PROBLEM ON HAND

The present study is entitled as “MEASUREMENT OF ADVERTISEMENT EFFECTIVENESS OF COSMETIC PRODUCTS ON GIRLS”. Over the past few years, the Indian cosmetic industry has been growing rapidly. Its market size is likely to be nearby Rs. 537 billion and it is estimated to reach Rs. 1032 billion by 2018. In India, many multinational companies entered into cosmetic industry from 2011. Due to this, it has become more challenging and dynamic market. Foreign companies have paid more attention on the entry of quality product by creating more awareness and extending their distribution channel. Foreign companies have made more efficient ads for their product so that they influenced the consumer towards their brands and create effective demand of their products. This became a great challenge for the domestic cosmetic industry.

Advertising satisfied mainly three objectives: to increase the sale of the company by creating the awareness of product among the people, to provide the satisfaction to the consumers and finally to development of economic and social welfare of the nations by proper utilization of the resources of a nation. But here one question arises that growth of the cosmetic industry is as a result of advertisement made by the companies or other factors responsible for this. Nowadays domestic companies are considering the importance of the advertisement and they spend a lot of money on this purpose. For the every company, it is necessary to check whether advertisement gives a positive result to the company, consumer and nation as well as it fulfilled their basic objectives mentioned above. From this point of view, measurement of advertisement effectiveness is must for the companies. Effective advertising has a positive impact on the sale of product. But there is no specific standard set by the advertising agencies, organizations or companies for the measurement of the advertisement effectiveness because everyone have different vested interest. The main objective of the advertising agencies is to earn money by making creative ads. And in the company, advertising investment is made by marketing manager. Generally, He is not interested to measure the effectiveness of advertisement for which he is responsible. Because he would not like to be told that he has ruined the valuable resources on an ineffective advertisement. And at the last, even company does not want to confess that the advertisement is useless. Mostly advertising agencies and company presumed that advertising whether good or bad, not harm to company in any way. However, some studies revealed that ineffective advertisement is capable of decreasing goodwill and sale of company. The present
study is about the measurement of advertisement effectiveness of cosmetic products, which plays a very significant role in proper utilization of economic resources.

**RESEARCH OBJECTIVES**

The present study has 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

**SCOPE OF THE STUDY**

In this study Haryana state is taken and it is divided in four divisions namely Rohtak, Ambala, Hissar and Gurgaon. Out of four division, Rohtak division taken for the present study. Rohtak division has five districts Sonepat, Panipat, Rohtak, Karnal and Jhajjar. Out of 32 Govt. colleges of Rohtak Division, a sample of 10 government colleges (5 rural area’s Govt. College and 5 urban area’s Govt. College from each district) is taken. The study is based on college going girls so 200 girls from rural area college and 200 girls from urban area college are included in the sample.
ORGANIZATION OF RESEARCH WORK:

An architect makes a plan and blue print before start a construction. An army officer or soldier makes a strategy before taking any action against enemy in the war. Same an artist prepares an outlines and design before execute his ideas. Any prudent man makes a plan before he undertakes any work. Same in this way researcher makes a plan for his study before starting research work. By doing so, he enables to save resources and his time. Such a plan or blue print for study is called research methodology.

How is a Research plan prepared and executed? The answer of this question can be found through the research process. Research process consist the various stages that guide the research work from conception to final analysis. It provides a systematic and planned approach to research work. It helps in ensuring that the research project involves all stages, elements and procedure that the consistent with each other. Since there are many aspect of research, the line of action has to be chosen from a variety of alternative. The choice of suitable method can be arrived at through the objectives assessment, and comparison of various competing alternatives summarized as given below:

1. **RESEARCH DESIGN:**
   
   Research design is a process of various stages and phases relating to formulation of research effort or work. It is the procedure of collection and analysis of data in such a way so that the main objectives of the research can be achieve with economy. It defines the procedure adopt for a research work.
   
   In the present study research design is explanatory in nature because it is not based on any previous study. The study referred to here is primarily descriptive in nature. It involves check out the advertising effectiveness as regard to awareness, misconception, girl’s choice, brand preference and appealing etc. of cosmetic product. The study is based on the observed and measured phenomenon and derives experience from actual experience.

2. **SAMPLE DESIGN:**
   
   Because of some limitations, it is not possible to examine the entire population accurately. So sampling method for the collection of data is adopted in this study. Sample is a part of the
population which is represents the population. It is extremely difficult to study the whole universe, and the sample has to be designed in such a way that information that is more representative could be gathered and this is the true in case of present study. Care has been taken to include a good sample in terms of size, and other characteristics. The sample design of present study indicates the following aspects:

**Population:**
As the purpose of this study the advertising effectiveness towards cosmetic products, so the unit of sample considered was a consumer of cosmetics. In this study Haryana state is taken and it is divided in four divisions namely Rohtak, Ambala, Hissar and Gurgaon. Out of four division, Rohtak division taken for the present study. Rohtak division has five districts Sonepat, Panipat, Rohtak, Karnal and Jhajjar. Population of the present study is all government colleges of Rohtak division. Total 32 Government College is in this division.

