Introduction
Chapter I

INTRODUCTION

Human being are a bundle of wants. All consumers do not consume the same goods and services to satisfy the same wants though they may exhibit similar wants. Moreover, wants vary from individual to individual. Some wants are natural or are needs for survival and existence, others are created wants. Some wants when met make life more comfortable, easy and worth living. Consumers develop wants as they grow and get exposed to differing environments. Wants may be the outcome of educational experiences, peer group associations and familial obligations and experiences. Wants may also be influenced by people’s opinions, culture, tradition, preferences, likes and tastes. A significant source of wants is producer made wants. The wants are satisfied through consumption of goods and services. Thus, every human being assumes the role of consumer in day-to-day life.

The family comprises of individuals who function in a unified manner to attain its goals. One of the primary objectives of applying management to the utilization of resources to achieve its goals is to maximize the satisfaction from the use of its resources. Families consume a multitude of goods and services to attain its level of living and for nurturing its members and their growth and development. The act of choice making becomes more complex today, because of the variety of goods and services that are available in the modern market to satisfy individual and family needs and wants and the limited resources at its disposal. Producers, service providers and traders are constantly involved in activities to reach the consumers with the products they are dealing with. Main
is therefore, subject of much criticism from consumer groups. It is subject to government regulation.

Advertising is any paid form of non-personal communication of information about products or ideas by an identified sponsor through some media to influence the consumer. According to Agnew and O’Brien (1964), advertisements are very powerful as it holds present customers against the inroads of competition, converts competitive users of advertiser’s brand instead of asking for product by genuine name it also converts non-users of the product type to users of products with brand equity and makes steady customers out of occasional customers. Advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product or service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.

The beauty industry considers the target segment as the main determining factor in applying advertising strategy in different markets. Therefore, as beauty brands meet the trend of self-expression and can create similar perception towards the brand, a standardized approach is more likely to be applied (Tai, 1997). For instance, Anna Sui, the New York based cosmetics company, targets the same group internationally – young, trendy, and self expressive consumers. The visual images in its advertisements attract consumers in Tokyo, Taipei, and New York, with the only modification of language translation, or even without it.

Domzal and Kernan (1993) also believe that some beauty products are qualified for “global” advertising. By “global” advertising, they referred to
international advertisements that are addressed to multinational audiences” and it implies “a uniformity, not necessarily an exact replication” (Domzal & Kernan, 1993).

Therefore, global advertisements are not “absolutely standardized ones”, and local language might be adopted in many cases (Domzal and Kernan, 1993).

It is very common that celebrities or famous models endorse beauty products. It is because markets acknowledge that many purchasing decisions of beauty goods are made based on consumers identity or projective image to the celebrity or model in the advertisements. Bocock (1993) stated, “people try to become the being they desire to be by consuming the items they imagine will help create and sustain their ideas for themselves, their image, and their identity”. In addition (Tai, 1997) pointed out that the major benefits of a standardized advertising strategy in Asia markets include “the creation of a stronger international identity through consistent positioning and image across markets overtime and cost reduction through economics of scale in advertising production, sharing of experience and effective use of advertising budget”.

Few media possess the power to influence fashion trends more than magazines. For cosmetic marketing, magazines play a crucial role to the advertising mix. As consumers become more aware of the latest fashion styles through magazines, the more desire, they want to catch up with it (Frings, 2001) consumers also seek for beauty information and advice for their styling and buying decisions from fashion magazines. Fashion magazines provide readers the bridge that links the “real” and the “fantastic”. By looking at the photographic images in advertisements, readers can gain the pleasure of “recreating the body and the pleasure masquerade”.
All evidence indicates that “our sense of our bodies develops in the process of learning, and these are social processes, not psychobiological ones given at birth”. So why is it that during this process of development so many women become dissatisfied, self critical, and judgemental about their own bodies? One of the reasons may have to do with the media and various forms of advertising. Advertisements sell more than just products; they present an idea of normalcy, who we are and who we should be. Advertisement is a major vehicle for presenting images and farming attitudes. The majority of advertisements incorporate young, beautiful, slender models to present their products and services, while individual advertisements may not be seen as a big issue. It is the cumulative, unconscious impact that has an effect on attitudes toward women, and in women’s attitudes toward themselves. As women are consistently exposed to these feminine forms through both print and television, it becomes difficult to distinguish what is normal, and even more difficult not to compare themselves to this form. It is not just women who judge themselves, but also men who begin to like the models, to the women in their own lives and then make comparisons. Advertising creates an “ultimate standard of worth, so that women are judged against this standard all the time, whether we choose to be or not”.

