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## THE IMPACT OF COSMETIC PRODUCTS ADVERTISEMENT AMONG COLLEGE STUDENTS

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**Abstract:** Advertisement is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support. The message in the advertisement is used to attract the consumers or the targeted audience. The most vulnerable group who gets more attracted to the message is the young college girls. Now a day, the young college girls are very beauty, image and health conscious. So, many advertisers target the young girls to market their products. The study is about the impact of cosmetic products advertisement among college students.

**Keywords:** Advertisement, Buying Behaviour, Cosmetic, False Belief, Young Girls

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**Introduction:** Advertising and Public Relations are not 'Mass Media' in the same way that the press, the cinema, radio, TV is. Advertising has been the engine of growth of mass media. For the common men advertising means television commercials, radio jingles and print advertisement. Advertising can be defined as a paid dissemination of information through a variety of mass communication media to motivate a desired action. Jeremy Bullmore defines advertising "Advertising is any paid for communication intended to inform and or influence one or more people. Today advertising is a part of our everyday life. It is all around us. We cannot escape looking t it or listening to it. Even if we are not consciously looking at it or listening to it, the message of advertising reaches and influences us. It is often recorded somewhere at the back of our minds and is recalled when we are buying something or looking for a particular service.

**Advertisement targets women:**An advertisement targets all kinds of people from children to old age. We view more than 1,000 of advertisement in the channel. We have institutional advertising, corporate advertising, product advertising and various types of advertisement. Most of the advertisements give more of discounts and promises to the consumers to sell their product. But, do they really keep up their promises? Do consumer attract towards the promise even if it is a false promises? These questions should raised individually and analyze the product and advertisement before the usage of consumers.

Research shows the importance of reaching girls with positive images and messages between third and fifth grade. From generation to generation, women are stereotyped for the advertisement. For ex, the wife's role was to complement her husband, reflecting credit on him and herself. A man took a wife to look after his affairs, and to prepare his children for their proper stations in life. It was wife's duty to care for her husband's interest. Men had pretty particular ideas about the qualification of their wives. They had been trained since ancient

times to look for specific examples of perfection. Now a day, the advertisement has changed a little and started to portray the girls in a positive way, but the advertisement comes in very less number.

Advertisement introduces many products and brands to the audience. As an audience, we have come across much number of products and brands daily. I can tell that cosmetic product advertisement has increased now a days, because the youngsters of this century is beauty conscious, and show off themselves before the society in a groomed way. The most vulnerable part is young girls and women targeted for the cosmetic products.

**Influence of advertisement on women towards cosmetics:** Advertisements are a powerful tool in shaping consumers perceptions. Take for instance the cosmetic industry. Since ad campaigns for power and blush first arrived on the scene in 1898, women's perception of cosmetics have gone from the idea that blush was reserve to the stage to being a beauty treatment worn every day. As advertisements began to saturate the market, name brands arose, and women look to those brands in an effort to imitate a famous face or boost their confidence. Cosmetics are a major expenditure for many women, with the cosmetics industry grossing around 7 billion dollars a year. Cosmetic retailers design advertising to alter women's attitude toward cosmetics, encouraging them to buy more products. But many advertisers shape this attitude by encouraging women to feel dissatisfied with their appearance. Cosmetic advertisements frequently use retouched images to make models appear more perfect than they are. The rampant retouching of images in cosmetic advertisements can cause women to develop unrealistic beauty standards that no one ---even models --- can actually live up to. This increasing fixation on beauty can encourage women to buy even more cosmetic products.

There has been a progression towards thinner and thinner models in ads and magazines: twenty years age, the average models weighed 8 percent less than

the average women but today's models weigh 23 percent less.

Advertisement has been used since 1800s to educate women about a product. In the early 1900s advertisements highlighted youthfulness and aided women in maintaining their looks not only through cosmetics, but healthy lifestyles. It was also in the early 1900s that ads aided women in turning away from applying ashes on lashes to lengthen them, as seen in the movies, by introducing mascara. Today, natural cosmetic lines influence the desire to partake healthy activities, such as yoga, to lead to a healthy well-being.

Women consider cosmetic to enhance their appearance. It is no wonder that many women turn to cosmetics to boost self-esteem. When cosmetics are paired with a beautiful face, women correlate that product to the idea that it will make them look just as beautiful. Women purchase those products to look good and feel good about them. Celebrity is one of the reasons to purchase the product. Famous faces used to advertise a lipstick or face powder are nothing new. In fact, it's been a selling method since 1898. Women as consumers directly relate a product to their favourite star. They view that product as a way of attaining a celebrity's beauty or as a way of becoming a celebrity themselves.

#### Methodology:

The methodology used for the study is 70 questionnaires are distributed among the American College Girl's students and result is obtained from the questionnaire.

#### Findings and analyses:

- Out of 70 questionnaires 52 respondents have the habit of changing the product frequently, 28 respondents does not have the habit of changing the product.
- 54 Respondents out of 70 feel that they are free to pick their product in super market than petty shop. But 16 respondents feel that they prefer to shop in petty shop

- Out of 70 respondents 39 feels that they doesn't feel any changes as per promises given in the advertisement. Other 31 respondents satisfied with their advertisement
- Mainly 56 respondents spends only 100-500 amount for purchasing their product
- 49 respondents parents are not allowing their children to spend more on the cosmetic product. Only 21 respondents allow their children to purchase.
- 40 respondents does not avail offer by watching advertisement. 30 respondents avail offer by watching their product.
- 56 respondents doesn't feel the place of celebrities when they watch advertisement.

Que No 2: The respondents who are changing the product frequently because they need a change

Que No 5: The respondents are not ready to spend more on the cosmetic products, but they are purchasing the basic make up kit.

Que No 7: If the parents are not ready to spend amount for the product, most of the respondents felt that they will drop the plan to purchase.

Que No 8: 20 respondents are purchasing the product for the Discounts and promises.

**Conclusion:** Most of the advertisers feel that young girls and women are vulnerable to the advertisement. The women should analyze the advertisement they are watching and should change the buying behavior. Now, the young girls are intelligent enough to analyze the product and buy it. According to my questionnaire result, many are not ready to get the product which is more costly and they watch the advertisement for the branded name. Even now, the celebrity appearance doesn't attract them to get the product unless and until it is a branded product.

Advertisers also should stop portraying women in the negative way. Now, many advertisers started portraying girls in positive way and they start introducing men model for the cosmetic products too.

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