




Influence of Cosmetic Advertising on Purchasing Patterns: An Examination of Beauty Product Impact on Female University Students in Punjab

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ABSTRACT

In order to reach the target markets, advertisements are being used as main tool by the marketers. These advertisements present a capitative picture of the world, and usually women become victim of these fascinating advertisements. The main objective of this research was to study university female students' buying behavior towards cosmetic products. This research was conducted in Lahore city and a survey method was used. Cosmetic companies are which are mostly used in different saloons. The findings show that commercials are effective in raising consumer awareness. Different marketing divisions of cosmetic corporations employ TV commercials and billboards to target above the line through these mediums. This study has both theoretical and practical implications. The study suggests the ongoing utilization of newspaper media for advertising, emphasizing the enduring belief and trust people place in it. Advertisers are encouraged to prioritize creativity in the design of print advertisements.

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1. Introduction

In order to reach the target markets, advertisements are being used as main tool by the marketers. These advertisements present a capitative picture of the world, and usually women become victim of these fascinating advertisements. In reality advertisement is a way of business communication in which people are persuaded or manipulated to buy the desired products (Krithika, 2015; Srivastava, Daramwar, Krithika, Pandreka, Shankar, & Thulasiram, 2015). Srivastava et al. (2015) advertisements can also be seen as business activity in which unique creative techniques are used to attract the people to buy a product, and most of the time these advertisements gain access to target group of people through mass media. These advertisements present win-win situation of all the parties involved because the advertisers get their goal by selling their product, and the consumer get satisfaction by using the product (Norris & Colman, 1992). According to studies by Manickam and Ceasar (2016) peoples' emotion and daily life decision can be influenced by the advertisements, and these advertisements can compel people to change their intentions. Studies by Trampe, A. Stapel, and W. Siero (2011), indicate that mostly advertisers make women their target group, and sell their beauty products by claiming as "problem-solving". Through such advertisements, the advertisers try to convey a message that by using these products the issues present in the consumer's appearance will vanish, and that person will become as attractive as the person present in the advertisement. Moreover, these advertisements also try to set the standards of beauty.

The main targeted group of cosmetic companies is women, and these companies try to enlighten the women that they can become more attractive by using the beauty products of advertising companies. For this purpose, these companies use advertisements as main tool to reach out to their target audiences. The studies reveal that young women become easy prey of these advertisements because they young women are more conscious regarding their appearance

and health. Findings from Hassali, Al-Tamimi, Dawood, Verma, and Saleem (2015) indicate that the cosmetics industry is making textual and related progress in both developing and developed countries. In Asia cosmetic industry is making progress very fast. The attitude of using cosmetic is also changing with the passage of time. The social status of women also changes their attitude towards cosmetic products. The women having high incomes prefer to use premium product and they also become brand conscious. Right now, women have become an important consumer section for the businesses and marketers because women make half of the world population. Therefore, big companies focus specifically on women's needs and try to produce women's products. The culture, lifestyle of women and purchasing power of the population also play an important role in making the marketing decisions. According to National Population Census, 2011, Nepal is a multicultural country, and it has 51.44% of female population. As Nepal is a multicultural country, the consumption habits of the female segment of the society will also differ. Thus, it can be concluded that the number of cosmetic products will be determined by the female segment of the Nepalese market. The quality of life has improved due to advances in science, technology and education. Moreover, economic growth has also increased people's purchasing power; like, how a result, people have become more conscious regarding health, beauty, and hygiene (Souiden & Diagne, 2009).

All these advancements have empowered women and today they participate in all walks of life and earn a living. Moreover, the sense of this empowerment has emboldened the women to become more conscious of their appearance and looks (Kumar, Jacob, & Sriskandarajah, 2006). Apart from improving a person's physical appearance, the cosmetic also enhances the a person's confidence and enables them to face the challenges of society with greater self-confidence. As the demand of the cosmetic products is increasing by women, so both national and multinational companies are doing their best to meet this demand (SURAKIATPINYO & MOUNGKHEM, 2010). Women consider a number of factors before purchasing any beauty product, and these factors vary from one woman to another. Some women purchase any beauty product due to brand, some due to price while some buy a cosmetic product because of friend's suggestion.