Throughout the media, there seems to be a “particular contempt these days for women who are fat or are in any way overweight ....... above all, we’re supposed to be very thin”. This notion of the ideal body that is propagated by the popular media can be linked with economic organizations whose profit is solely gained through products that enhance this image. The images that are presented in advertising are designed to create an illusion, a fantasy ideal that will keep women continually consuming. Advertisers are well aware of the insecurities that most women feel about their own bodies. The influential power of the diet,
fashion, cosmetic and beauty industries? And their advertising strategies? target this, their “profits are sustained on the enormity of the body insecurity”.

The effect of many current advertising methods is that the “body is turned into a thing, an object, a package”. In many advertisements, bodies are separated from the women. It then becomes acceptable for the woman's body to be scrutinized. Women's bodies receive large amounts of attention and comment and are a “vehicle for the expression of a wide range of statements”. Judgments may be made and opinions may be formed about a woman by her appearance alone. A women who is judged as overweight is often thought of as a woman with little self control, and from this premise further assumptions may be made. This type of generalization occurs on a daily basis, by both men and women, and it affects the way we behave towards one another.

American consumers, were targeted as a vast, untapped market of revenue and advertisers, having to create a discontent and a need in order to sell products, reacted to cultural forces and created a new model of female beauty; the eternally young and slim women. The economic climate probably helped determine the shift in female beauty from Rembrandt’s Chubby ladies to the waif archetype we value today. In slim financial times, the revered image of female beauty has been a larger woman. Her ample body become a sign of financial abundance afforded by the upper class. In times of economic prosperity, when the middle class was not starving, a sleek female image was embraced by the upper class to set them apart. So what did the increasing property of the 1950’s and 60’s bring.

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Women in world history

Newspapers

Newspapers are a rich source of information for researching women in world history during the last few centuries. Newspapers began appearing in the early 17th century in western Europe, and by the early 20th century, they had become common throughout the world. Newspapers, especially dailies and weeklies, contain an enormous amount of information. Reading newspapers from different times and places, historians learn about current events from local, regional and international perspectives. They also learn what is important to publishers and readers of certain newspapers at a given time. Historical newspapers allow scholars to analyze trends across time or compare coverage of daily events in different newspapers within a city across the globe.

Newspapers tell us about attitudes toward race, class and gender at particular points in time. Begin by looking at the stories that appear on the front page. Do certain stories dominate? In the 17th century, many kinds of information appeared side by side on a front page and the relative importance of each story may not be clear. By the 20th century, newspaper layout featured headlines in large type, and increasingly photographs, that served to highlight
events and issues considered most prominent or marketable. Then examine the organization of the paper and 'content of the entire newspaper. What is considered "newsworthy"? Whose stories are being told? Who is telling the story? Women very seldom were listed as authors in the news section until the late 20th century, but they may have played important roles behind the scenes.

Advertisements about clothing, cosmetics, and hygiene directed at women tell much about a society's standards of beauty. What is considered fashionable for women? For men? How are women's bodies represented? What strategies are used to entice readers to purchase clothing or other items? How much do products cost? Who could afford to use or wear them?

The psychology of consumers

Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by understanding that a number of different messages compete for our potential customers' attention, we learn that a number of different messages compete for our potential customers' attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that customers will sometimes be persuaded more by logical arguments but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make informed decision as to which strategy to employ.

1. The most obvious is for marketing strategy
2. The second application is public policy
3. Social marketing involves getting ideas across to consumers rather than selling something
4. As a final benefit, studying consumer behaviour should make us better consumers.

Actually, we all know that isn’t quite true, and buyers of cosmetics probably know it better than that most. Paula Begoun, who has written several consumer-oriented books about makeup and skin care products, says that exotic or even baffling names have been part of the category at least since the 1950’s. With a lot of make up, there isn’t really much to pay attention to besides colour and texture, so a name that stands out means a product that stands out. “Calling a colour tan or mauve”. She observes, “is just boring and banal” This happens in many product categories (even paint colors have like garden clogs and squarrels’ tail), but the practice is particularly noteworthy in the outlandish. Sensational or non sensational quality of makeup names.

