SALIENT FINDINGS OF THE STUDY

The important findings of the study relate to the investigation of the awareness of various cosmetic advertising media amongst respondents, their watching/listening/reading habits and source of information regarding cosmetic products. The findings are also related to the perception of respondents towards misconception of cosmetic advertisements, Impact of the advertisement on the girl’s choice, measure the role of the advertisement in changing the brand preference of cosmetic products. The final yet most important finding is related to and success of cosmetic advertisements. These findings are presented in summarized form in the forthcoming paragraphs.

Section A: Profile of respondents

This section represents the personal information of the respondents like name, education, age, income, marital status, college name where respondents study and area of residency.

- This study took only females as respondents because the mostly cosmetic products are used by them. In the female, we included only college going Girls who play the important role in the buying process of the cosmetic products and we are considering them as our respondents for our study.

- The age of the respondents selected for the study out of total 400 respondents, 6.8% of respondents are below 18 years and 66.5% of the respondent between the age 18 to 21 years and 24.5% of the respondents are between the age group of 21-24 years and 2.2% of respondents are above 24 years. Basically age of the mostly respondents lie between 18-21 years because in this study college going girls are considered as respondents.

- The education level of the sample size, 296(74%) out of 400 respondents are pursuing bachelor’s degree and rest 104(26%) respondents are pursuing master degree. The ratio therefore comes out to be 3:1 aprox.

- The income of the 400 respondents, it was found that 33.2% of the respondents are under the income group of 75000/ P.a and 26.5% of the respondents are between the income group of Rs. 75,000/- to Rs. 1,50,000/- and 30.8% of the respondents are having income between Rs.
3,00,000/- to Rs.5,00,000/- and lastly income group of above Rs.5,00,000/- P.a. Majority of the respondents belongs to the lower income group i.e.; below Rs. 75,000/- per annual.

- Out of 400 respondents, 200 respondents (50%) are taken from the rural area while 200(50%) respondents are taken from urban area of Rohtak division of Haryana.

- From the each district of Rohtak division, one government college is taken from rural area and one Government College taken from the urban area. And from each college 40 respondents are taken.

- 80(20%) respondents from Govt. colleges are taken as a sample from each districts of Rohtak division.

**Section-B Level of awareness**

This section dealt with the first objective "To study the level of awareness of respondents towards advertising media and Important informative source for the cosmetic products" of the study. The main purpose of this section is to find out the general impact of advertisements on the awareness level of respondents. For this purpose, data is classified in four parts:

- Advertisement Watching/listening/reading habits,
- Attitude/Dealing with advertisement,
- Awareness towards Source of information of cosmetic products
- Awareness toward advertisement Media

**Advertisement Watching/listening/reading habits**

- 18.5% rural respondents and 19.5 % urban respondents **very often** watch / listen/read cosmetic advertisement while 25% rural respondents and 55.5 % urban respondents **often** watch / listen cosmetic advertisements.47.5% rural respondents and 21.5 % urban respondents **sometimes** watch / listen/ read cosmetic advertisements while 9%rural respondents and 3.5 % **rarely** watch / listen /read cosmetic advertisements and there is **no respondent who never watch** / listen/read cosmetic advertisement.
Majority in the rural area respondents **sometime** watch / listen /read cosmetic advertisements given in print, audio and audio-video advertising media.

Majority in the urban area respondents **often** watch / listen /read cosmetic advertisements given in print, audio and audio-video advertising media.

There is no respondent who never watch/ listen/ read the advertisement.

Both types of respondents are having watching listening/reading habits of cosmetic advertisement but data supported that urban area respondent more habitual to watching/ listening and reading the cosmetic advertisements than rural area respondents.

### Attitude/Dealing with advertisement

- **12.5%** rural respondents and **12%** urban respondents **totally ignored** the cosmetic advertisement while **13%** rural and **6%** urban respondents **glanced only** on the picture of the advertisement. **17.5%** rural and **31%** urban respondents **listen/watch/ read only some part** of the cosmetic advertisement while **24.5%** rural and **22%** urban respondents listen/watch/ read **most part** of the cosmetic advertisement and **32.5%** of the rural area respondents and **29%** urban area respondents listen/watch/ read **entire part** of the cosmetic products advertisement.

- As per the survey revealed most of the respondents watch/listen/ read the entire cosmetic advertisement. And the majorities of rural area respondents watch/listen/ read the **entire** cosmetic advertisement; on the other hand, majority of urban area respondents listen/watch/ read the **some part** of cosmetic advertisement.

- Result of mean scores showed that there is no significant difference between the awareness level of rural and urban respondents on the basis of their dealing with cosmetic advertisement.

- There is more deviation in the dealing with advertisement in the case of rural respondents according to the standard deviation.
Overall 54% of total respondents are listening/watching/reading the most and entire part of cosmetic advertisement shown by the different type of advertising media. This means dealing with advertisement play an important role in creating the awareness among the respondents.

**Awareness towards Source of information of cosmetic products**

- Main Sources of information regarding the **price of the cosmetic products** are shopkeeper, TV and Internet. 83% respondents used these sources to get the information about the price of cosmetic products. While 17% respondents get the information by the other means.

