

A Study on Impact of Advertising and Sales Promotion on Women Skin Care Consumers in the City of Jabalpur

Asiya Faisal Khan

Research Scholar, Barkatullah Univesity, Bhopal (M.P.)

Abstract

In the era of globalisation and digitization, improved employment access, high female literacy rate and exposure to electronic media has laid a lot of importance to marketing communications in shaping the consumer buying behavior in skin care products. In this research study impact of advertising and sales promotions on consumer buying behavior in skin care products has been analysed. This paper focuses on an effort to determine consumer buying behavior through the impact of advertising and sales promotion on the purchase of skincare products by Women living in the city of Jabalpur. Questionnaires were distributed and self administered to 125 respondents. Ranking and Chi-square method was used in the study. The sample size of 125 respondents includes only women skin care users both working & non working. The findings of the study skin care indicated that there is no significant relationship between the sale and purchase of skin care products and also there is no significant relationship promotional gifts and purchase of skin care products. There is a significant elationship between the recommendation of a sales professional and purchase of skin care products. The most important factor of skin care Product advertisement to pay attention by women is Brand.

The limitation of the study was it was only done in Jabalpur. Its practical implication suggests the marketers need to design their advertising and sales promotion strategies in order to attract more and more women to purchase skin care products.

KEYWORDS: advertising, sales promotion, skincare products, women skincare users, consumer buying behavior.

INTRODUCTION:

In the era of globalization, improvement in science, technology, increase in literacy levels, high increase of women joining the workforce have made people more aware and conscious towards hygiene and beauty. The world we are living in sets of stereotypes that become role models. Exposure to western culture, media, magazines, fashion shows, billboards have cultivated the concept of role models. No doubt, people wish to look like

their role models. The growing concern for a perfect skin and a perfect body has become the goldmine for the skincare industry all over the world.

Skin Care Products

Skin care products refer to all products used for cleansing, massaging, moisturizing etc. of the skin especially the face or hands. The aim of such products is to maintain the body in good condition and protect it from the harmful effects of the environment. Skin care products also fall into the general category of cosmetics. Skin care products include cleanness facial masks, loners, moisturizers, sunscreen, tanning sets and lotions, skin lighteners, serums and exfoliants.

The Global Skin care Industry.

The skin care market consists of the retail sale of facial care, body care, sun care, hand care, depilatories and makeup remover products. The global markets consist of Africa and Middle East, Americans, Europe and Asia – Pacific. The global skin care market generated total revenues of \$78.1 billion in 2011, representing a compound annual growth (CAGR) of 4.5% for the period spanning 2007-2011. Facial care sales proved to be the most lucrative for the global skin care market in 2011, generating total revenues \$50.1 billion equivalent to 64.1% of the market's overall value. The body care segment accounts for a further 16.8% of the market sun care at 9.2%, Hand care at 5.9%, Depilatories at 2.0% and makeup remover at 1.9%. Market segmentation of the Global market Asia – Pacific accounts for 44% Europe at 33.7% of the global market, Americans at 20.4% and Africa and Middle East at 1.8%. The market share of the leading companies of the world shows that L'Oreal S.A. is the leading player in the global skin care market generating a 12% of the market's value. Beiersdorf AG accounts for a further of 9.2% of the market share. Unilever at 7.3% and other companies at 71.5% 1.

Indian Skincare Industry:-

¹ Data Monitor International “Global Skin care Industry Report”, 2011.

The Indian skincare market is led by facial care (representing 70.9% of the total market value) followed by body care (representing 11.6%), depilatories (representing 7.4%), hand care (representing 5.1%), makeup remover (representing 2.6%) and sun care which makes up remaining 2.5% in 2011. The leading companies in the Indian market are Unilever, L'Oreal S.A., Emami limited, cavinkare Pvt. Ltd, Reckitt Benckiser Group ltd., Oriflame Dabur India Limited, Procter and Gamble etc.

According to Malhotra (2003) describes the main reasons for boom in cosmetic industry as increasing fashion and beauty consciousness coupled with rising incomes and focus on health and fitness. To complement this, beauty culture or cosmetology has emerged as a major occupational avenue with significant commercial potential.

The purpose of marketing communication is to affect the perceptions, comprehension and actions of a target audience towards a company and its products and services.