Advertising strategy

Past research on cross cultural advertising has generally looked at dissimilarity in advertising styles and varying levels of informativeness across markets. Different cultures may require different advertising creative strategies and levels of informativeness. By analyzing and identifying these two elements of advertising messages, international markets can develop appropriate and effective advertising approaches in different countries.

Creative strategy can be defined as “the means selected to achieve desired audience effect over the term of the campaign (Frazier, 1983) creative strategy is considered to be the policy or directing principle guiding the general nature and character of advertising messages (Frazier, 1983; Zandpour et al., 1992), it may differ across markets and their effects may be different because of the cultural disparity.”
Simon's creative strategy system

Various product/brand require different approaches to activate audiences' purchase through advertising exposure (Simon, 1971). After studying the works of well-known copywriters, Simon (1971), introduced a classification system, which consists of ten creative strategies called "activation methods". This scheme is based on the assumption that "various product brand characteristics demand different methods of activating the consumer to buy through advertising exposure (Simon, 1971).

Simons describes how creative strategy directs advertising creation: the product-brand characteristics dictate the activation method that the advertisement should use and the activation method, in turn, dictates what the copy and headline should aim to say, what the illustration should show, and the proportions of the advertisement that should be devoted to copy and illustration.

Simon's creative strategies, include the following:

1. Information: Presentation of plain facts, without explanation or argument, only "news about" the product concerned.

2. Argument: Providing facts and "excuses" (reason why) for purchasing the advertised product or service that consumers may have already been interested in; copy is especially significant.

3. Command: "Non-verbal" reminders influence consumer's favorite; may be strengthened by authorite figures.
4. **Imitation**: Providing testimonials by a celebrity, by "hidden camera" participant(s), or by individual(s) unknown but consumers can readily identify with or they respect due to specified individual(s) unknown but consumers can readily identify with or they respect due to specified characteristic(s). This strategy employs the communication source as the reason(s) for purchasing the product.

5. **Obligation**: Offering free gifts or information, or a moving sentiment; some attempt to make consumers feel appreciative.

6. **Habit starting**: Offering a sample or decreasing price to initiate a "regular practice or routine", product usually "featured".

7. **Repeated assertion**: Hard sell repetition of one basic piece of information often a "generality" unsupported by factual proof.

8. **Brand familiarization**: Exercising a friendly, conversational feel; few or no "selling facts" but suggestion of "loyalty" to and "trust worthiness" of the brand; keeping brand name exposed to the public.

9. **Symbolic association**: Providing subtle presentations linking the product to any positive symbol, such as a place, event, or person; sales pitches are usually implicit and minimal, and copy is usually minimal and products are generally not "featured".

10. **Motivation with psychological appeals**: Explicit statement of how consumers will benefit from products; using emotional appeals to self interest in creating desires not formerly readily
obvious: a framework of "especially for you" when interpreting facts.

Advertising information level

In modern society, consumers look for information about products in advertisements to make better purchasing decisions. The higher information level an advertisement carries, the less uncertainty viewers will have toward the advertised product (Abernethy and Franke, 1996). Many studies use a scheme of measuring advertising information developed by Resnik and Stern. Resnik and Stern (1977) introduced the fourteen information cues that represent factors "identified as information cues, which could potentially be used in intelligent decision-making". They asserted that an advertisement can be considered as informative when it contains at least one of the fourteen criteria.

The fourteen information criteria are:

(1) **Price**: How much does the product cost?

(2) **Quality**: What are the product’s characteristics that differentiate it from competing products based on evaluation of workmanship, engineering durability, excellence of materials, structural superiority attention for detail, or special services?

(3) **Performance**: What is the use of product and how well does it do what is designed to do in comparison to alternative purchases?

(4) **Components**: What is the product composed of? What ingredients does it contain?

(5) **Special packaging**: What special package or shape is the product available in which makes it more appealing than alternatives?
(6) **Safety features**: What are the products safety features compared competing products?

(7) **Availability**: Where can the product be acquired? When will the product be able to purchase?

(8) **Special offers**: What limited time non priced deals are available with a particular purchase?

(9) **Taste**: Is evidence the taste of a particular product is perceived as superior in taste by a sample of potential consumers?

(10) **Guarantees and warranties**: What post-purchase assurance accompany the product?

(11) **New ideas**: Is a totally new concept introduced? Are its advantages presented?

(12) **Independent research**: Are result of identified research presented?

(13) **Company research**: Are result provided by a company through comparing presented?

(14) **Nutrition**: Are specific data given comparing the nutritional content of a particular product, or is a direct specific comparison made with other products?