- Both type of respondents considered the shopkeeper and TV are the most important source of information for cosmetic products from which they could learn more about the price factors. Radio and beauticians are least important for this purpose.

- Main Sources of information regarding the **features of the cosmetic products** are TV, Internet and shopkeeper. 78.3% respondents used these sources to get the information about the features of cosmetic products. While 21.7% respondents get the information by the other sources.

- Both type of respondents considered the TV and internet are the most important source of information for cosmetic products from which they could learn more about the features of cosmetic products. Radio and beauticians are least important for this purpose.

- Main Sources of information regarding **availability of stores/Dealers/shopkeepers** for cosmetic products are Internet, newspaper/ magazines and friends and relatives. 78.2% respondents used these sources to get the information about availability of stores/Dealers/shopkeepers for cosmetic products. While 21.8% respondents get the information by the other sources.
- Rural respondents considered that Internet and Beautician are the most important source of information for cosmetic products from which they could learn more about the availability of the store/dealers/shopkeeper of cosmetic products while urban respondents give importance to Internet and newspaper /magazines for this purpose.

- Rural respondents considered that radio and TV are the least important source of information for cosmetic products from which they could learn more about the availability of the store/dealers/shopkeeper of cosmetic products while urban respondents considered radio and shopkeeper are least source of information for this purpose.

- Main Sources of information regarding **quality for cosmetic products** are TV, internet, friends and relatives and shopkeeper. 85.1% respondents used these sources to get the information about quality for cosmetic products. While 14.9% respondents get the information by the other sources.

- Both type of respondents considered the TV and internet are the most important source of information for cosmetic products from which they could learn more about the quality of cosmetic products.

- Rural respondents considered that radio and beautician are the least important source of information for cosmetic products from which they could learn more about the quality of cosmetic products while urban respondents considered radio and newspapers/magazines are least source of information for this purpose.

- Main Sources of information regarding **special offers** given by seller on for cosmetic products are TV, internet and shopkeeper. 83.8% respondents used these sources to get the information about special offers given by seller on for cosmetic products. While 16.2% respondents get the information by the other sources.

- Both type of respondents considered the TV and internet are the most important source of information for cosmetic products from which they could learn more about the special offers given on cosmetic products.
➢ Rural respondents considered that radio and friends and relatives are the least important source of information for cosmetic products from which they could learn more about the special offers given on cosmetic products while urban respondents considered radio and beautician are least source of information for this purpose.

➢ Main Sources of information regarding **new brands of cosmetic products** are TV, internet, friends and relatives and newspaper/magazines. 92% respondents used these sources to get the information about new brands for cosmetic products. While 8% respondents get the information by the other sources.

➢ Both type of respondents considered the TV and internet are the most important source of information for cosmetic products from which they could learn more about the new brands of cosmetic products. Radio and beauticians are least important for this purpose.

➢ Main Sources of information regarding **customer reviews about the cosmetic products** are internet, friends and relatives and beautician. 70.8% respondents used these sources to get the information about customer reviews for cosmetic products. While 19.2% respondents get the information by the other sources.

➢ Rural respondents considered that Internet and Beautician are the most important source of information for cosmetic products from which they could learn more about the customer reviews about the cosmetic products while urban respondents give importance to Internet and friends/relatives for this purpose. Radio and newspapers and magazines are considered least important for this purpose.

➢ Main Sources of information regarding **precautions about the use of cosmetic product** friends and relatives, TV and Shopkeeper. 61.2% respondents used these sources to get the information about regarding precautions about the use of cosmetic product. While 38.8% respondents get the information by the other sources.
➢ Rural respondents considered that friends/relatives and shopkeepers are the most important source of information for cosmetic products from which they could learn more about the precautions about the use of cosmetic products while urban respondents give importance to friends/relatives and TV for this purpose. Radio and newspapers and magazines are considered least important for this purpose.

➢ The result showed that TV is the most informative media regarding the various factors which are important to take a decision to buy the cosmetic products. TV provides the information regarding the features, special offers and new brands and products.

➢ In the digital era, Internet is also emerges as most important awareness media. Past experience of the customer who bought and used the product helps the potential customer to the selection of the product fairly. By the customer review customer get the information about the pros and cons of the use of product.

➢ The result showed that by the newspaper and magazines customer get information about stores and dealers of the product where the product is available.

➢ Respondent felt that among the various source of information, Friends and relatives play an important role to provide the information about the quality and precautions about the use of product.

➢ Shopkeepers gave the information regarding the price of the cosmetic product along with all offers and discount.

➢ Survey results showed that Beauticians who regular use the various branded cosmetic product for the customer provide the information regarding the product availability and precautions about the use of product.

➢ On the basis of data, we can say that Radio and others media are less informative sources for the analysis of various factors of the cosmetic products.
Awareness toward advertisement Media: For the analysis of data, *frequencies, mean scores and mode are* used. Respondents are classified on the basis of area: rural respondents and urban respondents for the best result obtained. To find out the awareness of various cosmetic advertising media, the respondents asked to give rank the various advertising media from 1-8, rank 1 refers to most aware and rank 8 refer to least aware. To finding the better result, two highest maximum responses for ranks given to a particular advertising media are considered.