1.1. Statement of the Problem

So, the cosmetic companies have to take care of a number of factors in order to attract women towards their products (Hawkins, 2019). The studies conducted in Hawkins have indicated that there are a variety of elements that influence customer purchasing behaviour. The culture, family background, purchasing power, and brand consciousness are some of the elements that influence a customer's purchasing decisions consumers. Brand consciousness is an important factor, and some people are addicted to it. As a result, the cosmetic companies advertise their brand. Besides above-mentioned factors, life style, tradition, and income also influence on the purchasing habit of the consumers. Hence, the advertisers keep these factors in mind, and spend a lot of money in advertisement try to influence these factors. This research also indicates that the buying behavior and brand consciousness change from one person to another. So, it is essential to study and understand the changing nature of consumers, and prepare strategies of advertisement according to consumer's buying behavior.

1.2. Significance of the Study

The main purpose of the advertisement is to aware the customer regarding new products of the company, and these advertisements can change the consumer's perception either positively or negatively. Most of the time, people make their perception regarding the product's quality by just looking at the advertisement of the product instead of buying it. This established perception of the customer decides the purchasing behavior of the consumer. This study will highlight the factors that influence purchasing behaviour, as well as the function of advertising in shaping client purchasing decisions.

1.3. Research Objectives

Following were the research objectives of the study;

- To find out the relationship between advertising and consumer awareness.
- To find out the buying behavior of female university students.
- To find out the consumer awareness and consumer perception of female university students.

2. Literature Review

What to buy, where to buy, when to buy, and how to buy are all key considerations and questions that must be addressed during the purchasing process. This set of choices is based on customer perceptions and knowledge. Buyers who learned about the goods from one or more sources are more knowledgeable about the brand and product. Advertising is considered the key means of establishing awareness in the minds of consumers in this study. The substance and information presented in the advertisement are the most important variables in raising customer awareness. In the same way, the substance of advertising has an impact on the attitudes of those who see them. According to the findings of my research, advertising is the most effective way of raising awareness and changing customer views. Marketers emphasise the customer-first attitude in today's climate, which emphasises that the customer always comes first. The organization's principal responsibility is to gather information about clients so that they can be closely monitored. Marketers will be able to fulfil the needs and desires of customers in this way, as well as identify new opportunities in the market. According to studies, These four factors are essential for marketers to understand in order to provide better service to their consumers. Consumers make informed decisions in order to receive the best products available, and marketers must realise this. Second, customers are emotional and make irrational decisions, thus promotional activities may appeal to them. Customers' thoughts are influenced by emotional attachment in a similar way. Last but not least, customers buy to solve difficulties; they look for solutions that can assist them in resolving their issues. (Bakshi & Gupta, 2013).

The two most essential aspects that impact purchasing decisions are consumer awareness and feedback, according to experts. Experience and learning shape our behaviours, which in turn influence our shopping habits. Brand positioning is influenced by a company's success or failure. People in their forties and fifties have a favourable attitude toward cosmetics and beauty items because they wish to appear younger and because they have to spend money on these luxuries because they are settled in their lives (Tamizhthyothi, 2018). The following theories guided the researcher as he conducted this study.

2.1. Psychological Theories

According to psychology and learning theories, people learn from their experiences, and the outcomes of those experiences impact their future actions. Learning theory is growing more important in the marketing industry as brand loyalty and repeat purchases become increasingly important. Learning theories include stimulus response and cognitive theories. Purlon, Skinner, Thorndike, and Kotlew, among others, developed hypotheses about suppression response. "Learning happens when a person responds to a stimuli and is rewarded with need satisfaction for a right answer," they write. They showed that people recall and respond to the most recent and frequent stimuli. This is how reported adverts work.

