

# AN ANALYTICAL STUDY OF IMPACT OF MARKETING COMMUNICATION ON INDIAN WOMEN FOR COSMETIC PRODUCTS

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## **ABSTRACT**

*Consumer is the central theme of our marketing system, be it Men or Women, children or elderly. Behaviour of each individual differs; each individual behaves in a particular way or manner according to his inner motive. Marketing simply transforms the want into the motive that motivates the buyer to purchase the product. Modern marketing calls for firms to develop a new product, price it attractively, making it accessible to target customers and more importantly communicate (advertise) with their customers. Communication is a vital aspect because those for whom a product is designed and developed needed to be told about it. Communication simply is transferring of meanings, feelings, and tones from one person to another. The research paper has used the analysis of primary data as well, mainly of quantitative and empirical nature. The inference and interpretation from the sample were to be generalized over the concerned population to recommend a course of action to marketers for designing their strategies. The structured questionnaires were personally administered to all respondents. Studies of demographics being a complicated phenomenon, the information needs were varied. One set of questionnaire was prepared for the women of the age group of 18 and above. In this study only limited products have been selected. So, the scope of the study is limited to these products only. The research paper clearly suggests that a significant shift in consumer spending will be seen in different consumption categories as the value and preference of India's consumer change. This study also recommends for marketers that, while designing a promotion strategy aimed at emphasizing the aspects like brand reputation, store reputation, and price, the marketer should take into consideration the socio-economic variables as well.*

**Keywords:** Marketing, Communication, Cosmetics, Consumer psyche

## **INTRODUCTION**

Marketing has a stronger impact on shaping gender images than books on feminism and scholarly experiments on gender equality. Stereotype and generalizations continue to objectify women, and place stress solely on their appearance, thus devaluing their innate worth. Gender is one such inscriptive characteristic that blocks girls and women both socially and academically from realizing their fullest potential. They have the ability to change and shape people's opinions of themselves with one picture of an image that is technologically modified to represent the marketers' perspective of what is seen as perfect by viewers.

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Marketing simply transforms the want into the motive that motivates the buyer to purchase the product. Modern marketing calls for firms to develop a new product, price it attractively, making it accessible to target customers and more importantly communicate (advertise) with their customers. Communication is a very vital aspect because those for whom a product is designed and developed have to be told about it. Communication simply is transferring of meanings, feelings, and tones from one person to another.

We are witnessing a strong trend where brands are utilizing issues that surround the consumer immediate environment and addressing them through main stream ads.

Marketing from time immemorial has been consistently bad-mouthed by a section of society labeling them as shameless promoters of excess and useless mass consumerism. This has been fiercely defended by the ad fraternity citing examples where Marketing has indeed attempted to be an agent of social change.

## **OBJECTIVES OF THE STUDY**

1. To analyze the impact of marketing communication on Indian women for cosmetic products.
2. To identify the relationship between marketing appeal and purchase decision.
3. To identify the relationship between marketing appeal and buying behaviour.

## **THE CHANGING PROFILE OF INDIAN WOMEN**

In 2002 a Research International survey on the Indian Women highlighted some interesting regional differences. It was founded that the eastern states are western in their thinking, but averse to consumerism. But Delhi, Punjab, Haryana, Gujarat and Maharashtra are just the opposite. And the south resists a westernized appearance for women. This lot is on the periphery of the Hindi belt and at fore from of economic change.

Traditional Practices are respected but new influences like beauty parlours, celebration of birthday and wedding anniversaries are influences. According to Age group here, while the young seek pleasure and enjoyment in different ways, the old put family and tradition first. And then there is psychographics per region of country. The north and west show a mix of contradictory attitudes they are conservative, worried about western and consumerist influences. The picture is more please seeking and carefree in these regions. In east, we see signs of boredom and discontent.

Profile of the Indian urban women is undergoing a metamorphic change. The individualism of 1980's and 90's has almost completely disappeared. The women today are seeking a balance between home and work. The focus is not only on I, me and myself, but also on what she can do for her family. And even as the matures into a savvy consumer, the Indian women are not rejecting basic societal values. Consider the soaps on television. These TV soaps are creating relevance for old values like extended families and connectivity. TULSI, the icon for this new Indian woman; is traditional, but she is also fully capable of participating in the modern world.

