**Summary and Conclusion:**

**Measurement the Advertisement Effectiveness of Cosmetic Products on Girls**

The main purpose of this section is to summarize the whole research work, find out the conclusion of the study and give the recommendations on the basis of the study work.

Along with the good quality products, it is necessary for companies to inform customers about the product and their benefits as well as set the positive image of their product in the minds of the customers. For this purpose, companies use different means of promotion such as personal selling, publicity, advertisement, sale promotion etc. Advertising is the main way of the promotion of the cosmetic products. By the advertising, companies tell the consumer about themselves and their products and services with a desire that message of advertising will produce a responding reaction. Reaction of the advertisement may be generating in form of belief, opinion, attitude, misconception and perception. When consumer has positive opinion, attitude and perception, he starts buying the advertised product or use more as compare earlier. Companies spend a large amount of money for the positive reaction. So the study of various means of promotion includes the choice and preliminary tests, as well as the study of the effectiveness of their impact after applying. The main objective of my thesis is to measure the effectiveness of advertising as much as possible to find out the important factors and features of advertisement in the promotion of product. In view of above, this study is carried out with the following objectives:

- To study the level of awareness of respondent towards advertising media and important informative source for the cosmetic products.
- To study the perception of respondents towards misconception of cosmetic advertisements.
- To measure the impact of the cosmetic advertisement on the girl’s decision making.
- To measure the role of advertisement in changing the brand preference of cosmetic products.
- To find out the most appealing factors and features responsible for making advertisement more effective in the promotion of cosmetic products.
The foregoing findings and discussion presents in this study has theoretical and practical implications for producers, Marketers, various companies, consumer and society. On the basis of findings the followings facts has been concluded:

Often, all respondent, having watching/listening/reading habit of cosmetic ads and they almost watch the most part of the cosmetic advertisement so that they got the various source of information related to cosmetic products. They consider best source of media which aware the brand and special offers of the cosmetic products is Television and they felt that Internet is best informational media which aware towards pros and cons and review of the cosmetic products used by other users and Newspaper and magazines media is useful to provide the information regarding stores and dealers of the different cosmetic products. Respondents gave highest rank to the television and the internet, but the lowest rank given to the billboards by rural respondents and to the radio by the urban respondents.

In spite of it being severely criticized, students still felt that advertised products are more trustworthy than non-advertised product. It means we can say that advertisement creates trust in the mind of consumer. So by this they purchase that thing which they really don’t need. However, they still had their reservation about advertisements:

1) Advertisement is not showing the complete and true picture of advertised product.
2) Cost of the advertised product is higher than non-advertised product.
3) Advertising is more manipulative rather than informative.
4) Discount given is myth because it is charged by consumer.

In spite of it being criticized, students still felt that advertisement is a source of information about the new and existing products and thus helps them at the time of buying the products and to make a better selection. According to the result, advertisements create excitement for the advertised products and they ready to purchase in spite of no need. Along with cost is not a criteria if they influenced by the advertisement of cosmetic product. This study showed that advertisement influenced the respondents to a great extent so they are not disappointed with their choice under the impact of advertisement. Celebrities advertisement is also influenced their purchasing decision. However, they still had their reservation about advertisements that respondents don’t take the purchase decision only on the basis of Advertisement. They would
wait for someone to use cosmetic products to base their purchase decisions rather than so for it under the influence of its advertisement.

Thus, to conclude it can be said that girls under the study have not shown a negative approach towards advertisements. Study revealed that advertisement is most informative source for the brand awareness. It gives the information about the brands features for which respondents are looking for. It create positive image of the brand in the consumer’s mind. And because of the positive image they have started to purchase the cosmetic products. It has made trend and brand conscious especially to youth. They are easily affected by the brand which is shown in the advertisement. Along with the positive impact of advertisement on cosmetic brand, they still have their reservation about advertisements:

1. Advertisement shows the false claims of the branded products.
2. All advertised products are not really branded products.
3. Preference of brands on the basis of only advertisement is not right medium.

Thus, it can be concluded that the attitude of the students towards advertisements for changing the brand preference positive. Advertisements are playing most important tool to attract the youth for making the decision in the favour of brand. According to response, Quality is the most important factor in preference a particular cosmetic brand by the girls. The rank given to availability and price is 2nd and 3rd respectively. Advertisement is considered at the 4th important factor and packaging is the least important factor to influencing the brand preference.

For checking the effect of advertising, in changing the brand preference of some cosmetic products, Asked from the girls that which brand they used before watching/reading/listening the advertisement related to some cosmetic products like shampoo, cream hair oil, Deo, soap, lips and eye’s products, and which brand prefer after watching/reading/listening the ad. The lowest tie up in the shampoo and soap’s brand, it means maximum persons change the brand of shampoo and soaps after watching/listening and reading advertisement. Highest tie up is in the cream’s and eye’s product brand. It means maximum person no change the brand after seeing/reading the advertisement. Recommendation for selecting the brand for the cosmetic product marketer must consider nature of product.

In competitive era, any producers or marketers can’t survive without advertisement. It is a medium of communication about the product and company. But study reveals that various factors and features of an advertisement must be consider in the promotion of cosmetic products.
Among the various factors, Girls belief that informative, Innovative/entertaining and reliability factors are most helpful in the making an advertisement appeal effective in promotion of the products. They think Celebrities advertisement also helpful in the promotion of cosmetic product so they ranked it on the 4th place. Among the various features of an advertisement, first rank is given by girls to the pictures/composition (for print), second rank to the quality of the product high lightened, third rank assigned to the modes of presentation of attributes, fourth rank to the music/song (for audiovisual ads), theme/story/message, celebrities/model, slogan/taglines, and any other respectively ranks assigned.