2.1.1. Maslow's Theory of Needs

Maslow's Theory of Needs explains what people need. "why people are driven by a particular need at a particular time. According to the theory, human needs are arranged in hierarchy, from the most pressing to the least pressing, in order of importance. When a person succeeds in satisfying an important need, he/she will try to satisfy the next important need". This hypothesis holds true, individual needs influence purchasing decisions.

2.1.2. Impact of Advertisement

Sender, encoding, message, decoder, and recipient are five different methods to characterise advertising. This method explains the many steps of message creation and delivery to the intended audience. A marketing message is a collection of products and a company's image. The sender initiates the advertising process, which concludes with the recipient (Schramm & Wang, 1999). Czinkota and Ronkainen (2010) explains as follows: "the individual or firm who feels the need to deliver the message and selects the combination of symbols, pictures, music or words as a message to be transmitted. All the responsibility of the whole process is on the shoulders of the sender. It is up to the sender how he designs the message and which information he is using for audience".

Our study's first hypothesis was;

H01: There is no correlation between advertising and consumer awareness.

2.1.3. Encoding

Czinkota and Ronkainen (2010) depicts that "encoding is the design of the symbolic arrangements which should be understandable by the receiver. It is in fact a crucial stage to develop the basis of the message. Encoding is the functional stage where sender of advertising message sees the functionality of the codes towards the receiver of that particular advertising message".

2.1.4. Message

The whole encoding procedure is the message. The message according to Bovée (2008), "is any concept that can be delivered. The message is now ready to be transmitted to the audience when it has been fully encoded. The message is then disseminated to the audience by the source via the prescribed channel or media combination."

2.1.5. Decoding

"The sender should know the audience extremely well before drafting the message, according to (Keller & Kotler, 2022). The audience can have a wide range of preferences or be very homogeneous, therefore it's important to research it well. All of the elements must be appropriate. If the message isn't appropriate, the volume of the noise can be raised, perhaps leading to advertising failure." Customers are more likely to recall and buy a product if it is advertised repeatedly during the commercial, according to the study (Pope, Voges, & Brown, 2009). According to Joel Dean (1951), Advertising expenditures for each product should be increased until the profit from the sales created by the outlay equals the new outlay. According to Reeves and Baughman (2003), in order to establish a product's advertise ability, elements in any marketing situation, factors such as primary demand, purchasing motivations, hidden attributes, differential advantage, and money must be thoroughly examined. Krishnamurthi and Raj (1985), once advertising is enhanced, brand demand becomes much more inelastic in the test panel of families. According to Desai, Shin, and Staelin (2014), people are strongly associated with a brand because of its quality and outcomes. They have a strong emotional attachment to the brands and are willing to wait for them if they are not immediately available. Women who use cosmetics feel more confident, according to an OAKLEY study, since these companies portray themselves as offering confidence in society. In a study on the impact of celebrity endorsement on brand image, discovered that consumers have a stronger self-brand connection with brands whose images are consistent with the image of a celebrity they aspire to be like, especially when the celebrity's image and the brands match.

According to Desai, Shin, and Staelin (2014) research, certain factors have a major impact on purchasing behaviour. According to Philip (2007) adjustments in advertising expenditure have a favourable effect on consumption expenditure. "The Relationship between Advertising and Consumption in India: An Analysis of Causality." Karson, McCloy, and Bonner (2006) found that, in addition to advertising, factors including a company's brand, product quality, and reputation had an impact on sales. According to A. G. Awan, Arif, and Scholar (2015), celebrity endorsement in media advertisements drives purchasers. According to D. G. Awan and Hassan (2015), SMS marketing is a novel way to promote products and services while also attracting new customers. In their research to recruit educated clientele, Awan and Shahid found that green marketing tactics were effective. Awaan and Nawaz (2015) conducted research. Media marketing has shown to be crucial in bringing new and high-quality food items into Pakistan's rapidly developing fast food business. Customers are being persuaded to buy quick food rather than waste time in the kitchen, according to them. A. G. Awan and Abbas (2015) argue that demographic impulse buying behaviour can be induced through the use of various media tools. In the case of FMCGs, there is a significant link between advertising and customer purchasing behaviour (Fast Moving Consumer Goods). According to Miethe, Olson, and Mitchell (2006), mobile phones and tablets are the most current forms of advertising that are also extremely effective in changing client behaviour. The media has a huge impact on our lives and thinking processes, according to Oh and Xu (2003). Because of the effect of advertising, we consciously put effort into our thoughts, living styles, and actions. Consumers' purchase decisions are influenced by the flow of adverts. Brand commercials, according to Rasool, Rafique, Naseem, Javaid, Najeeb, and Hannan (2012), play a vital role in persuading consumers to buy the same brands, as well as boosting a company's performance and image in the marketplace. The amount of internet promotional advertising, according to Malik et al. (2013), is rapidly expanding. These days, Bakshi and Gupta (2013) are well-educated members of the community. Product promotion is particularly powerful on

