

KAKATIYA GOVERNMENT COLLEGE, HANAMKONDA

WARANGAL URBAN



Effect of Advertising on the Brand Loyalty of Cosmetic Products

Among College Students

(2017-18)

Students Field Study Project

Under the Supervision of

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Details of the Students Participated in this Study Project

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ABSTRACT

This study explored the relationship between advertising and brand loyalty of cosmetic products. This study brings out the effect of advertising on different brand loyalty of cosmetic products among college students. Based on a survey of 200 Junior and Degree students of local colleges put together drawn randomly and the findings indicated that advertising plays no significant role on college students on the brand loyalty of cosmetic products. It can be argued, however, that the most precautionary buyer is more amenable to price dispersion and the recommendations of her friends.

Keywords: Brand Loyalty, Advertising, College Students, Cosmetic Products

1. INTRODUCTION

Marketers regard advertising as one of the most powerful and effective promotional tools to reach customers. Advertising gives information, persuades, reminds, corrects false impressions and convinces as well as creates a brand image for buyers of a product or service. Not surprisingly, advertising expenditures has shown abnormal growth in recent years. This is due to strongly held perceptions that advertising spending has direct as well as indirect effect on brand loyalty. Whereas some believe that advertising is effective when it generates sales, others are of the opinion that advertising is effective when it generates activity in the cognitive and affective stages of the hierarchy of effects model. The former

belief can be interpreted to mean that advertising can develop brand loyalty and hence ensure repeated purchases which can enhance revenue flows.

Many scholars regard brand loyalty as an enormous asset for the business. As cited in Guráu (2012), studies by (Baldinger and Robinson) noted that loyal customers are less costly; they are not too responsive to changes in price, and hence ensure that there is a regular and smooth flow of income and revenue for the business. Guráu (2012) himself noted that such customers make repetitive purchases and also recommend the brand to their friends.

2. OBJECTIVE OF THE STUDY

The objective of this study was to investigate the relationship between advertising and brand loyalty of cosmetic products among college students

3. REVIEW OF LITERATURE

The literature is replete with enormous evidence of the effect of advertising on brand loyalty. Tellis (1988) reports that experience is the strongest determinant of purchase behavior and those other marketing variables like price are more important than advertising. Advertising appears to have only a small effect on brand choice. Kanetkar et al. (1992), also finds that the direct impact of advertising appears small in comparison to other marketing variables like price.

4. METHODOLOGY OF THE STUDY

The study used cross sectional data on 200 individuals drawn randomly from various colleges in the town. The dependent variable used in this study is brand loyalty for a cosmetic product. We defined cosmetic product to include only hair and skin products. As already stated, in the Marketing literature, it has been recognized that there has been a significant change in the pattern of customer loyalty. We used as control variables price, friend's recommendation, education, age, gender, employment status and price. The study used three states of consumer's perception of prices. We used relatively cheaper, relatively expensive and indifferent about price to capture the influence of price on consumers loyalty for a given brand of cosmetic product. We measured consumer's experience as the external influence by friends/family/colleagues who have used the cosmetic product and who will be willing to make a recommendation to these consumers to buy such cosmetic products.

5. RESULTS AND DISCUSSION

To determine which media greatly attracts people on advertisements on cosmetic products, this study compared the different levels of attraction for five different media including television, radio, newspaper, billboard and the internet.

Table 1

Type of Media	No. of Respondents	Percentage
Television	122	61%
Radio	24	12%
Newspaper	6	3%
Billboard	34	17%
Internet	12	6%
Neutrals	2	1%
Total	200	100%

Table 1 provides the findings of the study. For the respondents sampled, over 61% admitted that TV attracts them the most Strongly, this was followed by billboards with 17%. Radio followed with 12%. The internet and the newspaper recorded 6% and 3% respectively and just insignificant figure of 1% of the respondents were not influenced by advertisements on cosmetics carried on these media. This is partly as a result of the fact that cosmetic products need to be demonstrated and the best place to do this is to use television where the combination of sound and sight help generate the desired effect needed to be achieved with the advertisement. One of the major implications that most people are attracted and influenced by advertisement carried on television is that the use of important personality, message content and the background music should matter to people. This study sought to find which elements of advertisement: the message, personality and background sound exerts the greatest influence on people who have encountered advertisement on cosmetic products.

Table 2

Name of the Factor	No. of Respondents	Percentage
Use of Actors/Actresses	130	65%
Message	52	26%
Background Sound	14	7%
Others	4	2%
Total	200	100%

Table 2 provides that close to 26% of respondents were greatly influenced by the message carried in the advertisement. The use of important personalities influenced 65% of the respondents and only 7% of the people surveyed admitted that they were influenced by the background sound. This study was also very interested in uncovering which content of message: Rational, emotional or moral exerts the greatest influence on people who encounter advertisement on cosmetic products. Rational appeal messages emphasize the functional benefits of the product. Emotional appeal attempts to stir up either positive or negative emotions that can trigger a purchase whilst moral appeal messages are directed towards the consumer's sense of good or bad or right and wrong.

Table 3

Type of Message	No. of Respondents	Percentage
Rational Appeal	108	54%
Moral Appeal	66	33%
Environmental Appeal	26	13%
Total	200	100%

Table 3 shows the level of impact of message, its source and format on people. It was realized from this study that most people were attracted by the rational and moral appeals in messages carried in advertisements on cosmetics. Of the respondents who submitted that they were influenced by messages, 54% were influenced by the rational aspect of the message. This was followed by the moral appeals in the message i.e. 33%. In this study, we sought to find out whether the messages they encountered on cosmetics were environmentally friendly. Only 13% were influenced by the emotional appeal of the message. This is illustrated in Table 3. Which personalities whether as actors/actresses, TV/radio presenters, musicians or footballers greatly attracts the attention of people in cosmetic advertisements is an important dimension to assessing the impact of advertisements on people. We uncovered in this study that the use of actors/actresses in cosmetic adverts is quite catchy. 65% of respondents said they were influenced by actors/actresses. For the background song used in advertisements, people who were influenced say that they were mostly influenced by an unknown creative song specifically for the product. Their number represented 26% of the respondents who were influenced by the background music on cosmetic products.

6. SUGGESTIONS AND RECOMMENDATIONS

Using the five loyalty profile in the marketing literature, our results show that higher brand loyalty profile is independent of the effect of advertisement. The huge advertising expenditure which is mainly passed onto pricing cannot be justified. They only appropriate consumer surplus without any increase in their welfare. We rather found friends' recommendation and price to significantly affect one's buying decisions. We recommend to managers to use other selling techniques rather than advertisement as the later appears not to be effective in inducing sales especially among college students. Government regulation in the form of the stipulation of how many advertisements a company can run in a given period can help control excessive advertising expenditure.

7. REFERENCES

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