There are five tools which come under marketing communications as a means to deliver a message to its target audience. The five tools are Advertising, sales promotion, public relations, direct marketing and personal selling

In this research study, the most relevant marketing communications are advertising and sales promotion. This is because these two tools of marketing communications are identified in the skin care product sector and they have a direct and deep impact on the consumer behavior.

Through advertising a company can influence consumers by informing and sending frequent reminders to them of their products and services. Advertising also play a role in convincing the consumer about products and its features and helps them to differentiate from other competitive product & services. It helps in building a brand image of the product and also triggers sales. Often, it is found that products are heavily advertised are perceived as being of higher quality and consumers are likely to buy brands which are heavily advertised. Another tool of marketing communication which deeply affects the buying behaviors is sales promotion. The purpose of sales promotion is to motivate the consumers to make an immediate purchase by providing with some additional value. The different forms of sales provision are Coupons, contents, discounts, and premiums and promoted gifts.

LITERATURE REVIEW

1) Simon J.L. (1969)¹ attempted to analyze the effect of advertising on the sales of Liquor brand. The role of

¹ Simon J.L. (1969).The effect of advertising on Liquor Brand sales. Journal of Marketing Research, 6, 301-305.

advertising in shaping one's image and perception of brands is known. Many researchers have attempted to study the role of advertisements on brand loyalty. A successful advertisement must be able to transfer its distractive image and appeal over to the brand.

2). Anne Marie Todd (2004)² in her paper focuses on green consumerism. It is described in the paper that ecomarketers must carefully frame their environment products in a way that appeals to consumers with environmental ethics and layers who constructs a complicated ethical identity for the green consumer. This article analyzes the promotional materials of their companies that advertise their environmental consciousness Burt's Bee's Inc, Tom's Maine, Inc., and the body shop Inc. Responding to an increasing online shopping market, these companies make their promotional and marketing materials available online and these web based materials replicate their printed catalogs and indoor advertisements. These companies employ two specific discursive strategies to sell their products. They create enhanced notions' of beauty by their natural products and thus infuse green consumerism with a unique environment aesthetic .they also convey ideas of health through community values, which in turn enhances nations of personal health to include ecological well being.

3)Dr. D. Appala Raju and Dr. P. Sree Devi(2012)³ in their paper has taken an attempt to learn consumer's preference for various mode of advertisements and to study whether India plays any influences in changing the brands of health drinks in kuppam region .Primary Data was collected from 100 respondents. Simple correlation was used to know the relationship between the variables such as age versus mode of advertisement, income and types of health drinks used, media preference and reason for buying the product. The finding of the study is advertisements are well accepted and recognize by people depending up their effectiveness in putting across products and services in an acceptable form. Hence advertisements can be made effective by understanding what the people want and what they look forward in a form of product or service.

² Anne Marie Todd. (2004). The aesthetic turn in green marketing: Environmental consumer ethics of natural personal care products .Ethics of natural personal care products .Ethics and the environment, 9(2), 86-102.

³ Dr. D. Appala Raju, Dr. P.Sree Devi.(2012). Means of Advertisement Impact on Consumer Buying behavior with reference to Health Drinks in Kuppam. International Journal of management and social sciences Research, 1(2), 31-35.

4) Uti Charles, Amechi, Choi Sang Iong (2013)¹ in their paper has examined the queries bordered on advertising clutter, medium, message, method, timing and their implication on achieving tactical marketing and sales objectives. The authors have received an extensive review of literature in order to establish a relationship of cause and effect between point of purchase advertising and consumer purchase behavior. The findings of the study were advertising facilitates consumer choice. Point of purchase advertising is a veritable tool & plays an important role in the marketing process. Money spent on advertising should not be considered as expenditure but part of "investment" required for successful business execution.

5) Soni Neha and Verghese Manoj (2013)² in their paper have made effort to find the various sales promotion tools and its impact on purchase decision. The different promotional Tools used were offer, premium, contest, Rebate, Price Pack. A Questionnaire was formulated with a sample size of 109 respondents. The analysis showed that among the various tools of promotion: offer, premium and contest are having significant impact on consumer purchase decision. Rebate was found to be insignificant.