consumers who are travelling on a tangential road, and this might encourage and guide them to switch from one brand to another (Chakraborty, Hossain, Farhad, Azad, & Islam, 2013).

The second hypothesis of our study was;

H02: Buying behavior remains unaffected by both consumer awareness and consumer perception.

3. Methodology of the Study

The study adopted positivism as philosophical paradigm. Under the typology of positivism, quantitative approach was used. The study was descriptive in nature. The research focused on public sector universities within the Lahore district, employing a descriptive study approach specific to this particular locality. The choice of public sector universities as the study's focal point was driven by two primary reasons. Firstly, the study area encompassed a diverse blend of female students, facilitating the collection of valid and reliable data from various groups. Secondly, the selection was influenced by the researcher's familiarity with the area. Hence, acquiring data and receiving essential moral and material assistance became more convenient. The research design serves the purpose of organizing the research, delineating all significant components of the research project, as defined by Dawar (2013). Dawar describes "research design" as the organization of conditions for the collection and analysis of data in a way that seeks to balance relevance to the research objective with efficiency in procedures (p.31). Additionally, the research design acts as the framework for the research plan of action. The descriptive design portrays phenomena in their current state, aiming to delineate and gather information about the features of a specific problem or issue. The selection of a descriptive design is based on its ability to yield a substantial number of responses from a diverse pool of participants. This design offers the advantage of presenting a comprehensive and precise depiction of events, intending to elucidate people's perceptions and behaviors through the collected data. One notable benefit of this design is its capacity to capture views in their authentic and natural settings.

The research collected data from a sample of 200 respondents. The sampling frame, defined as a list comprising units of the population (Ibid), served as a comprehensive roster containing contact details for identifying and enlisting potential research participants. The sample frame for this study specifically encompassed a list of female students from public sector universities in the Lahore district. The data for this study was acquired through the utilization of the following instrument, with further details provided below.

3.1. Students' Buying Behavior (SBB) Scale

The Students' Buying Behavior (SBB) scale (Appendix-A) is an assessment tool that the researcher developed and validated with the help of a worthy supervisor to replace the inefficiency of the instruments available for evaluating convictions of public sector university female students' buying behaviour and determining the effect of advertising on their buying behaviour. Necessity, Pleasure, Dominance, Brand Recall, and Simulation are the five components that make up this tool. There are six questions on necessity, three questions on pleasure, two questions on dominance, four questions on brand recall, and three questions on stimulation, for a total of 18 questions. Each of these issues is addressed with five-point Likert scale, responses range from "Strongly disagree" to "Strongly agree."

