



INFLUENCE OF ADVERTISEMENT ON BRAND IMAGE AND USERS PREFERENCE TOWARDS SELECT BEAUTY CARE PRODUCTS WITH SPECIAL REFERENCE TO ERODE DISTRICT

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ABSTRACT Beauty care products are used to increase human appearance. Nowadays people are more worried about self-personality and self-consciousness; from now the demand for beauty products is growing fast. Consumers use beauty products to become gorgeous, cleansing and to modify the physical appearance of their body. To analyze users' preference towards beauty care products. Around 245 consumers were collected by using convenience sampling method in Erode. The study is based on primary as well as secondary data using percentage analysis and Henry Gratte ranking analysis has been used in this research.

KEYWORDS : Beauty Care Products, Brand Image, User Preference, Henry Gratte Ranking Analysis

INTRODUCTION

Cosmetics have been in use for thousands of years, with ancient Egyptians and Sumerians using them. Regardless of the changes in social attitudes towards cosmetics, ideals of appearance were occasionally achieved through the use of cosmetics by many.

However, there are a large number of differing cosmetics used for a variety of different purposes; all cosmetics are typically intended to be applied externally. These products can be applied to the face (on the skin, lips, eyebrows and eyes), to the body (on the skin, in particular the hands and nails), and to the hair. These products may be intended for use as skincare, personal care or to alter the appearance, with the subset of cosmetics known as makeup primarily referring to products containing colour pigments intended for the purpose of altering the wearer's appearance; some manufacturers will distinguish only

between "decorative" cosmetics intended to alter the appearance and "care" cosmetics designed for skincare and personal care. Advertisements have been used for several years to influence the brands of the beauty care products. Advertisements are helpful in creating the awareness and perception among the customers of beauty care products.

STATEMENT OF THE PROBLEM

The study concentrates in understanding the problem relating to a study on influences of advertisement on brand image and users' preference towards selected beauty care products in Erode.

- Which is the major sources influence of user's preference towards beauty care products
- What are the influences of advertisement on brand image of users about beauty care products?

REVIEW OF LITERATURE

S.No	Year and Title	Author	Objectives	Tools used	Findings of the study
1	(2019) Relationship between advertisement and purchase intention on Halal cosmetic products in Malaysia,	Salwani Arbak, Rabiul Islam and Harun Al Rasyid	To examine the relation between Muslim women customer offense caused due to Islamic advertising of halal cosmetic products in Malaysia.	Correla tion	Customer offense created due to violation of ethics has a negative impact on the purchase intention of halal cosmetic products
2	(2019) Influence of television advertising in acquiring cosmetics with special reference to Women consumers in Puducherry	Ms. G. Nirmal a and Dr. N. Pancha natham	To find the impact of television advertising on cosmetics acquired by women consumers in Puducherry.	Correla tion and chi- square test	Women consumers are influenced by television advertising to acquire cosmetic products

OBJECTIVES

- To analyze users' preference towards beauty care products
- To examine the advertisement influences the brand image of beauty care products

RESEARCH METHODOLOGY

Researcher adopted the descriptive research for the study. Research design is the basis of defining the research problem. Around 245 consumers were collected by using convenience sampling method in Erode. The preparation of the design of the project is popularly known as research design. The study is based on primary as well as secondary data using percentage analysis and Henry Gratte ranking analysis has been used in this research.

Data Analysis Percentage Analysis

Table No 1 Level Of Preference Towards Brands Of Beauty Care Products

S.No	Factors	Level Of Preference					Total
		SA	A	N	NA	SNA	
01	Brand is long-lasting	156	69	10	8	2	245
		64	28	4	3	1	100

02	Quality of brand is satisfied	134	81	14	11	5	245
		55	33	6	4	2	100
03	Ingredients of the brand are good	73	100	37	20	15	245
		30	41	15	8	6	100
04	It gives good result	61	38	103	22	21	245
		25	16	42	9	8	100
05	Price of the product is reasonable	43	50	95	37	20	245
		18	20	39	15	8	100
06	Side effects are low in the brand used by me	75	114	24	20	12	245
		31	47	10	8	4	100
07	Packaging of the brand is attractive	135	46	30	18	16	245
		55	19	12	7	7	100

Source: Primary Data

Majority 64% of the respondents are strongly agreed with the brand is long-lasting. Majority 55% of the respondents are strongly agreed with the quality of brand is satisfied. Majority 41% of the respondents are agreed with the ingredients of the brand are good. Majority 42% of the respondents are neutral with it gives good result. Majority 39% of the respondents are neutral with price of the product is reasonable. Majority 47% of the respondents are agreed with side effects are low in

the brand used by me. Majority 55% of the respondents are strongly agreed with packaging of the brand is attractive.

brand is satisfied. Advertisement influences timings & repetitiveness and visual impact on beauty care products.

Table No 2 Factors Of Advertisement Relating To Beauty Care Products

S.NO	FACTORS	AVG SCORE	RANKS
01	Celebrity	134.75	6
02	Good-looking Audio	142.1	4
03	Useful	144.55	3
04	Visual Impact	147	2
06	Timing & repetitiveness	151.9	1
07	Interested & Innovation	137.2	5

Source: Primary Data

In the above analysis, the respondents have given first rank to timing & repetitiveness with the average score of, 151.9, second rank to visual impact with the score of 147, third rank to useful with the score of 144.55, fourth rank to good-looking audio, fifth rank to interested & innovation, sixth rank to celebrity.

Most of the respondents had given first rank to timing & repetitiveness with the average score of 135.

Table No 3 Induced You To Buy Beauty Care Products

S.NO	FACTORS	AVG SCORE	RANKS
01	Brand name	142.51	1
02	Quality	131.34	2
03	More varieties	127.89	4
04	Quantity	130.32	3
05	Price	101.14	9
06	Gives the social status	102.14	8
07	Design	127.03	5
08	Availability of products	119.95	6
09	Convenience for use	114.46	7
10	Discount	82.39	10

Source: Primary Data

In the above analysis, the respondents have given first rank to brand name with the average score of 142.51, second rank to quality with the score of 131.34, third rank to quantity with the score of 130.32, fourth rank to more varieties, fifth rank to design, sixth rank to availability of products, seventh rank to convenience for use, eighth rank to gives the social status, Ninth rank to price and tenth rank to discount.

Most of the respondents had given first rank to brand name with the average score of 142.51

Table No 4 Problems Faced While Using Beauty Care Products

S.NO	PROBLEMS	AVG SCORE	RANK
01	Low quality	143.47	5
02	High Price	148.96	4
03	Unable to know method of use	156.73	1
04	Not suitable for your skin	151.41	3
05	Non-Availability of Brand	155.87	2
06	Dissatisfied with existing brand	142.71	6

Source: Primary Data

In the above analysis, the respondents have given first rank to unable to know method of use with the average score of 156.73, second rank to non-availability of brand with the score of 155.87, third rank to not suitable for your skin with the score of 151.41, fourth rank to high price, fifth rank to low quality, sixth rank to dissatisfied with existing brand.

Most of the respondents had given first rank to unable to know method of use with the average score of 156.73.

CONCLUSION

The purpose of this research paper is to study on influences of advertisement on brand image and user’s preference towards selected beauty care products with special reference erode district. Based on the data analysis and findings, the factors like Brand name, Quality, Quantity, More varieties have greater influence on users to induce more to buy the beauty care products. As a result, the respondent’s preference is strongly agreed with brand is long lasting and quality of

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