- 104 Urban respondents and 135 rural respondents gave 1\textsuperscript{st} rank to **television** as a preferred media while 73 urban respondents and 43 rural respondents gave it 2\textsuperscript{nd} rank. Majority of rural and urban area respondents gave 1\textsuperscript{st} rank to the television but rural area respondents more aware/ preferred toward television as a cosmetic advertising media than urban area respondents. Mode of ranks given by both rural and urban area respondents is 1.

- No respondents from rural and urban area gave 1\textsuperscript{st} rank to **radio**. In the case of urban area respondents they put the radio on 8\textsuperscript{th} rank and 6\textsuperscript{th} rank respectively as a preferred media for cosmetics products by their highest responses. In the case of rural respondents they put it in the 5\textsuperscript{th} and 8\textsuperscript{th} rank respectively. Mode of the ranks is 8 for the urban area respondents while 5 in the case of rural area respondents.

- First highest rank to **magazines** as an aware media is 4\textsuperscript{th} which is given by 70 urban respondents and 63 rural respondents. And second highest rank is 6\textsuperscript{th} by 41 urban respondents and 2\textsuperscript{nd} by 36 rural respondents. Mode of rank is given by both respondents is same that is 4.

- First highest rank to newspaper as an aware media is 3\textsuperscript{rd} rank given by 74 urban respondents while 2\textsuperscript{nd} rank given by 73 rural respondents. It means there is mere difference in number of responses given by respondents to the newspaper. And second highest rank is 2\textsuperscript{nd} given by 68 urban respondents and 3\textsuperscript{rd} is given by 72 rural respondents. Mode of rank is given by both respondents is same that is 3.
First highest rank to **Internet** as aware media is 1st which is given by 84 urban respondents and 39 rural respondents. And second highest rank is 3rd by 37 urban respondents and 36 rural respondents. Mode of rank is given by both respondents is same that is 1.

First highest rank to **posters** as an aware media is 5th which is given by 67 urban respondents while 6th rank given by 78 rural respondents and second highest rank is 6th by 41 urban respondents while 5th rank given by 37 rural respondents. Mode of the ranks is 5th for the urban area respondents while 6th in the case of rural area respondents.

First highest rank to **billboards** as an awareness media is 7th which is given by 88 urban respondents and 88 rural respondents. And second highest rank is 6th by 44 urban respondents while 5th is given by 31 rural respondents. Mode of rank is given by both respondents is same that is 7.

First highest rank to **others media** as an aware media is 8th which is given by 127 urban respondents and 120 rural respondents. And second highest rank is 7th by 58 urban respondents and 49 rural respondents. Mode of rank is given by both respondents is same that is 8.

**Part-C Perception about misconception**

Section-C deals with the second objective of the study: **“To study the perception about misconception of cosmetic products advertisement”**. By using the Likert scale, seven statements were designed to collect the data. And the respondents asked to rank the statements on a scale of five- strongly disagree, disagree, undecided, agreed, strongly agree. The statistical tools such as **Percentage, Chi-square test, mean score, median and mode** are used to analyze the result. To find out the results, two highest maximum responses were considered.
The data showed that 40 respondents are strongly disagreed, 192 respondents are disagreed while 134 are not decided and 28 respondents are agreed whereas 6 respondents are strongly agreed to the statement cosmetic advertisement is showing a true picture of product. Majority of respondents thought cosmetic advertisement is showing the rosy and falsely picture.

The study revealed that 23 respondents are strongly disagreed, 129 respondents are disagreed while 77 are not decided and 154 respondents are agreed whereas 17 respondents are strongly agreed to the statement advertised cosmetic product is more trustworthy than non-advertised product.

The study revealed that 25 respondents are strongly disagreed, 67 respondents are disagreed while 79 are not decided and 174 respondents are agreed whereas 55 respondents are strongly agreed to the statement price of the advertised product is higher than the non-advertised product.

The study revealed that 18 respondents are strongly disagreed, 45 respondents are disagreed while 78 are not decided and 137 respondents are agreed whereas 122 respondents are strongly agreed to the statement advertising products is more manipulative than informative.

The study revealed that 32 respondents are strongly disagreed, 56 respondents are disagreed while 54 are not decided and 167 respondents are agreed whereas 91 respondents are strongly agreed to the statement discount given on cosmetic products by the producer is charge from us.

The study revealed that 26 respondents are strongly disagreed, 45 respondents are disagreed while 38 are not decided and 169 respondents are agreed whereas 122 respondents are strongly agreed to the statement advertising often persuades people to purchase thing that they really don’t need.
The study revealed that 20 respondents are strongly disagreed, 42 respondents are disagreed while 93 are not decided and 142 respondents are agreed whereas 103 respondents are strongly agreed to the statement **most cosmetic advertisement try to work on people emotions.**

Chi-square test is applied to determine the significant association between the perception of respondents with their area and qualification. The null hypothesis stated that there is no association between perception of respondents with their area and qualification at 5 percent level of significance. The p value of statistics less than .05 showed the rejection of the null hypothesis. The following results are as shown by chi-square test;

- In terms of area, null hypothesis is accepted for all seven statements, except two statements. These are cosmetic advertisement showing a true picture of product and advertising of cosmetic product is more manipulative than informative. The given data don’t provide an indication of significance difference in perception of respondents.