The level of information content can be influenced by the product that is advertised, the medium carrying the advertisement and the country where the advertisement is placed (Abernethy and Franke, 1996). Many studies apply Resnik-Stern’s information classification to examine the information level of international advertisements in different countries. Generally speaking, research
has shown that with magazine advertisements, more information is provided in advertisements in Asian countries than in the U.S. based on Resnik-Stern's information system (Chang, 1991). Ricc and Lu (1988) used this system to conduct a content analysis of 472 Chinese consumer magazine advertisements and found a large amount of information was contained in those advertisements. Furthermore, 100 per cent of the Chinese advertisements could be seen as informative according to Resnik and Stern's definition. Chang (1991) also found that in Taiwanese of T.V. commercials, performance information is more likely to be employed for personal care-cosmetics-drugs products.

**Functions of advertising**

As marketing tool, advertising serves several functions. It identifies products and differentiates it from others. It communicates information about the products, its features and its location of sale. It also induces consumers to try new products and to suggest use. Moreover, it stimulates the distribution of a product as well as product use. Additionally, advertising builds value, brand preference, and loyalty. Finally, it lowers the overall cost of sale. Every advertiser should learn all of these functions in order to gain understanding or insight of roles of advertising in the business or market.

**Advertising identifies products and differentiates them from others**

The first basic functions of advertising is to identify product. It tells the audience what product or service each business wants to sell. Besides informing the audiences about the product, advertising differentiates one product from the others. The advertising of Dove Facial foam tells the audiences that the product presented is facial foam. The picture of “Dove” which is the kind of birds
Economic impacts of advertising

- Business cycle
- Consumer's demand
- Consumer's choice
- Value of products
- Prices
- Competition
appears in the advertising also differentiate”. Dove facial foam” from other facial foam brands under the same particular lines in the market.

**Advertising communicates information about the product, its features and its location of sale:**

Once consumes recognize “Dove”, the producer begins to tell them more about the “Dove Facial Foam”, what special about it and where consumers can buy it. This is another basic function of advertising.

**Advertising induces customers to try new products and suggest reuse:**

“Dove” advertising persuades consumers who never used “Dove” before to try using “Dove” as well as suggest those who already used “Dove” to use the product again by telling them that it takes sometimes to see the result of the product.

**Advertising stimulates the distribution of a product**

As more people tried “Dove” and they liked them, they requested “Dove”. The more supermarkets and department stores stock the products of “Dove”. It is not difficult to find the product of “Dove” from the supermarkets all over Thailand. That is because the result of advertising.

**Advertising increases product use**

More and more of advertisements of “Dove” are launched on television in order to attract more customers or boost sales. Advertising plays the important role in increasing the sales or product use. As people love the advertisements, they will buy or use product more.
Advertising builds value, brand preference and loyalty

Advertising plays crucial role in building value, brand preference, and loyalty. It influences customers' perceptions towards the products. As the customers' use the products for quite sometimes, they feel like the product is part of their lives. That suggests that they already developed brand preference and sense of belonging. Especially when they see the advertising of the product, they boost to their families and friends that they are using the particular brand of product and they are the loyal customers of that particular product.

Advertising lowers the overall cost of sales

Cost of sales is the amount of money you have to pay to get the product sold. The advertising can help reduce the cost of sales, as advertising reaches through mass media, many audiences or customers. Imagine if “Dove” have to promote its products by setting up boots at every supermarket, how much that will cost “Dove”. Instead of doing such activity, “Dove” launched the advertising on television, which can reach more than a million viewers who watch television. By advertisement on television, “Dove” can save a lot of money in getting the products purchased. This is the most important function of advertising.

Economic impacts of advertising

Economically, advertising has altogether five effects. Effect on the value of products, effect on prices, effect on competition, effect on consumer demand, effect on consumer choice, and effect on the business cycle. These five effects of advertising are all connected, like the chain reaction. This chain reaction begins
the moment the company launches the advertising. Now, let us look at all of the effects one by one.

**Effect on the value of products**

Why do we prefer the product of a particular brand to some others brands? Why we tend to buy advertised products but unadvertised products? For example, more women prefer trendy brand name handbags, like Christian Dior than or Gucci than beautiful and cheap but unadvertised handbags in the market. This is because it is one of the advertising effects, advertising can add value to a product.