The urban consumer today is lonely and she worries about how the socialization process of her children will happens without any grandparents or relatives around them. She worries about her kids values due to channels like MTV. She frets about not having enough time for her kids. These are a lot of guilt. The only way to assuage this guilt is to see her connected with the others in one way or the other. We have heard people talking about how they have learnt to cope with domestic troubles by watching these soaps. The relationship between husband and wife is changing too. Today it's all about mutuality. The woman does not want him to transgress her space, but want him to be there with her in all situations that signify togetherness, shared space and thinking. If they cook, he cooks with her role. The relation with mother in laws is also changing. They are referring to a slightly bitter, slightly affectionate relationship.

## **ADEVERTISING: RECEPPTIVITY AND RESPONSE OF CONSUMERS.**

Since consumer is the receiver of marketing messages, it plays an important role in building satisfaction in the consumers mind. Thus consumer orientation is also necessary in all aspects of marketing, including Marketing. The consumer also influences the distribution process to a large extent depending on how each individual perceives and uses advertising.

## **CONSUMERS VIEW OF MARKETING-**

Researchers have shown that consumer's have tendency to be inattentive to most Marketing and exercise a high degree of selective perception. This term refers to a psychological pattern, which indicates that of the vast amount of Marketing appearing daily, consumer pay attention to only that which will fit into their personal concerns. This means that the remaining Marketing messages are unreceived. Thus Marketing has to consider the following aspects of Marketing, keeping the consumer in mind.

1. Marketing should act as a source of information.
2. Marketing should act as a time saver.
3. Marketing serves as an assurance of quality.
4. Marketing Communications serve as a source of entertainment.
5. Marketing Communications must help consumer of develop positive attitude towards product.

**Want conception-** At time the prospects want may be latent. The Marketing can help the target segment to conceive the want and the products potential for meeting that want.

**Want development-** As consumer may use a product but may not be aware of the other possible uses. Marketing can be used to stimulate a 'want' for the product in respect of these additional uses. Here the role of Marketing is to increase or intensify usage E.g.- Multipurpose use of the microwave oven.

**Want focus-** Marketing can demonstrate a match between what is sought and what is offered by the firm. Alternatively, it may seek to change the choice criteria or alter relative trade off among attributes or work towards adding additional persuasive communication.

**Want satisfaction-** Marketing can be used to reassure the consumer that he or she has bought the best, suggest that consumers may repeat or remind them of the reason they prefer the brand. "The aim is to retain the consumer may be allaying any doubts that undermine satisfaction with the purchase. Marketing is used to stress the importance of constantly building up resistance to change by reinforcing the customers' satisfaction with brand. Example-Dove, surf excels.

## REVIEW OF LITERATURE

**Nair Suja (2004)** in his Article- " Brand Pricing, Value and Consumer Psyche"- highlighted the emerging price value proposition and the involved consumer psyche. This article also suggested strategies, how not-so-successful marketers in Indian market can reorient themselves to face the new level of competition and yet became successful. This article analyzed the too largest fast moving consumer goods brands of India and illustrates strategies followed by brands like Maxima, Stayfree Secure and lot of others, The launch of Gillett's Vector plus in the popular category also showed how a premium brand could become successful in the popular category also showed how a premium brand could become successful in the popular market without diluting its premium image. This article also illustrated that few brands though initially started at the lower end have subsequently moved into the high value categories and have become successful. But price alone is not the only influencing factor for a price value proposition. With all other marketing mix elements supporting the cause of effective branding strategy, price can be a major variable that can influence the consumer psyche and change the market dynamics.

**Johri Shweta (2007)** in her Article have revealed that- Any brand communication aims at building a unique position in the perceptual space of the customers and deliver a unique set of values for the customer to enjoy premium on that unique and unparalleled value delivering. Celebrity Marketing helps in giving instant recognition in a cluster of brands and channel clutter. The consumers have a tendency to remember the advertisement and replay them at the point of purchase for the brand choice. When the brand is endorsed by more than one celebrity or the same celebrity endorses multiple brands, there is a likelihood of consumer confusion in identifying the celebrity with a particular brand. This paper dealt with the study of the attitude of consumers towards the brand image, awareness and confusion of the brand which is endorsed by multiple stars. Purchase intention of consumers towards brand endorsed by multiple celebrities has also been evaluated. The article highlighted the issues related to aided brand recall and attitude formation due to exposure of the segments to celebrity endorsements.