- In terms of education qualification, null hypothesis is rejected for all seven statements, except two statements. These are advertising of cosmetic product is more manipulative than informative and cosmetic advertisement often persuades people to purchase thing that they really don’t need. The given data provide an indication of significance difference in perception of respondents.

**SECTION-D**

Section-D deals with the third objective of the study: “To study the impact of the advertisement on girl’s buying decision regarding cosmetic product.” By using the Likert scale, seven statements were designed to collect the data. And the respondents asked to tick the statements on a scale of five- strongly disagree, disagree, undecided, agreed, strongly agree. The statistical tools such as percentage, mean scores, median and chi-square were used to analyze the result.
The following main findings that have emerged from this Section:

- The study revealed that 67 respondents are strongly disagreed, 91 respondents are disagreed while 52 are not decided and 147 respondents are agreed whereas 43 respondents are strongly agreed to the statement **when I see an advertisement, I am excited and I buy something new.**

- The study revealed that 42 respondents are strongly disagreed, respondents 102 are disagreed while 82 are not decided and 131 respondents are agreed whereas 43 respondents are strongly agreed to the statement **Cost is not a criterion if I am attracted to buy Cosmetic products through its advertisement.**

- The study revealed that 33 respondents are strongly disagreed, 88 respondents are disagreed while 85 are not decided and 134 respondents are agreed whereas 60 respondents are strongly agreed to the statement **Purchases made under the influence of ads on cosmetic products lead to wastage of money.**

- The study revealed that 25 respondents are strongly disagreed, 116 respondents are disagreed while 106 are not decided and 115 respondents are agreed whereas 38 respondents are strongly agreed to the statement **I am disappointed with my choice of cosmetic Products under the impact of advertisement.**

- The study revealed that 33 respondents are strongly disagreed, 103 respondents are disagreed while 53 are not decided and 165 respondents are agreed whereas 46 respondents are strongly agreed to the statement **I would wait for someone to use cosmetic products to base my purchase decisions rather than so for it under the influence of its advertisement.**

- The study revealed that 26 respondents are strongly disagreed, 105 respondents are disagreed while 54 are not decided and 165 respondents are agreed whereas 49
respondents are strongly agreed to the statement **Advertisement helps me to find out the cosmetic product that matches with my personality and interests.**

- The study revealed that 47 respondents are strongly disagreed, 44 respondents are disagreed while 95 are not decided and 93 respondents are agreed whereas 121 respondents are strongly agreed to the statement **Advertisement by a celebrity affects my purchase behaviour more than an unidentified source.**

Chi-square test is applied to determine the significant association between impact of advertisement on girl’s buying decision and their respective area and qualification. The null hypothesis stated that impact of advertisement on girl’s buying decision is independent from their respective area and qualification at 5 percent level of significance. The p value of statistics less than .05 showed the rejection of the null hypothesis. The following results are as shown by chi-square test;

- In terms of area, null hypothesis is accepted for all seven statements, except two statements. These are when I see an advertisement, I am excited and I buy something new and advertisement helps me find products that match my personality and interest. The given data don’t provide any indication that impact of advertisement is dependent upon area.

- In terms of education qualification, null hypothesis is accepted for all seven statements, except two statements. These are when I see an advertisement, I am excited and I buy something new and purchases made under the influence of ads on cosmetic products lead to wastage of money. The given data don’t provide any indication that impact of advertisement is dependent upon education.

**SECTION –E**

The fourth objective of the study: **“to measure the role of advertisement in changing the brand preference of cosmetic products”** explained in this Section. This section was divided in three parts:

- Measure the impact of advertisement on cosmetic brand
- Find out the most important factor affect brand preference.
PART-I (Measure the impact of advertisement on cosmetic brand)

First part dealt with the various statements which are formed on the basis of Likert scale for finding out the impact of advertisement on the cosmetic brand. And the respondents asked to rank the statements on a scale of five- strongly disagree, disagree, undecided, agreed, strongly agree. The statistical tools such as Median, Mode, percentile, frequencies and chi-square test are used to analyze the result.

- The study revealed that 34 respondents are strongly disagreed, 119 respondents are disagreed while 100 are not decided and 98 respondents are agreed whereas 49 respondents are strongly agreed to the statement **it is not wise to prefer a brand of cosmetic product on the basis of its adv.**

- The study revealed that 31 respondents are strongly disagreed, respondents 98 are disagreed while 74 are not decided and 143 respondents are agreed whereas 54 respondents are strongly agreed to the statement **I don’t believe that the brand I purchased has all the benefits claimed in the advertisement.**

- The study revealed that 30 respondents are strongly disagreed, 59 respondents are disagreed while 81 are not decided and 157 respondents are agreed whereas 73 respondents are strongly agreed to the statement **advertising results making the consumers more brand conscious regarding cosmetic products.**

- The study revealed that 23 respondents are strongly disagreed, 85 respondents are disagreed while 89 are not decided and 143 respondents are agreed whereas 60 respondents are strongly agreed to the statement **Advertising creates a brands image about the product in our minds, which in turn influences the purchase of that brand.**

- The study revealed that 43 respondents are strongly disagreed, 58 respondents are disagreed while 67 are not decided and 163 respondents are agreed whereas 69
respondents are strongly agreed to the statement **Advertising gives me the information about the brands which have features I am looking for.**