3.2. Data Analysis

To analyse quantitative data, descriptive and inferential statistics were used. Demographic variables like age and income were measured through descriptive statistics. Multiple regression and ANNOVA techniques were used through inferential statistics. This section describes how the researcher thought about ethical issues when collecting, analysing, and interpreting data for this study. Because this study featured human beings in the form of students from several colleges, there would be some ethical considerations. To ensure that none of the participants suffered any emotional or psychological harm, the content was carefully picked and kept up to date. The researcher met with the teachers to examine the instrument's ethical suitability and tweaked it until everyone was happy. The researcher went to considerable lengths to secure official consent for the data collection activities from the relevant institutions via proper procedures, including providing documentation evidence of a genuine study project. Only until the school administration gave approval did the data collection activities begin. In addition, the

researcher informed the participants about the research activities both verbally and in black and white. Each participant was given a distinct knowledge document outlining the objective, nature, and safety measures associated with their involvement. Participants were informed before giving their agreement that their participation in the data collection procedure was completely voluntary and that they might withdraw at any moment. They were promised anonymity and demographic concealment in their reporting, both of which were thought important. The researcher went to considerable lengths to secure official consent for the data collection activities from the relevant institutions via proper procedures, including providing documentation evidence of a genuine study project. The researchers also informed them that their identities would be kept hidden throughout the data presentation and in any subsequent studies that utilised the data. As a result, in this study's investigation and data collecting, fictional names were utilised. To ensure data security, all of the data was saved on a data storage device. To maintain the mystery, audio recordings were handled with extreme caution (Dörnyei, 2010).

3.3. Hypothesis

H01: There is no correlation between advertising and consumer awareness.

Table 1: Relationship between advertisement and consumer awareness

	Mean	Standard Deviation	N
Advertisement	2.2700	.63262	200
Consumer Perception	2.1890	.66414	200

Table 2: Correlations

		Advertisement	Consumer Perception
Advertisement	Pearson Correlation	1	-.030
	Sig. (2-tailed)		.339
	Sum of squares and cross products	79.642	-2.473
	Covariance	.400	-0.12
	N	200	200
Consumer Perception	Pearson correlation	-0.30	1
	Sig. (2-tailed)	.339	
	Sum of squares and cross products	-2.473	87.776
	Covariance	-.012	.441
	N	200	200

We were unable because the significance level for this test is 0.339, which is much higher than 0.05, to reject the null hypothesis that there is no association between advertising and customer perception in the cosmetic business. People in the cosmetics industry do not just rely on marketing to establish their judgments; product testing is more important. People, on the other hand, listen to their peers and friends and form opinions. As a result, there are a variety of alternative choices for forming client perceptions, but advertisements are not one of them. Human beings do not form favourable or negative perceptions by simply seeing a thing; instead, they attempt to use the object at least once before forming any opinion. Because experience is the most important factor in shaping impressions, most cosmetics businesses utilise sales promotions in conjunction with commercials in which they provide clients with a free trial or sample product to try. The goal of these sales promotions is to give their clients an experience that will assist them form a positive opinion of their goods.

H02: Buying behavior remains unaffected by both consumer awareness and consumer perception. Top of Form

Table 3: The influence of consumer awareness and perception on purchasing behaviour

	Mean	Standard Deviation	N
Consumer Buying Behaviour	2.6208	.73630	200
Consumer awareness	2.0675	.63887	200
Consumer Perception	2.1890	.66414	200

The mean of the 200 female students' responses is shown in the table above. All of the variables in this table have a mean close to 2, indicating that the majority of people agree on the link between them.

Table 4: Correlation

I		Consumer Behaviour	Consumer Awareness	Consumer Perception
Pearson Correlation	Consumer Buying Behaviour	1.000	.390	.569
	Consumer Awareness	.390	1.000	.387
	Consumer Perception	.569	.387	1.000
Sig. (2-tailed)	Consumer Buying Behaviour		.000	.000
	Consumer Awareness	.000		.000
	Consumer Perception	.000	.000	
N	Consumer Buying Behaviour	200	200	200
	Consumer Awareness	200	200	200
	Consumer Perception	200	200	200