**Sample size:**
No doubt, sample size must be sufficiently large so that we can have a representative sample. Bigger size of the sample renders it greater representatives of the whole universe. But the above advantage become of little avail when we consider the time and cost involve handling a large sample. The researcher has to reconcile the two factors to achieve a balance between sample size and time and cost incurred. Consumers of cosmetics who are studying in the govt. colleges of Rohtak division have been included. Because, mainly girls use cosmetics, so a sample size of 400 girl respondents is taken.

**Sampling technique**
Probability sampling is the only sampling technique available for present study which will provide an objective measure of reliability of the sample estimate. In this study the simplest possible probability sampling method, random sampling was applied. Respondents are contacted mainly at their colleges. All the over division is to make the sampling more accurate. Sufficient care has taken in order to keep sampling most representative of the universe.
3. **DATA COLLECTION METHOD:**

GIGO- Garbage in, Garbage out- is a common phrase among computer people. It refers to the fact that in a computer process, the results are based on what is fed to it. The results will be good if the data put in are good, it is equally applicable in marketing research also. If poor or unrelated data are collected, naturally poor conclusions will be drawn. To make it sure that data collected was accurate a due consideration was given to the method of data collection. For this study, the interview method of data collection was selected. The questionnaire used for interview was structured and undisguised which contained Likert scale type questions. In most of the cases the personal interviews are conducted by the researchers to secure necessary information. However, few respondents insisted to collect the questionnaire next day.

4. **DATA ANALYSIS:**

The purpose of analysis is obtained specific meaning for the data collected through filled questionnaires. The following process is completed in this study in order to make meaningful analysis of the data.

I. **Editing**

Data are edited at the spot when researcher take personally interviewed of respondents in order to get information. Researcher asked many question related to the topic of the study. But some response of the respondents is not related to the objective of the study. In this section, researcher ensures that respondent’s information is complete, consistent with the objective of study.

II. **Coding:**

Coding process is also adopted to organize the responses into classes /categories in order to utilize the available data more usefully.

III. **Tabulation:**

Both simple and cross tabulation are done in the present study to find the effect of various socio-economic variables on the general attitude of respondents towards marketing of cosmetics.
IV. **Graphic presentation:**
Charts are used to present the facts and data in appropriate neat, clean, and good design from as far as possible because a graphic illustration can be indeed worth a thousand words.

Although there can be a host of variables which can effect, the attitude of consumer, but we have concentrated only on variables sex, age, family income, education and marital status which are indeed crucial variables determining socio economic status of consumers. Keeping in view, the nature of our respondents and for practical reasons, variables have also been classified into different categories to enables meaningful analysis of data as depicted.

5. **STATISTICAL TECHNIQUES USED:**
In order to sharpen the inference drawn on the basis of simple description of facts in terms of frequencies, averages and percentage, appropriate tools of statistical inference is used. For the purpose of testing various null hypotheses regarding association of advertisement with determinant variables non-parametric test has been used. Chi-square test and Wilcoxon test is also used at five percent level of significance. Various descriptive statistical measures are also used in present study such as mean, median, mode and standard deviation.

6. **DESCRIPTION OF RESEARCH INSTRUMENT:**
The appendix shows the questionnaire items which is design to measure advertising effectiveness through various objectives. These objectives are in concern of awareness regarding the advertising media, perception about the misconception through advertisement, effect of the advertisement on the girl’s choice, changing the brand preference through advertisement, to check out the important appealing factors and features of the advertisement for the promotion of cosmetic product. Alternatively, advertising effectiveness for a cosmetic product is conveniently represented by the vector: (A, M, C, B, and P) where

- A= Awareness
- M= Misconception
- C= Girls choice
- B= Brand Preference
**P= Promotion**

The Questionnaire for the respondents divided into six sections:

**Part A: Profile of the respondents**

**Part B: Awareness level of the respondents,**

**Part C: Measurement of perception about the misconception of cosmetic advertisement,**

**Part D: Impact of cosmetic advertisement on girl’s buying decision,**

**Part E: Role of the advertisement in changing the cosmetic brand preference.**

**Part F: Most appealing factors and features of advertisement in promotion of the cosmetic products**

**Part A: Profile of the respondents**

The first part of the questionnaire contained the personal information regarding name, area, education qualification, marital status, family income, college, division and the age etc. has been sought so that the data collected are analyzed based on these information’s.