- The study revealed that 25 respondents are strongly disagreed, 84 respondents are disagreed while 60 are not decided and 125 respondents are agreed whereas 106 respondents are strongly agreed to the statement **Ads have made the youth brand and trend conscious.**

- The study revealed that 59 respondents are strongly disagreed, 137 respondents are disagreed while 90 are not decided and 79 respondents are agreed whereas 35 respondents are strongly agreed to the statement **all advertised products are really branded products.**

Chi-square test is applied to determine the significant impact of advertisement on cosmetic brand is independent of their area and qualification. The null hypothesis stated that the significance impact of advertisement on cosmetic brand is independent of area and education at 5 percent level of significance. The p value of statistics less than .05 showed the rejection of the null hypothesis. The following results are as shown by chi-square test;

- In terms of area, null hypothesis is rejected for all seven statements, except three statements. These are It is not wise to prefer a brand of cosmetic product on the basis of its adv. , I don’t believe that the brand I purchased has all the benefits claimed in the advertisement and all advertised products are really branded products. The given data don’t provide an indication of significance difference in decision making of respondents.

- In terms of education qualification, null hypothesis is accepted for all seven statements, except Ads have made the youth brand and trend conscious. The given data don’t provide an indication of significance difference in decision making of respondents.

**PART-II (Find out the most important factor affect cosmetic brand preference)**
Second part dealt with important factor for the brand preference. By using the Likert scale, respondents asked to rank them which factors they considered most important to make cosmetic advertisements appeal more effective, on a scale of five- most important, important, undecided, least important, and not important. value 1 was given to most important and 5 to not important. The statistical tools such as Median, Mode, percentile, frequencies and mean scores were used to analyze the result. Mean scores were considered to find out that the important and not important factor for cosmetic brand preference. Lowest mean score represented highest preference to the factors for usage of a particular cosmetic brand.

- 69.9% of respondent totally agreed that for brand preference, advertisement is important source to give the knowledge the various brand of cosmetic products. While in the opinion of 16.8 % respondents, advertisement is not important or least important to choose a brand of cosmetic products. Instead of it 13.3% of total respondents are neutral regarding this.

- 79.4% of respondent agreed that for brand preference of cosmetic products, quality is important factor. While in the opinion of 10.1 % respondents, quality is not important or least important to choose a brand of cosmetic products. Instead of it 10.5% of total respondents are neutral regarding this.

- 69.8% of respondent agreed that for brand preference of cosmetic products, price is important factor. While in the opinion of 16.6 % respondents, price is not important or least important to choose a brand of cosmetic products. Instead of it 13.6% of total respondents are neutral regarding this.

- 52.1% of respondent agreed that for brand preference of cosmetic products, discount offers are important factor. While in the opinion of 25.8 % respondents, discount offers are not important or least important to choose a brand of cosmetic products. Instead of it 22.1% of total respondents are neutral regarding this.
➢ 62.4% of respondents agreed that for brand preference of cosmetic products, design is important factor. While in the opinion of 24.7% respondents, design is not important or least important to choose a brand of cosmetic products. Instead of it 12.8% of total respondents are neutral regarding this.

➢ 69.4% of respondents agreed that for brand preference of cosmetic products, availability of the product is important factor. While in the opinion of 17.8% respondents, availability of the product is not important or least important to choose a brand of cosmetic products. Instead of it 12.8% of total respondents are neutral regarding this.

➢ 50.9% of respondents agreed that for brand preference of cosmetic products, packaging is important factor. While in the opinion of 32.1% respondents, packaging is not important or least important to choose a brand of cosmetic products. Instead of it 17% of total respondents are neutral regarding this.

➢ Rural respondents considered the quality factor is most important for a particular cosmetic brand preference. It is followed by advertisement, price, and availability of product, design, discount offers and packaging.

➢ Urban respondents considered the quality factor is most important for a particular cosmetic brand preference. It is followed by price, availability of product, advertisement, design, discount offers and packaging.

➢ After taking into account, it is found that respondents considered that quality is most important factor for preferring a cosmetic brand. It is followed by availability, price, advertisement, design, discount offers and packaging.

PART-III (Role of advertisement in changing the brand preference)
In third part of section E, many of brands were considered in regards of various cosmetic products and respondents asked to select its brand preference before and after seen any type of cosmetic advertisement. From this part, most preferred and least preferred brand can be find out and along with we can evaluate the effectiveness of the advertisement in regards of brand preference. The statistical tools such as Median, percentile, Wilcoxon test and frequencies are used to analyze the result.

**Shampoo**

- In rural area before consideration any type of cosmetic advertisement, Data revealed that clinic plus shampoo got 1st rank, sunsilk brand 2nd while head &shoulder and dove got 3rd rank. After consider any type of advertisement, data showed that sunsilk shampoo got 1st rank, clinic plus brand on the 2nd rank while dove got 3rd rank. Data depicts that sunsilk brand is used more by the rural respondents than clinic plus brand after consideration the cosmetic advertisement. The main shampoo brands are used by the rural respondents which are sunsilk, clinic plus, head &shoulder and dove. Shampoo’s brand least preferred by the rural respondents are Garnier, L’ Oréal Paris and Panteen respectively.