(As per the research result is derived that the advertisement affects the cosmetic market very positively in terms of brand preference, changing girl’s choice, awareness level and the appealing capacity but as an exception basis it also creates some misconception in the market.)
Conclusion:
Thus with the discussion in the preceding chapters, we can conclude that advertisement attract to the customers with a great extent that why they watch/ listen/ read the most part of the cosmetic advertisement. Further it was seen that girls consider TV and internet as important source of information related to various features of the cosmetic products and most preferred advertising media for which they aware. Rural area’s girls are least aware by billboard while urban area girls from radio.

It is evident from the study, In spite of, college going Girls having misconception/ myth regarding cosmetic advertisement they consider an important role of the advertisement in buying decision making. Girls think about advertisement is more manipulative than informative; still the results revealed that the girl’s choice is too much affected by the advertisement that when they saw the cosmetics ads they got excited and buy something new. In spite of price of the advertised product is higher than the non-advertised product, the study revealed that if they got affected through cosmetic advertisement than cost is not a criterion to buy the cosmetic products by them. But after the purchasing, they felt that product is not according to its worth because of high cost, which lead the wastage of money. Due to this reason before the purchasing on another cosmetic product, they will wait for someone who use cosmetic product and provide reviews about the product. That’s why they felt that most of the cosmetic advertisements are tried to work on customer’s emotions. The girls felt the advertisement give the information about the cosmetic brands and create a positive image in their mind. Due to this image, they become trend and brand conscious. It can be seen that for the brand preference, girls consider the advertisement is important factor along with quality, price and availability. They experienced that advertisement is also play an important role in changing the brand preference. Girls deemed that informative, Innovative/ entertaining and reliability factors and pictures, quality of the product highlighted and mode of the presentation of attributes features of the advertisement are most helpful in the making an advertisement appeal effective in promotion of the product. Overall study supports that advertising is effective in the case of cosmetic products, In spite of having misconception, it influence the decision making of the girls and brand preference.
**Recommendation:**

The advertisement is one important tool for creating awareness between the customers, producers, society and the middlemen. And it also provides basic knowledge regarding the brand and various products and innovation present in the market. It is completely agree that advertisement is one of the needs of the market, through which the life span of the market will increase. The advertisement plays a very crucial role in the market for generating need of customer. Now the various tools are using for measuring the effectiveness of the advertisement so as per the study reveal, the many of recommendation the company must considered in selection of the form of advertising media and factor which must be considered and the features of advertisement and the impact factor of each line and title, not only that also considered to minimize the negative effects of the advertisement like creation of misconception. So in that prospective there are many of flaws which I found through this research but some of them area explained as follows:

- As a company/ middleman / seller should pay much attention on the T.V. internet and newspapers & magazines. There is a great scope for it because youngsters are in close contact round the clock with Internet and TV.

- While preparing advertisement manufacture should consider the reliability, informative and relevancy factors with the major features of advertisement such as quality highlighted, music/song and pictures/ compositions. While they should avoid celebrities advertisement because youngsters belief that it increase the cost of the cosmetic products.

- All the claims which are presented in the advertisement regarding the brand should be fulfill by the company.

- The many of the customers have the perception regarding that the advertisement is not showing true picture, for removing this misconception the advertisement company must focus on this feature that mean the advertisement must be show the true picture, not unfeasible and unnecessary promise not given to the customer.
• Price of the advertised product is higher than the non-advertised products which is also the myth of the customer regarding advertised products so company focus on that and try to minimize the doubts of the customer regarding this myth.

• Advertisement products are treated as manipulative products the survey said that maximum number of persons agree with this statement so company try to make the product genuine that mean which is the information given in the advertisement its must be genuine not fantasy based.

• The discounts offers are given by the producers to the customer but per the result said that customer think that the discounted money is also charged by the customer so advertisement must generate this kind of transparency so that customer is able to believe on the producer.

• Advertising often persuades consumer to buy those things that they really do not need. So due to advertisement it leads wastage of money so advertisement must be influencing in nature not create compulsion for it. Advertisement have no right to play with the emotions of the customer so advertisement company must be focus on that it never hurt anyone and never became a comment on someone life.

• For preferring the brand the customer is not considering the advertisement as most important else ever it prefers and considers quality of the product. So a businessman should take care about the quality of the product. Because customer pay for it.
**Directions for Future Research**

1. The scope of this study is limited to the geographical area of Haryana. An intensive and interstate study can provide a better glimpse of the Indian perspective.

2. This study has been conducted by taking the urban and rural variable. Further studies can also be done by taking some other variables.

3. This study is time specific and reveal out those aspects relating to the present time. However longitudinal studies may also be done.

4. Apart from the issue selected in this study, many other issues and areas of the study could be further explored to increase the depth of this study.

5. This study included only females who used cosmetic products, while further study can be done in relation to male market, where an intense growth is predicted.

6. In addition of above, effect of digital cosmetic advertising could be examined. Because in technological age. It has become a popular media of advertising.
**Limitation of the Study:**

1. The male respondents can also be included as the respondents in this study.
2. The area of research can be vast but its limited up to the Rohtak region it can be added more sections of Haryana or other states of India.
3. The age of the respondents can be much wider selection but it resist up to the college going girls age group.
4. Much more factors can be considered for measuring the advertising effectiveness rather than this.
5. The size of the sample can be taken large but study included only 400 respondents keeping in the view time and money.
6. The questionnaires were to be filled independently by the respondents. This is because, they need to read comprehended and answer the questions.
7. Respondents, no matter honest, they propose to be normally do not exhibit their true attitude and there was no concrete way whether they are telling the whole truth or not.
8. The data analysis has been done by taking the area variable. Study can also be done by taking some other variables.