6) Lin, Yu Jen, Lin, Chiu hui³ have proposed and tested hypothesized relationships among four sales programs and two consumer behavior measure. By focusing on both constructs and tests of substantive relationships, the study aims to strengthen the empirical foundation of consumer behavior. The research findings reported are based on personal interview of 482 female consumers with age 15-44 for department store context. Personal interview and multiple regression approaches were employed to test the research hypothesis and exploratory propositions. Price offs And event sponsorship was found to be significantly positive effect on Consumer spending. And repeat visits, however confronting the expectation of practitioners, the empirical results indicated that coupons and sweepstake

were not the prime explanatory factor of consumer spending & repeat visits.

Research Methodology:-

A descriptive research was arrived out by applying the survey method. Data was collected from women skincare users living in Jabalpur. The data collected covered the impact of important factors to pay attention to a skin care product advertisement. It also included the influence of skin care products in sale, motivated by promotional gifts and though the recommendation of sales professional on the buying behavior of women skin care users.

General objective of the study:-

The main objective of the study is to analyze the impact of advertising and sales promotion on the women skincare users in Jabalpur city.

Specific objectives of the study

- 1) To study the important advertising factors affecting the purchase of skin care products by women in Jabalpur city.
- 2) To study the influence of sales promotion on the purchase of skin care products by women buyers.

SAMPLING DESIGN:

- Sample size : 125
- Sample frame: women skincare users in Jabalpur city
- Sampling Method : convenient sampling
- Sampling error: response 102, Non-Response 23.
- Survey : questionnaire

PRIMARY DATA ANALYSIS:

IMPORTANT FACTORS TO PAY ATTENTION TO A SKIN CARE PRODUCT ADVERTISEMENT BY WOMEN.

¹ Uti Charles Amechi, Choi Sang Iong. (2013). The Impact of point of purchase advertising on Consumer buying behavior. *Interdisciplinary Journal of Contemporary Research in business*, 4(10), 84-91.

² Ref: Soni Neha, Verghese Manoj. (2013). Impact of sales promotion Tools on consumer's purchase decision towards white Good (Refrigerated) at Durg and Bhillai Region of CG, India. *Research Journal of Management Sciences*, 2(7), 10-14.

³ Lin, Yu Jen, Lin, Chiu hui:- www.tut-fashion.com/manager/form/dissertation/file/20080909234507.pdf

Table 1.0 Rankings of Important advertising Factors Affecting the Purchase of Skincare Products by Women of Jabalpur city.

Name of factors	Total values	Average values	Rank values
Brand	605	5.93	1
Promised Effects	386	3.78	4
Research about the effectiveness of product	549	5.38	2
Package	309	3.02	5
Celebrity	234	2.29	6
Color scheme in commercials	190	1.86	7
Product ecology and ethical characteristics	431	4.22	3

The analysis showed that the advertising Factors Affecting the Purchase of Skincare Cosmetics Products according to the perception of women of Jabalpur city respondents. The following order of importance -

1.	Brand name.
2.	Researches about the effectiveness of the product.
3.	Products ecological and ethical characteristics.
4.	Promised effects.
5.	Package.
6.	Celebrity in commercial.
7.	Color scheme in commercial.

Thus it can be inferred from the analysis that Brand name was considered by all the categories of Women Respondents as the most important advertising factor affecting the purchase of skincare products. Researches about the effectiveness of the product and Products ecological and ethical characteristics as second and third most important advertising factors affecting the purchase of skincare products respectively.

ANALYSING WHETHER WOMEN SKINCARE COSMETICS BUYERS/ CONSUMERS IN THE JABALPUR ARE INFLUENCED WITH MARKETING COMMUNICATIONS OR NOT –

The Hypothesis is:

Ho01; Women consumers in the Jabalpur city are not influenced with Sales promotion.

SUB H1.1 Women consumers in the Jabalpur city are not purchasing skin care products that are in sale.

SUB Ho1.2 Women consumers in the Jabalpur city are not influenced with recommendation of sales person or beauty professional.

SUB Ho.1.3 Women consumers in the Jabalpur city are not motivated with promotional gifts that skin care products offered.

Table 1.2. Impact of sales promotion on Women skin care Buyers.