- In urban area, the study revealed that before consideration any type of cosmetic advertisement, clinic plus shampoo got 1st rank, Head & shoulder brand got 2nd position while sunsilk and dove got 3rd rank. After consider any type of advertisement, data showed that clinic plus shampoo got 1st rank, sunsilk brand got 2nd while Head and shoulder got 3rd rank. Data depicts that clinic plus brand is used more by the majority of urban respondents before and after consideration the cosmetic advertisement. The main shampoo brands are used by the urban respondents which are sunsilk, clinic plus and head &shoulder. Least preferred shampoo brands by the respondents in urban area are Garnier, L’oreal Paris and Panteen respectively.

- And overall, Data revealed that before consideration any type of cosmetic advertisement, clinic plus shampoo got 1st rank, Head & shoulder brand got 2nd position while sunsilk got 3rd rank. After consider any type of advertisements, Sunsilk shampoo got 1st rank, Clinic plus brand got 2nd while Head and shoulder got 3rd rank. Majority of respondent
has started to use the sunsilk brand after consideration the cosmetic advertisements. However study showed decrease in the number of users of clinic plus are not significant.

Wilcoxon’s rank test showed 62 ties in the brand of shampoo before and after considered the shampoo advertisement. It means Out of 400 respondents only 62 person who are not shifting their demand from one brand to another. It can be concluded that Impact of the shampoo advertisement can be seen on 338 respondents.

**Cream**

- In rural area, before consideration any type of cosmetic advertisement, Data revealed that Fair and lovely got 1st rank, Ponds brand on 2nd and Lakme got 3rd rank among the different type of cream brands. After consideration the cream advertisement, there is no change in the rank of fair and lovely, ponds and Lakme. However numbers of users of different brands are slightly changed. Cream’s brand least preferred by rural respondents are Ayur, boro plus and Nivea. And most popular cream brand in rural area was fair and lovely.

In urban area, the study revealed that before consideration any type of cosmetic advertisement, Fair and lovely got 1st rank, Lakme brand on 2nd and Ponds got 3rd rank among the different type of cream brands. After consideration the cream advertisement, data showed that Lakme got 1st rank, Himalaya brand got 2nd while fair and lovely got 3rd rank. Data depicts that Lakme brand is used more by the majority of urban respondents before and after consideration the cosmetic advertisement. Least preferred by rural respondents are Ayur, boro plus and Nivea. And most popular cream brand in rural area is fair and lovely.

- And overall, Data revealed that before consideration any type of cosmetic advertisement, fair and lovely got 1st rank, Lakme brand got 2nd position while ponds got 3rd rank. After consider any type of advertisements, Lakme got 1st rank, fair and lovely brand got 2nd while ponds got 3rd rank. Majority of respondent still use of fair and lonely brand after consideration the cosmetic advertisements. However study showed decrease in the number of users of fair and lovely are not significant.
Wilcoxon’s rank test showed 98 ties in the brand of cream before and after seeing the cream advertisement. It means Out of 400 respondents only 98 person who are not shifting their demand from one brand to another. It can be concluded that Impact of the cream advertisement can be seen on 338 respondents

HAIR OIL

- In rural area before consideration any type of cosmetic advertisement, Data revealed that Bajaj almond shampoo got 1st rank, shanti Awala brand 2nd while almond oil got 3rd rank. After consider any type of advertisement, data showed that shanti Awala got 1st rank, Bajaj almond brand on the 2nd rank while keo karpin got 3rd rank. Data depicts that Bajaj almond brand is used more by the rural respondents than shanti Awala brand after consideration the cosmetic advertisement. The main shampoo brands are used by the rural respondents which are shanti Awala, Bajaj almond and keo Karpin. Oil brand least preferred by the rural respondents are Navrattan, Livon and Vatika and almond oil respectively.

- In urban area, the study revealed that before consideration any type of cosmetic advertisement, Bajaj got 1st rank; shanti Awala brand got 2nd position while almond oil got 3rd rank. After consider any type of advertisement, data showed that shanti Awala oil got 1st rank, Bajaj almond brand got 2nd while keo karpin got 3rd rank. Data depicts that Bajaj almond oil brand is used more by the majority of urban respondents in comparison to shanti Awala before and after consideration the cosmetic advertisement. The main oil brands are used by the urban respondents which are shanti Awala, Bajaj almond and keo karpin. Least preferred oil brands by the respondents in urban area are Navrattan, almond oil and Livon respectively.

- And overall, Data revealed that before consideration any type of cosmetic advertisement, Bajaj almond oil got 1st rank, shanti Awala brand got 2nd position while almond oil got 3rd rank. After consider any type of advertisements, shanti Awala oil got 1st rank, Bajaj almond brand got 2nd while keo karpin got 3rd rank. Majority of respondent has started
to use the shanti Awala oil brand after consideration the cosmetic advertisements. However study showed increase in the number of users of shanti Awala oil are significant.

- Wilcoxon’s rank test showed 85 ties in the brand of hair oil before and after seeing the hair oil advertisement. It means Out of 400 respondents only 85 person who are not shifting their demand from one brand to another. It can be concluded that Impact of the hair oil advertisement can be seen on 338 respondents.

