Abstract

The cosmetic industry is becoming latest growing industries in the world because in this showoff era, everyone wants to become beautiful. This study is focused on the advertising of the cosmetic products. The purpose of this study is to examine the effectiveness of the positive and negative approach of cosmetic advertisements. In positive approach of advertising examine the awareness, persuasiveness and create brand loyalty and in negative approach, check the role of advertising creating the perception about the misconception among consumers and how it plays with emotions of the people by manipulation. And additional aim was to find out the variables that make the promotional appeal more effective. For this purpose, a well questionnaire prepared and filled by the respondents classified on rural and urban area basis. The findings from this research are that rural respondents watch/listen/read the entire part while urban respondents watch/listen/read some part of the advertisement. They consider Television and internet the best source of awareness of cosmetic products. In spite of having misconception regarding advertising, results show that in the girl’s buying decision regarding cosmetic products and changing in brand preference is influenced by advertisement a very great extent. The result of this study will formulate recommendations about the advertising technique used that will benefit both consumer’s identity construction and industry’s profit margin.