**Part B: Awareness level of the respondents,**

This Part deals with the first objective "To study the level of awareness of respondents towards advertising media and important informative source for the cosmetic products". Focus of this chapter is to find out the general impact of advertisements on the awareness level of respondents. For this purpose, data is classified in four sections:

- 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,**

This sub part is related with the statement regarding the habits of the customers. The purpose of this statement is to know the listen/ watching habits of the respondents regarding the cosmetic advertisements. There is a positive relation between watching/listening/reading habits of cosmetic advertisement and awareness. More
watching/watching/listening the advertisement means more aware. Less reading/watching/listening habits means less aware. Question based on Likert 5-points scales namely very often, often, sometimes, rarely, and never.

**Attitude/Dealing with advertisement,**

This sub part is related with the statement regarding the attitude of the customers. Five options are given to the respondents to find out the their dealing with cosmetic advertisement such as Ignore the entire advertisement, just glance at the picture, Listen/read/watch some part of it, Listen/read/watch most part of it, Listen/read/watch the entire advertisement. From this question, researcher wants to know how does the respondent deal with the cosmetic advertisement at the time of watching/listening/reading the cosmetic product advertisement. For the awareness of the product, their dealing with advertisement is important. If they ignore or just glance at the advertisement means they are less aware regarding the contents of the advertisement and vice versa.

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

The main purpose of this sub part is to know the awareness level of the respondents towards various sources of information related to various factors of cosmetic products. The various factors that are considered in it as follow: Price of the product, Features of the product, Store/dealer/shopkeeper (availability), Quality If the product, special offers, new brand and product, Customers review about products, Precaution about use of products. Various informative media options given to the customers for selection the best medium for providing information about these factors and these options are radio, newspapers/magazines, TV, Internet, friends/relatives, Beautician, Shopkeeper, and others.

**Awareness toward advertisement Media**

The main purpose of this sub part is to know the awareness level of the respondents towards various advertising media namely televisions, radio, magazines, newspapers, internet, posters, billboards/hoardings, others. For this purpose rank type question is prepared.
Respondents asked to give rank 1 to the most aware and 8th rank to least aware advertising media according to them.

### Part C: Measurement of perception about the misconception of cosmetic advertisement:
The main purpose of this part of the questionnaire is to study the second objective of the thesis: To study the perception about misconception regarding cosmetic product advertisement. For purpose of this objective, seven statements are designed on the basis of 5-point Likert scale namely- Strongly disagreed, Disagreed, Undecided, Agreed, Strongly agreed. In the selected scale, value 1 is given to strongly disagree and 5 to strongly agreed. Following statements are selected for the measurement of misconception towards cosmetic advertisements:

1. Cosmetic advertisement is showing a true picture of product.
2. Advertised cosmetic product is more trustworthy than non-advertised cosmetic product.
3. price of the advertised cosmetic product is higher than the non-advertised cosmetic products
4. Advertising of cosmetic product is more manipulative than Informative
5. Discounts given on cosmetic product by the producer are charged from us
6. Cosmetic advertisement often persuades people to purchase thing that they really don’t need
7. Most cosmetics ads try to work on people’s emotions

In order to analyze the data, the collected information is organized and classified into two categories such as **Area** (Rural and Urban) and **Education** (Graduates, and Post Graduates). For analysis the data some statistical tools such as **frequency, Percentage, Chi-square test, median and mode** are used. For examining the association between the perception of respondents and their area and qualification of respondents, Chi-Square test is applied at the 5% level of significance.

### Part D: Impact of cosmetic advertisement on girl’s buying decision,
The main purpose of this part of the questionnaire is to study the third objective of this study: To study the impact of the advertisement on girl’s buying decision regarding cosmetic product. For purpose of this objective, seven statements are designed on the basis of 5-points Likert scale namely- Strongly disagreed, Disagreed, Undecided, Agreed, Strongly agreed. In the selected
scale, value 1 is given to strongly disagree and 5 to strongly agreed. These seven statements are as follows:

1) When I see an advertisement, I am excited and I buy something new.
2) Cost is not criteria, if I am attracted to buy Cosmetic products through its advertisement.
3) Purchases made under the influence of ads on cosmetic products lead to wastage of money.
4) I am disappointed with my choice of cosmetic Products under the impact of advertisement.
5) 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.
6) Advertisement helps me find that product which match with my personality and interests.
7) Advertisements by celebrity affect my purchase behaviour more than an unidentified source.

