics,20%(n=40) women exposed to cosmetics advertisement once in week. The most often women exposed advertisement 2-3 per week.

Which of the following factors may influence your purchasing decision after exposing to advertisement?

Sr.	Interval	Frequency	Percent
1	Brand name	54	27%
2	Good feature	82	41%
3	Attractive Outlook	44	22%
4	Celebrity	20	10%
Total		200	100%

Table 3: Factors may influence purchasing decision

In the sample of 200 female usually 27%(n=54) women's purchasing decision depend on brand name,41%(n=82) women 's purchasing decision

depend on good feature of product after expose to advertisement, 44%(n=22) women's purchasing decision depend on attractive look of product after expose to advertisement, 10%(n=20) women's purchasing decision depend on celebrity use in product advertisement. Most of women purchasing decision depend on good feature of advertisement.

How much are you satisfies with the purchased product after purchasing?



Figure 3: Satisfy with purchased product

In the sample of 200 Female 56%(n=112) women's are very much satisfy with their purchased product after purchausing,33%(n=66) women's are somewhat satisfy with their purchased product after purchasing ,11%(n=22) women's are not at all satisfy with their purchased product after purchasing. Therefore, very much 56%(n=112)women are satisfy with their purchased product after purchasing.

How much interest do you usually take in T.V cosmetics advertisements?

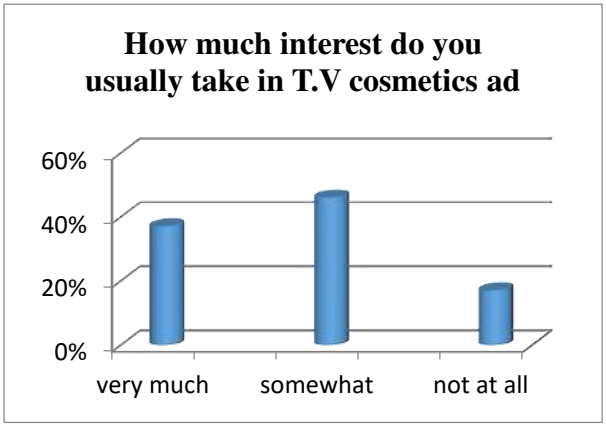


Figure 4: Interest usually takes in TV ad

In a sample of 200 female very much 37% (n=74) women's have a usually take an interest in television cosmetics advertisement, somewhat 46%(n=92) women's have a usually take an interest in television cosmetics advertisement, 17%(n=34) women's have a usually take an interest in television cosmetics advertisement, Therefore, somewhat 46% women's have a usually take an interest in television cosmetics advertisement.

How frequently do you use the cosmetics after watching T.V advertisements?

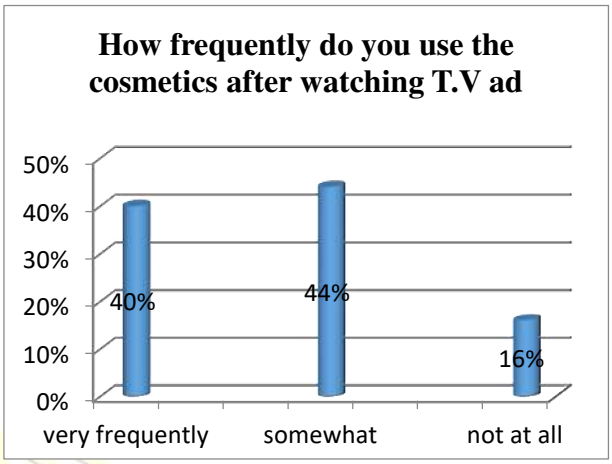


Figure 5: Use cosmetics after watching ad

In a sample of 200 female very frequently 40%(n=80) women's use the cosmetics after watching television advertisements, somewhat 44%(n=88) women's use the cosmetics after watching the television advertisements,16%(n=32) women's use the cosmetics after watching the television advertisements .Therefore 44%(n=88) women's used the cosmetics after watching the television advertisements.

Discussion

In terms of the primary objective, it is evident from the findings presented above that women's buying behavior with respect to cosmetics is still evolving. Trust and personal relationships are clearly important with respect to information gathering and decision-making but most respondents seem quite happy to switch brands when new options become available in the marketplace.

In terms of the secondary objectives, it is evident that a variety of factors determines decision-making and that most categories do not have definite and fixed market leaders. This reinforces the idea that

the market remains in a fluid situation and marketers need to be active to persuade consumers to switch to and become loyal to their products.

Trust is evidently an issue in this sector, as consumers seem to expect duplicitous behavior on behalf of manufacturers and distributors while also going to trusted individuals for advice on new products. There is also the issue of the relationship between the individual and new (or untried) products which may or may not be suitable for the skin of the individual. There would appear to be benefits available for those marketers who are able to localize their products appropriately.

In terms of the place where the product is purchased, there is scope for marketers to take temporary space in a variety of different locations, since choices are diverse, through renting stalls, franchising products, offering sales promotions and so forth.

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