## RESEARCH METHODOLOGY

The study required the analysis of primary data as well, mainly of quantitative and empirical nature. Structured data collection method on a sample, representative of population was followed. The data would be analyzed both descriptively and statistically. The inference and interpretation from the sample were to be generalized over the concerned population to recommend a course of action to marketers for designing their strategies. The structured questionnaires were personally administered to all respondents.

### Deciding the respondents

Studies of demographics being a complicated phenomenon, the information needs were varied. One set of questionnaire was prepared for the women of the age group of 18 and above.

### Unit of study

The actual unit of investigation is a household, individual, family with special reference to women.

### Products chosen

The selection of cosmetic products for this study has been based on their reasonably wider usage. The specific products selected for examination thus, are lipsticks, deodorants, perfumes, eyeliners, foundation, face powder, mascara, shampoos, conditioners, creams, lotions, toners, etc. The production processes in this sector are relatively capital intensive, products are standard having quality control and are mostly carrying a brand name, trade mark, sold at international, national, regional level.

## DATA INTERPRETATION & ANALYSIS

**Hypothesis 1:** Analysis of the relationship between MARKETING APPEAL and PURCHASE DECISION.

**H0:** different MARKETING APPEAL and PURCHASE DECISION have same perception or impact on the consumer.

**H1:** different MARKETING APPEAL and PURCHASE DECISION do not have same perception or impact on the consumer.

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Purchase decision * Marketing appeal	400	100.0%	0	.0%	400	100.0%

**Chi-square Tests**

	Value	Df	Asymp.Sig.(2-sided)
Pearson Chi-Square	63.080(a)	9	.000
Likelihood Ratio	68.132	9	.000
Linear-by-Linear Association	.050	1	.823
N of Valid Cases	400		

On the basis of chi square test analysis, we can infer that on marketing appeal, purchase decision the value is significant at .05 levels with the level of confidence at 95%

Hence on the basis of Asymptomatic significance value H<sub>0</sub> hypothesis stands rejected and H<sub>1</sub> hypothesis is accepted.

**Hypothesis 2:** Analysis of the relationship between MARKETING APPEAL and BUYING BEHAVIOUR.

**H<sub>0</sub>:** Different family Marketing Appeal and Buying behavior have same perception or impact on the consumer.

**H<sub>1</sub>:** Different Marketing Appeal and Behaviour do not have same perception or impact on the consumer.

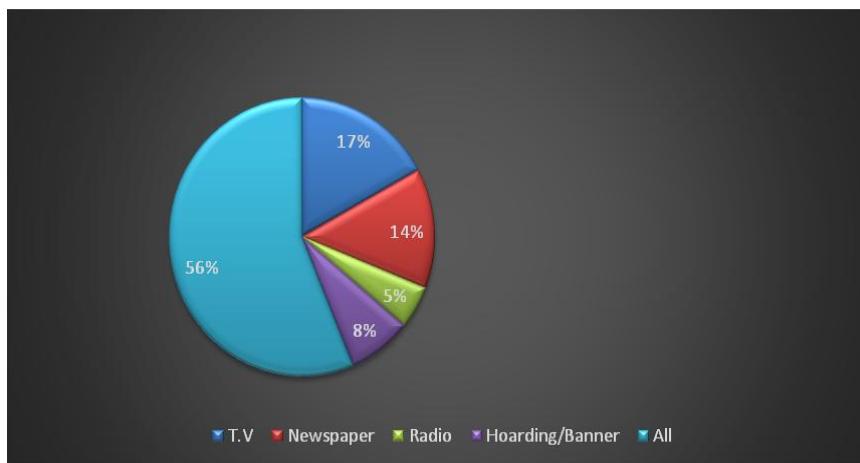
**Case Processing Summary**

	Cases					
	Valid	Missing		Total		
		N	Percent	N	Percent	N
Marketing appeal * buying behavior	400	100.0%	0	.0%	400	100.0

Chi-Square Tests	Value	Df	Asymp.sig. (2-sided)
Pearson Chi-Square	27.126(a)	9	.001
Likelihood Ratio	30.638	9	.000
Linear-by-Linear Association	.207	1	.649
N of Valid Cases	400		