Advertising can help building the positive image to the product. Even though the advertising does not speak directly about the quality of the product but it makes consumers feel good about the product and therefore want to buy or use the product. That is why we drink water like Nestle but water of the unadvertised brand.

Advertising also creates added value by educating customers about new uses for a product. For example “C-lect” Tuna promotes Tuna canned as a diet food, not just food.

The advantage of the free market system is that consumers can select the values they want in the products they buy. For instance, if low price is important, they can buy inexpensive car like Toyota. On the other hand, if status and luxury are important, they can buy Mercedes or Jaguar. Customers sometimes need products to satisfy their psychological, emotional needs not functional needs. Advertising gives consumers the chance to satisfy to those needs.
Effect on prices

Advertising can either add or lower the prices of the products. When the company advertises one product, the company will surely have to include the cost of advertising into the price of the product. It is the consumer who actually paid for the advertising. For instance, all those brand name products are expensive as their companies spent huge amount for fashion show and advertising in promoting the products. Hence, these costs must be included in the prices per unit of the product.

In contrast, advertising can lower the prices of the products also. Advertising is the element of the mass distribution system that allows many manufacturers to engage in mass production, which in turn lowers the unit cost of products. Therefore, the manufacture can save a lot of money, and these saving can then be passed on to the consumers in the form of low prices of the products.

Effect of competition

It is complained by some observers that advertising restrict the competition. Many small businesses are forced out of the market, as they cannot compete with those big businesses that have budgets for advertising their products, it is true that intense competition does reduce the number of businesses in an industry. Nonetheless, those businesses that are abolished by the competition are only those who did not serve the customers effectively.

Anyway, there are many cases that by advertising, big companies have only limited effect on small businesses as no advertiser is large enough to
the whole country. For instance, regional oil companies can compete effectively with national oil companies in the local level.

**Effect on consumer demand**

It is still the question whether or not the advertising affects total demand of consumer. Many studies show that promotional activity does affect whole consumption, however they do not agree on the extent. Social, economic forces, as well as technological advances, the educational level of the population, increases in population and per capita income, and revolutionary changes in lifestyle are more important. For instance, the demand for DVD players, cellular phones, and personal computers expanded at a remarkable rate part of the expansion is because of advertising but another favourable part is market conditions. At the same time, advertising has not helped overturning the decline in sales of some products, like manual typewriters.

Advertising can help launching the new products by stimulating demand for class. In declining markets, in contrast advertising can only retard the rate of declining markets, they complete for each other’s shares conquest sale.

**Effects on consumer choice**

For manufacturers, making their products difference is the best way to beat their competitions. For example, look at the long list of cosmetic products, colours, its qualifications used to attract customers. The shelves in the supermarket may have many brands of detergent.

With the freedom to advertise the products, the business are encouraged to create new brands as well as improve old ones. Smaller brands may disappear for a time from the market one and a popular brand dominates the market.
Nevertheless, the moment a better product is launched and advertised efficiently, the dominant brand may lose to the new, better product. For example, the detergent “FAB” once was the dominant brand of detergent in Thai market, but with the advertising, which encourages to new products “FAB” was finally disappear from the market.

**Marketing**

Profit margins for producers and retailers of industrial cosmetics are usually very high, but frequently more than half of all costs incurred by large international cosmetic brands is spent on advertising and promotion. The small local producer usually has neither the budget nor the need for such advertisement, because of the small production volume. Once production capacity has increased, as a consequence of experience and dedication, the advertising aspect of marketing too frequently neglected has to be seriously considered.

Next to quality control, presentation, is probably the most important aspect of cosmetic manufacturing. Attractive package and label designs are the most important considerations. Though not directly contributing to the performance of the product, being a beauty product, it has to appeal to the consumer also from an aesthetic point of view. Many consumers may be more practical and not to be very influenced by packaging, yet if there is competition with equal or better products, most consumers will prefer the “nicer, prettier”, or simply better looking packaged product. This aspect should not be neglected by any producer who has a choice in selecting from various package shapes, colours or imprinted cartons and labels.
The easier a certain label or shape is to recognize (assuming it is generally attractive), the more consumers will identify quality with this specific product (label), develop a trust and certain expectations for this brand. The reverse is of course true as well – once a bad batch or other defect is marketed with a label, the consumer will not quickly forget. The competition when introducing a new product has to overcome the positive identification of brands and products, that is why there is so much money spent on advertisement and getting consumer to try a product first.