Because the significance threshold of this test is 0.339, which is much higher than 0.05, we were unable to reject the null hypothesis that there is no association between commercials and consumer perception in the cosmetic business. People in the cosmetics sector do not solely rely on marketing to form their opinions; they place a greater emphasis on product testing. People, on the other hand, listen to their peers and friends and form opinions. Thus, while there are a variety of alternative choices for forming client perceptions, advertisements are not one of them. Human beings do not form favourable or negative perceptions by simply seeing a thing; instead, they attempt to use the object at least once before forming any opinion. Because experience is the most important factor in shaping impressions, most cosmetics businesses utilise sales promotions in conjunction with commercials in which they provide clients with a Try a free trial or a sample product. The purpose of these sales campaigns is to provide their customers with an enjoyable experience that will help them establish a favourable impression of their products. Pearson correlation values have been presented in the above table 4.3 for each individual. This table can be used to investigate the impact of one variable on other variables. For example, a 0.390 rise in the value of purchasing-behaviour occurred from the 1 value of customer awareness.

Table 5: Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Df1
I	.598*	.357	.351	.59324	.357	54.773	2

Table 6: ANNOVA

Model	Sum of Square	Df	Mean Square	F	Sig.
Regression	38.553	2	19.777	54.773	.000
I Residual	69.332	197	.352		
Total	107.885	199			

4. Discussions

Family Income is the most effective determinant of consumer buying behaviour in this research. It's more like a powerful deciding factor that affects the dependent variable in a significant way. Since its relation is positively related to the consumer buying behaviour, it lays out the basis of this research. Money is the most important factor in deciding the purchasing capability of a consumer and whether they can make the purchase or not. This variable is the deciding factor between the consumer need and consumer luxury. A commodity is in a different category when it's more like a need than luxury. Because need is a priority of the moment and

cannot be overlooked no matter how weak purchasing power is. Since more than half of the respondents are from well-known families, weak purchasing power of consumers didn't affect the results and has shown a different picture of the society. The coefficient of this variable is 0.79, which indicates that for each one unit increase in the consumer buying behaviour there's a 0.79 unit's positive significant increase in the family income or that it was the reason behind that one unit increase in consumer buying intention. Qualification is the second most effective determinant of consumer buying behaviour in this research and acts in a secondary way with income being the first one. Its relation is significant and negatively related to the consumer buying behaviour.

Education plays a vital role in transforming the mindset of the society and makes them socially aware of the circumstances and happenings around them. More than half of the respondents has 16 years of higher education and therefore was socially well-equipped to fill out the survey and give their opinions on the questions. This is related directly with the family income, as higher education demands financial stability in the household. So with less education the consumer is likely to make more purchases since he/she is not socially aware to choose between their needs and requirements. The purpose of the first hypothesis was to see if there was a link between the marketing and customer awareness. The findings revealed that there is a link between these two. People become aware of cosmetics as a result of advertisements. The goal of our second hypothesis was to look at the connection between advertising and perception. We were unable to reject the null hypothesis in this situation, meaning that advertising have no influence on customer views. This is due to advertisements' inability to affect client perceptions. Perception is primarily based on the product's use, with other choices including peer, friend, and colleague recommendations. It's also worth noting that cosmetics users are extremely loyal to their brands and are difficult to persuade to switch to another. Cosmetics are delicate materials that are used to care for the skin and make people appear attractive. As a result, most people assume that the brand they've been using is suitable for their skin and are unwilling to try something else.

5. Conclusion

The study was done inside the boundaries of the Lahore district, with 200 respondents who use a variety of cosmetics from various brands. The findings show that commercials are effective in raising consumer awareness. Different marketing divisions of cosmetic corporations employ TV commercials and billboards to target above the line through these mediums. Their commercials contain enough information to attract customers while also raising customer awareness. The study suggests the ongoing utilization of newspaper media for advertising, emphasizing the enduring belief and trust people place in it. Advertisers are encouraged to prioritize creativity in the design of print advertisements. Radio, recognized for its flexibility, universality, and affordability, holds significant sway over audiences. The recommendation is for advertisers to create radio adverts that are easily comprehensible to customers. Television, possessing greater influence than other media, has the ability to leave a lasting impact on viewers. Advertisements displayed on television are more memorable and quickly recalled due to the combined visual and auditory elements that engage audiences.

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