For the purpose of analysis, the collected information form this part is organized and classified into two categories such as Area (Rural and Urban) and Education (Graduates, and Post Graduates). Then analysis of this part is done according to these bases. For analysis the data some statistical tools such as frequency, Percentage, Chi-square test, median and mode are used. For examining, the hypothesis that the impact of advertisement on the girl’s buying decision is independents from their respective area and qualification, Chi-Square test is applied at the 5% level of significance.

**Part E: Role of the advertisement in changing the cosmetic brand preference.**

The part deals with the forth objective of the study: To study Role of advertisement in changing the brand preference of cosmetic product. This part also has important role in this study. This part studies the role of advertisement in changing the brand preference of cosmetic product. For this purpose, this part is divided in to three sub parts.

- ✔ Measure the impact of advertisement on cosmetic brand
- ✔ Find out the most important factor affect brand preference.
- ✔ Role of advertisement in changing the brand preference.

**Measure the impact of advertisement on cosmetic brand**
From this part, impact of advertisement on cosmetic brand is studied on the basis of some perceptual statements. Seven perceptual statements are designed to collect the data. Each statement has five options on the basis of Likert’s scale such as Strongly Disagree, Disagree, Not decided, Agree and Strongly Agree. In the selected scale, value 1 is given to strongly disagree and 5 to strongly agreed. These seven statements are as follows:

1. *It is not wise to prefer a brand of cosmetic product on the basis of its adv.*
2. *I do not believe that the brand I purchased has all the benefits claimed in the advertisement.*
3. *Advertising result in making consumers more brand conscious regarding the cosmetic products.*
4. *Advertising creates a brands image about the product in our minds, which in turn influences the purchase of that brand.*
5. *Advertising gives me the information about the brands which have features I am looking for.*
6. *Ads have made the youth brand and trend conscious.*
7. *All advertised products are really branded products.*

For analysis the data some statistical tools such as frequency, Percentage, Chi-square test, median and mode are used. For examining the hypothesis that the impact of advertisement on cosmetic brand is not significant based on area and education, Chi-Square test is applied at the 5% level of significance.

**Find out the most important factor affect brand preference.**

The main purpose of the sub part is to study the important factor which affects the brand preference. For this purpose, seven factors are taken. Respondents are asked the select the factors on a scale of five- Most important, important, undecided, least important and no important. In the selected scale, value 1 is given to most important and 5 to no important. Following factors were selected to find out the most important factors which affect the brand preference.

1. Advertisement
2. quality
3. price
4. discount offers
5. design
6. availability
7. packaging

For analysis the data, collected information is organized and classified on the basis of area. Further the statistical tools such as Percentage, standard deviation, mode, median, and mean scores are used to analysis the data.

**Role of advertisement in changing the brand preference**

The aim of this part is to study the impact of advertisement in changing the brand preference of the cosmetic product. Seven product lines with famous brand are taken for this purpose. Respondents asked to select the any one brand from various brand option from the each category before the consideration of any type of cosmetic advertisement and after the consideration of cosmetic advertisement. The main purpose of the study is to find out the impact of advertisement on brand preference. The mainly product lines that are taken into consideration in two aspects: before consider the advertisement, and after consider the advertisement:

1. Shampoo
2. Cream
3. Hair oil
4. Soap
5. Lips
6. Eye
7. Deo


For the analysis purpose, data is classified and organized on the basis of area. Further the statistical tools such as Percentage, frequencies, mode, and Wilcoxon test are used to analysis the data.
Part F: Most appealing factors and features of advertisement in promotion of the cosmetic products

The part deals with the fifth objective of this study: To find out the most appealing factors and features responsible for making advertisement more effective in the promotion of cosmetic products. Eight factors and eight features of an advertisement are designed to study the objective. By using the Likert scale, the data is collected. For the factors, 5-point Likert scale - strongly disagreed, disagreed, undecided, agreed, strongly agreed are used while for the features 5-point Likert scale are always, often, sometimes, rarely, and never.

Factors considered most important for making advertisement appeal more effective in promotion:

1. Reliability
2. Informative
3. Relevant (Meaningful)
4. Attractive
5. Help to evaluate the product
6. Celebrity advertisement
7. Repetitions of ads
8. Innovative/ Entertaining

Features of advertisement appeal more effective in promotion:

1. Music/Song (For Audiovisual Ads)
2. Picture/ Composition (For Print Ads)
3. Quality of the Product High Lightened
4. Mode Of Presentation Of Attributes
5. Theme/Story/Message
6. Celebrities/Model
7. Slogan/Taglines
8. Any Other
For the purpose of the analysis, data is organized and classified on the basis of area. The statistical tools such as *Median, Mode, percentile, frequencies and mean scores* are used to analyze the result.