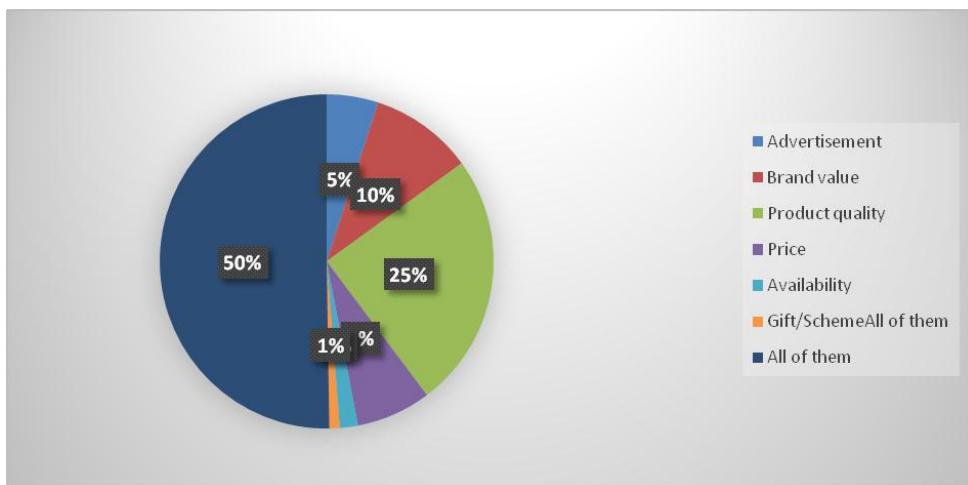
On the basis of chi-square test analysis, we can infer that on Marketing appeal on buying behavior the value is significant at .05 levels with the level of confidence at 95%.

Hence, on the basis of asymptomatic significance value H<sub>0</sub> hypothesis stands rejected and H<sub>1</sub> hypothesis is accepted.

**ADVERTISEMENTS OF BRAND AWARENESS THROUGH DIFFERENT MEDIA****Media of Brand Awareness of women for cosmetics**

Brand awareness generated through 'all' media sources like TV, Newspaper, Radio, Hoarding, in the advertisement where as the least contributing factor towards the media of Brand Awareness is 'Radio and Hoarding'.

## IMPACT OF VARIABLES ON PURCHASE DECISION BY WOMEN



Regarding purchase decision of women for cosmetics it is 'All variable' responsible for maximum influence in purchase decision where as the least contributing factor towards the purchase decision is 'gifts/schemes' i.e; there is minimum impact of advertisement on women consumer purchase decision on the basis of gifts/schemes.

### CONCLUSION

A top priority for marketer is finding which external attributes Consumer use to quality of this product. They should find out whether the consumer have enough information about intrinsic attributes before purchase ,or do they depend on simpler extrinsic cues until after their first purchase .Identifying the important quality from the consumers viewpoint then communicating those; are likely to improve the consumers' awareness and preference for the given products .

For cosmetic products, consumers rely on brand reputation and it has a significant influence or their quality perception. The marketer should create a good brand image of the product, through proper promotion strategy.

- The marketer of has to match the brand reputation with price as an expensive outfit is generally associated with reputed brands.
- In case of cosmetic product the brand reputation can be created through suitable stimulants, which should emphasize the features of the beauty care products as their USPs.

The aim should be to capture a large chunk that brand which is either old or established in the market, or the one which is currently the top selling brand. Like still Lacto calamine, Ponds, Lakme, Amway are enjoying the great market acceptability.

What is more important ,however, is to create a brand loyalty among the women customers ,the buyers of this products can be divided into major groups-brand loyalty among the women customers, and use appropriate promotional strategies to attract the brand switchers and also making them stick to their brand. In case of cosmetic products, setting the price too low will negatively affect the quality image of the product and also the women consumer would be reluctant to buy a low -priced brand which endangers her beauty as women are very much beauty -conscious . Pricing it reasonably high, will give the product a high quality image. But marketer should also take care of competitor's pricing policies and the purchasing power of the target market.

Pricing is all the more difficult .the problems faced by the marketer of the in Indian market are that their target market segment is not of single age-group. Student professionals as well as office power and perceived quality demanded differs, hence the marketer of cosmetics target segment(s) and price the accordingly.The market should go by the policy of appropriate STP (segmentation, targeting and positioning).

In case of cosmetic products , the reputation of the store does not affected the consumers preference and choices .the marketer of such a product should make the brand available in the store located in every nook and corner of the target market as people habitually buy from nearby stores. From the manufactures point of view ,the the success of their marketing strategy will depend on the closeness with which is related to the

and liking of their target group or customers by offering what they like the most also to have their patronage by meeting their satisfaction on a continuous basis. The clue to such a strategy lies in their extent of understanding various forces that influence consumer decision making and behavior.

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