**SOAP**

In rural area before consideration any type of cosmetic advertisement, Data revealed that lux soap got 1st rank, lifebuoy brand 2nd while pear got 3rd rank. After consider any type of advertisement, data showed that Dettol soap got 1st rank, dove brand on the 2nd rank while lux got 3rd rank. Data depicts that Dettol brand is used more by the rural respondents than lux brand after consideration the cosmetic advertisement. The main shampoo brands are used by the rural respondents which are lux, lifebuoy and pear. Soap’s brand least preferred by the rural respondents are Savlon, hamam and Santoor respectively.

- In urban area, the study revealed that before consideration any type of cosmetic advertisement, lux soap got 1st rank, dove brand got 2nd position while Dettol got 3rd rank. After consider any type of advertisement, data showed that dove got 1st rank, Dettol brand got 2nd while lux got 3rd rank. Data depicts that Dettol brand is used more by the majority of urban respondents before and after consideration the cosmetic advertisement. The main soap brands are used by the urban respondents which are lux, Dove and Dettol. Least preferred soap brands by the respondents in urban area are Savlon, Hamam and Santoor and Madimix respectively.

- And overall, Data revealed that before consideration any type of cosmetic advertisement, lux soap got 1st rank, dove brand got 2nd position while Dettol got 3rd rank. After consider any type of advertisements, Dettol soap got 1st rank, dove brand got 2nd while lux got 3rd rank. Majority of respondent has started to use the Dettol brand after consideration the
cosmetic advertisements. However study showed increase in the number of users of Dettol are significant.

Wilcoxon’s rank test showed 70 ties in the brand of soap before and after seeing the soap advertisement. It means Out of 400 respondents only 70 person who are not shifting their demand from one brand to another. It can be concluded that Impact of the soap advertisement can be seen on 338 respondents

**LIPS**

- In rural area before consideration any type of cosmetic advertisement, Data revealed that no use got 1st rank, Lakme got 2nd while Lotus got 3rd rank. After consider any type of advertisement, data showed that Lakme got 1st rank, Maybelline brand on the 2nd rank while Revlon got 3rd rank. Data depicts that Lakme brand is used more by the rural respondents after consideration the cosmetic advertisement. The main lips brands are used by the rural respondents which are Lakme and Lotus. Lipstick brand least preferred by the rural respondents are Mac, L’oreal and Elle 18 respectively.

- In urban area, the study revealed that before consideration any type of cosmetic advertisement, Lakme got 1st rank; no use got 2nd rank while Colorbar got 3rd rank. After consider any type of advertisement, data showed that Lakme got 1st rank, Maybelline got 2nd while Revlon got 3rd rank. Data depicts that Lakme brand is used more by the majority of urban respondents before and after consideration the cosmetic advertisement. The main lips brands are used by the urban respondents which are Lakme, Colorbar and Revlon. Least preferred lips brands by the respondents in urban area are Mac, Avon and L’oreal and Elle 18 respectively.

- And overall, Data revealed that before consideration any type of cosmetic advertisement, no use got 1st rank, Lakme brand got 2nd position while Colorbar got 3rd rank. After consider any type of advertisements, Lakme got 1st rank, Maybelline brand got 2nd while Revlon got 3rd rank. Majority of respondent has still use started to use of Lakme brand
after consideration the cosmetic advertisements. However study showed increase in the number of users of Lakme are significant.

Wilcoxon’s rank test showed 82 ties in the brand of lips before and after seeing the lips advertisement. It means Out of 400 respondents only 82 person who are not shifting their demand from one brand to another. It can be concluded that Impact of the lips advertisement can be seen on 338 respondents

EYES

- In rural area before consideration any type of cosmetic advertisement, Data revealed that no use got 1st rank, Lakme got 2nd while Colorbar got 3rd rank. After consider any type of advertisement, data showed that Lakme got 1st rank, Maybelline brand on the 2nd rank while Colorbar got 3rd rank. Data depicts that Lakme brand is used more by the rural respondents after consideration the cosmetic advertisement. The main eyes brands are used by the rural respondents which are Lakme and Colorbar. Eyes brand least preferred by the rural respondents are Revlon, L’oreal and Lotus respectively.

- In urban area, the study revealed that before consideration any type of cosmetic advertisement, Lakme got 1st rank; no use got 2nd rank while Colorbar got 3rd rank. After consider any type of advertisement, data showed that Lakme got 1st rank, Lotus got 2nd while Colorbar got 3rd rank. Data depicts that Lakme brand is used more by the majority of urban respondents before and after consideration the cosmetic advertisement. The main eyes brands are used by the urban respondents which are Lakme and Colorbar. Least preferred lipstick brands by the respondents in urban area are Revlon, L’oreal and Maybelline respectively.

- And overall, Data revealed that before consideration any type of cosmetic advertisement, no use got 1st rank, Lakme brand got 2nd position while Colorbar got 3rd rank. After consider any type of advertisements, Lakme got 1st rank, Lotus brand got 2nd while Colorbar got 3rd rank. Majority of respondent has started use of Lakme brand after
consideration the cosmetic advertisements. However study showed increase in the number of users of Lakme are significant.