Promotion	No. of case	Very often	Often	Sometimes	Very rarely	Never	Table value (x ²)	Calculated value (x ²)	Significance (.05 level)
Buy skin care products that are in sale	102	11	22	27	22	20	9.48	6.72	Not Significant
Purchase care products recommendation of sales person or beauty professional	102	7	19	39	22	15	9.48	27.41	Significant

Table 1.3. impact of promotional gifts on Women skin care Buyers.

Promotion	No. of case	YES	NO	Table value (x ²)	Calculated value (x ²)	Significance (.05 level)
Promotional Gifts	102	47	56	3.84	.627	Not Significant

The hypothesis of this research is determining whether women skincare consumers in Jabalpur are influenced with sales. The hypothesis is determining that women skincare consumers in Jabalpur are not purchasing skin care products that are in sale. Table-1.2 above present the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 6.72 is less than its table value 9.48. (6.72<9.48).

Therefore, the Sub-Hypothesis 1.1 that Women Skincare Consumers in Jabalpur city are not purchasing skin care products that are in sale is, accepted and the alternate Hypothesis that Women Skincare Consumers in Jabalpur city are purchasing skin care products that are in sale is rejected.

The hypothesis is determining that women skincare consumers in Jabalpur are not influenced with the recommendation of sales person or a Beauty Professional. Table-1.2 above present the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 27.41 is more than its table value 9.48. (27.41>9.48).

Therefore, the Sub-Hypothesis 1.2 that Women Skincare Consumers in Jabalpur are not influenced with

recommendation of sales person or beauty professional is, rejected and alternate hypothesis that Women Skincare Consumers in Jabalpur are influenced with recommendation of sales person or beauty professional is accepted.

The hypothesis of this research is determining whether women skincare consumers in Jabalpur are not motivated by promotional gifts skin care products offered. Table-1.3 above presents the result of the analysis of the hypothesis. It was observed that, one degree of freedom (df-1) and .05 level of significance, the calculated value of chi-square .627 is less than its table value 3.84. (.627<3.84).

Therefore, the Sub-Hypothesis 1.3 that Women Skincare Consumers in Jabalpur city are not motivated by promotional gifts that skin care products offered is, accepted and alternate hypothesis that Women Skincare Consumers in Jabalpur city are motivated by promotional gifts that skin care products offered is rejected.

FINDINGS:

- The analysis of Sub-Hypothesis 1.1 thus leads the researcher to conclude that Women Skincare Consumers in Jabalpur are not purchasing skin care products that are in sale.

- The analysis of Sub-Hypothesis 1.2 thus leads the researcher to conclude that Women Skincare Consumers in Jabalpur are influenced with recommendation of sales person or a Beauty Professional.
- The analysis of Sub-Hypothesis 1.3 thus leads the researcher to conclude that Women Skincare Consumers in Jabalpur city are not motivated by promotional gifts that skin care products offered.

CONCLUSION:

Marketing communication usually used in skincare sector are Product Advertisements, Sales Promotion and Sales staff training and knowledge. With the advent of Technology and digitalization has made television and radio a common name in every household has led to effective product advertisements. Shopping malls and aesthetic atmosphere at Beauty outlets has given a new platform of shopping experience for the buyers. Sales promotion often seen at festive occasions give a thrust to immediate sales. The women buyers are quite inclined towards the recommendation of sales person or beauty professional in order to differentiate between different brands on the basis of quality and effectiveness. So, it becomes essential for the sales personnel to be well trained and knowledgeable about the different brands.

SUGGESTIONS:

The women skincare users are most receptive to advertising. Women consumers are more attracted to advertisements that has visual character, a product communicates its benefits, and idealized images in which consumers are happy by using their products Thus, the companies should draw the attention of the skincare users towards their products by informing and sending frequent reminders to them about their products improvements, differentiation from other brands and innovation there in. So, the companies should design their promotional campaigns effectively in order to hold the existing consumers and attract the new one.

As the number of brands has increased, the companies are using Sales Promotion as a tool to increase current sales. The Indian consumers are Price sensitive and are attracted towards price offs, coupons, deals and premiums. Companies should design consumer franchise programs in terms of free samples, frequency awards, and coupons having a selling message and premiums which related to products. Consumer franchise programs helps in building brand equity for the product.

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