In the beginning, discounted packages and special displays in stores are cheap and effective way of product promotion. Local fairs and shows, donating products to TV shows, raffles, charity sales etc., are all inexpensive ways to promote a product, have people try it, see it and become familiar with its label and the name. Giving samples free or at reduced prices to beauticians and hair salons for trial, while simultaneously displaying a conspicuous sign with the product’s name is yet another possibility. Free demonstrations of beauty care or make up application using the new products may also be given. Of course, all such activities are worthwhile only if a resulting increase in demand can be satisfied with sufficient products.

**Significance of the study**

A typical woman is exposed to a number of advertising messages everyday. From the moment radio set or television turned on to the moment it is turned off after the late night movie, one is subjected to repeated exhortations to buy. Dailies and magazines are filled with advertisements. Busses and trains carry advertising cards. Retail stores are filled with advertising messages and displays. Even the packages on the shelves silently plead to be picked up.
Advertiser's job is to increase propensity to buy to move the prospect inch by inch, closer to a purchase. Whether or not advertising is achieving this, depends on the appeal of advertising, understandability, therefore, needs to be measured. The message which is communicated and the way the message is perceived by consumers too exert an impact on them. The research (Peerbhoy, 1984) into communication through advertisement is divided into three groups. First is importance of the advertising claim, second is believability of the advertising claim and third is uniqueness of the advertising claim. According Borden (1979), consumers tend to believe what arouses their desires, their fears and other emotions. What consumers believe to be true is true for them. In the view of some advertisers (Dodd, 1981) the consumer's right to truth is matched by her/his right to buy an illusion. Dodd believes that an advertised cosmetic can give glamour to a woman if she believes that it will.

New fairness creams under different brand names are put in the market from time to time. Consumers get information about them through different media like T.V., dailies, magazines, and so on. Do young female student consumers' consider advertisement in making choices of fairness cream? What is the exposure of such consumers to advertisement of fairness cream in different media? What is their opinion regarding the advertisement of fairness cream? How for does the advertisement of fairness cream influence their choice? What are the buying practices related to fairness cream? What are consumer practices related to advertisement of fairness cream? What personal, family, situational characteristics of young women female students influence the impact of advertisement of fairness cream on their choice? Literature does not reveal much factual information about the above mentioned quarries. Hence, to find answers to some of these research questions, the present study was planned.
The present study entitled "A study of factors affecting impact of advertising of selected cosmetic item on consumers' choice" was decided to work upon, in order to find out the effect of advertisement of fairness cream on consumers and the factors that influenced the impact of advertisement on consumer's choice of that particular product.

The knowledge base built through the present study would prove useful in teaching consumer economics and consumer education in the curriculum of the discipline of Family Resource Management. It would also provide a base to prepare consumer education modules to create awareness regarding wise buymanship in general and with special reference to the selected cosmetic item. It is further hoped that the findings of the study may be of immense value to producers in their future advertisement campaigns.

Bearing the research quarries in mind and also the envisaged utility of the study, specific objectives are furnished below were drawn to give proper direction to the study.

**Objectives**

1. To assess buying practices of sampled young female students in relation to the selected cosmetic items.

2. To study the exposure and frequency of use of selected media, namely, audiovisual and print media by the respondents.

3. To determine the opinion and practices of respondents towards advertisement of selected cosmetics and perceived attributes of advertisement in different media, namely, audiovisual, audio and print.
4. To measure the impact of advertisement on consumers’ choice with reference to cosmetics.

5. To assess the interrelationship between impact of advertisement of different cosmetic on consumer’s choice and selected personal, familial and situational variables.

Limitations

The study was limited to:

1. Cosmetic item - fairness cream.

2. Advertisements on fairness cream through audiovisual media like T.V., audio media like - radio and print media like - dailies and periodicals.

3. 150 female student consumers of one or the other brand of fairness cream.


Assumptions

1. The young female students are unique in their consumption behaviour.

2. The young female students are quite responsive in the impact of advertisement on them.

3. The young female students exhibit differential levels of impact of advertisement on them.
Hypotheses

$H_1$: There exists an interrelationship between the impact of advertisement of fairness cream on consumers' choice and their selected personal (age) familial (family size and income) and situational variables (perceived appealing features of advertisement of fairness cream in different media, i.e. audiovisual, audio and print, practices related to advertisement and opinion towards advertisement).

$H_2$: There exists a difference in the impact of advertisement of fairness cream on consumer’s choice by their education level.

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