Wilcoxon’s rank test showed 77 ties in the brand of eyes before and after seeing the eyes advertisement. It means Out of 400 respondents only 77 person who are not shifting their demand from one brand to another. It can be concluded that Impact of the eyes advertisement can be seen on 338 respondents.

**DEO**

- In rural area before consideration any type of cosmetic advertisement, Data revealed that no use got 1\textsuperscript{st} rank, Nivea got 2\textsuperscript{nd} while Eva got 3\textsuperscript{rd} rank. After consider any type of advertisement, data showed that Nivea got 1\textsuperscript{st} rank, Eva brand on the 2\textsuperscript{nd} rank while Reebok got 3\textsuperscript{rd} rank. Data depicts that Nivea brand is used more by the rural respondents after consideration the cosmetic advertisement. The main Deo brands are used by the rural respondents which are Nivea and Eva. Deo brand least preferred by the rural respondents Nike, Jovan and Adidas respectively.

- In urban area, the study revealed that before consideration any type of cosmetic advertisement, Eva got 1\textsuperscript{st} rank; no use got 2\textsuperscript{nd} rank while Dove got 3\textsuperscript{rd} rank. After consider any type of advertisement, data showed that Eva got 1\textsuperscript{st} rank, Nivea got 2\textsuperscript{nd} while Dove got 3\textsuperscript{rd} rank. Data depicts that Eva brand is used more by the majority of urban respondents before and after consideration the cosmetic advertisement. The main Deo brands are used by the urban respondents which are Eva and Dove. Least preferred lipstick brands by the respondents in urban area are Nike, Jovan and Adidas respectively.

- And overall, Data revealed that before consideration any type of cosmetic advertisement, no use got 1\textsuperscript{st} rank, Eva brand got 2\textsuperscript{nd} position while Nivea got 3\textsuperscript{rd} rank. After consider any type of advertisements, Eva got 1\textsuperscript{st} rank, Nivea brand got 2nd while Dove got 3\textsuperscript{rd} rank. Majority of respondent has started use of Eva brand after consideration the cosmetic advertisements. However study showed increase in the number of users of Lakme are not significant.
Wilcoxon’s rank test showed 71 ties in the brand of Deo before and after seeing the Deo advertisement. It means Out of 400 respondents only 71 person who are not shifting their demand from one brand to another. It can be concluded that Impact of the Deo advertisement can be seen on 338 respondents.

SECTION-F
The last objective of the study: “To find the measures for making advertisement appeal more effective in the promotion of cosmetic products” explained in this Section. This section is studied in two parts.
1. The important factors which make cosmetic advertisement appeal more effective.
2. The important features of the cosmetic advertisements which attract the respondents.
The statistical tools such as Median, Mode, percentile, frequencies and mean scores are used to analyze the result.

PART-I
First part dealt with the important factors which make advertisement appeal more effective. For this purpose, eight factors were taken and by using the Likert’s scale, respondents asked to give their opinion to the factors which they consider most important to make cosmetic advertisements appeal more effective, on a scale of five- strongly disagreed, disagreed, undecided, agreed, strongly agreed

Rural respondents considered the informative factor is most important for making advertisement appeal more attractive in promotion of cosmetic products. It is followed by help to evaluate the product, reliability, innovative/ entertaining, relevant, attractive, repetitions of ads. They are disagreed with the factor of celebrities’ advertisement.

Urban respondents considered the innovative/ entertaining factor is most important for making advertisement appeal more attractive in promotion of cosmetic products. It is followed by help to evaluate the product, informative, relevant, attractive, reliability, repetitions of ads and celebrities advertisement.
After taking into account, it is found that respondents considered that informative factor has highest mean which is 3.67. It means this factor is most important for making advertisement appeal more attractive in promotion of cosmetic products. Help to evaluate the product, reliability and innovative factors are also important factors in promotion of cosmetic products. Than after relevant, attractive and repetitions of ads, celebrities’ ads factors come respectively.

PART-II
In Second part, features of the cosmetic advertisements which attract the respondents explained. For this purpose, eight factors were taken which making advertisement appeal more effective. Respondents asked ranking the features on a scale of five- always, often, sometimes, rarely, and never. Never refer to 1 while always refer to 5. The collected information was organized and classified in to two categories such as area (rural and urban).

Rural respondents considered the picture used in an advertisement is most attractive feature in promotion of cosmetic products. It is followed by quality of the product highlighted, mode of presentation of attributes in advertisements, theme/story/message, music/song, celebrities/ model used in cosmetic advertisement. They believed that slogan/ taglines and any other features are not attracted to them.

Urban respondents considered the quality of the product highlighted in the advertisement is most attractive feature in promotion of cosmetic products. It is followed by, Pictures used in ad., mode of presentation of attributes in ad., music/song, theme/story/message, celebrities/ model used in cosmetic advertisement, and slogan/ taglines. They believed that any other features other than above are not attracted to them.

After taking into account, it is found that respondents considered that quality highlighted has highest mean which is 3.81. It means this feature is most attractive feature in promotion of cosmetic products. Picture/ composition, mode of presentation of attributes and music/ song (for audio visual ads) are also attractive features of a cosmetic
advertisement used in promotion of cosmetic products. Than after theme/story/message, celebrities/model and slogan and taglines features come respectively.