



Study on Impact of Cosmeceutical Advertisement Pressure among Working and Non-working Indian Women: A Cross-sectional Study

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Abstract

Background: Beauty product develop one's personality and raises the degree of confident of women consumers. Commercial advertisements do influence them to some extent. Advertisement is a method of communication that has both beneficial and negative effects on society. In order to create the awareness related to products in the mind of consumer, advertisement plays an important role. **Objective:** To analyse the impact of cosmeceutical advertisements pressure among South Indian women. **Method:** A cross-sectional study was done among working and non-working women from April 2021 to November 2021. Sample of 206 each of working and non-working women participants were selected using snowball technique, and using a self-administered questionnaire data were gathered through Google forms. Data analysis was performed using SPSS software version 21. **Result:** The result shown that, the majority of respondents prioritise product quality followed by price when purchasing the products. Majority of women agreed that they feel pressure from cosmeceutical advertisement to look beautiful and attractive ($p<0.05$) and also women are motivated by the advertisements for brand shift ($p<0.05$). Study found that women get influenced by the celebrity endorsement to purchase the products($p<0.05$)as there is a positive relationship present in between them.**Conclusion:**Around 35% working and non-working women agreed that they feel pressure from advertisement to look beautiful. This study found that advertisement play a major role on consumer purchase behavior especially TV advertisement. By understanding the requirements of the buyer and the advantages of

effective advertisement, cosmetic /cosmeceutical business industries will be guaranteed of a competitive advantage.

Keywords: cosmeceutical, advertisements pressure, women, South India

Introduction

Cosmeceutical products play a very important role in the life of most women. These help in personality development and increase the confidence of women consumers. A large majority of women who work in society are very specific about their appearance. Commercial advertisements do influence them to some extent (Nirmala & Panchanatham, 2019). One of the current techniques used by numerous firms to promote their products is an advertisement. Consumer behaviour and attitudes towards the products shown in commercials are significantly influenced by advertisements. With almost a third of beauty products sales income going towards advertising, the industry's explosive growth may be primarily linked to the use of advertising to convince consumers to buy items (Sumathi & Begum, 2016). Advertising is a type of marketing communication used to sell or promote noteworthy goods or services, usually those of businesses. Also, when we launch new products on the market, advertising is required. Advertising today uses every medium at its disposal to spread its message. It does so through the use of various media, including TV, newspapers, radio, press etc (Sumathi & Begum, 2016; Banerjee, Chauhan & Banerjee, 2017). Advertisements have an economic, social, and cultural impact on their audience. Indian advertisements increasingly portray women as motivated and confident (Joshi, 2017).

The promotion of cosmeceutical uses a variety of advertisements. Young people respond well to the form of commercial known as "aspirational advertising," which uses a catchy tagline and phrase to motivate shoppers. A crucial and effective form of advertising, particularly among all age group people, is celebrity endorsement. Another type of advertisement is social responsibility advertisements in which many beauty product brand is associated with the benefits of the society (Oakley, 2009).

Online advertisement also becoming more popular now a days. Via a variety of online media, a product or service is promoted to raise awareness in the minds of potential customers. The public's shopping habits have changed somewhat as the internet has grown in popularity (Augustine, 2020). Most of the beauty industry are using celebrities to promote the products. Celebrity endorsement has now evolved into a powerful tool in advertising. India is well-known for its love of its stars. The sponsors see this as an opportunity to expand their operations and advance their products. Now a days most of the beauty advertisements are using women as a object in advertisement and also showing misleading advertisements

shown on Television. The regulation governing such advertisements was weak and unfavourable to Indian consumers. Previously, courts, government, tribunals, and police were present; the presence of multiple bodies caused confusion. The Advertising Standard Council of India was established in 1985; however, because it was a voluntary organisation, its decisions were not upheld by the courts. However, in August 2006, it was made mandatory for all television advertisements. As a result, action was taken against misleading advertisements(Jain, 2011; Deepthi& Sudheer, 2013).

This study analyses the impact and pressure of cosmeceutical advertisement on South Indian women, who are working as well as staying at home (non-working).

Methodology

Research design: The type of the study will be cross sectional survey. (Quantitative Study)

Data collection –Data will be gathered using both primary and secondary sources.

Primary data –The self-administered questionnaire will be used to collect the primary data.Secondary data – Secondary data will be collected from published literature in medical, pharmacy and health related, online and print journals, magazines, opinion articles and from the internet.

Questionnaire preparation and validation: A detailed questionnaire will be prepared through literature search. Questionnaire has been sent for validation, received suggestion will be incorporated and a final questionnaire will be prepared for stated objective.

Sampling unit: Working and Non-working women from rural and urban region of South India.

Working women: Working women are those who earn their livelihood by going out of home for works.Non-working women: In this study, non-working women are defined as those who work in their home, farms and surroundings, i.e, those who do not go out and face strangers/colleagues at work.

Inclusion criteria: All women over the age of 18 and under the age of 60 are chosen as respondents. Exclusion criteria: Male respondents and respondents who were unwilling to participate voluntarily in the study were removed.

Research instrument: To collect data for this study, a questionnaire was used. All of the questions were closed-ended. Open-ended questions were avoided to maintain a consistent format for the output. The study was approved by institutional ethics committee. The

information gathered from responders was kept confidential. The 5-Point Likert Scale was used ranging from strongly agree =1 to strongly disagree =5.

Sampling: A non-probability sampling technique, snowball-sampling methodology was selected. A sample size of 206 working women (WW) and 206 non-working women (NW), were taken and calculated by using the comparison between two proportions. The sampling location was Karnataka, Tamil Nadu, Kerala, Andhra Pradesh, and Telangana. The data were collected from April 2021 to November 2021.

Data analysis: SPSS (Statistical Package for Social Sciences Programme) version 21 and Microsoft Office Excel 2007 were both utilised to analyse the data. Frequency and percentage calculations were used to examine the questionnaire, and charts were used to represent the results. The Chi-Square test was applied to categorical data to evaluate the difference between groups. For statistical analysis, a p-value of 0.05 was considered as statistically significant.

Significance and scope of the study

This particular study focuses on how advertisements effect on buying behaviour of women. It investigates the variables that are impacted by advertising and eventually affect consumers' purchasing decisions. The study will aid readers in developing effective strategies to market their products in the most effective manner by enabling them to comprehend consumer behaviour when buying cosmetic products.

This study will be useful in gaining understanding of how consumers view advertisements, what is the impact of celebrities in advertisement on consumer, and how that impression affects how they behave when making purchases.

Result

Results:

Around 208 working and 210 non-working women response were obtained from the study. Out of the 210 Nonworking women, a maximum of 140 (66.4%) women were from the age group of 18-28 years, followed by 40 (19.44%) women from the age group of 29-39. A majority of non-working women belong to the rural region, 114 (54.4%). Out of the 208 working women, a maximum of 120 (57.7%) women were from the age group of 18-28 years, followed by 54 (25.2%) women from the age group of 29-39. A majority of working women belong to the urban region, 117 (56.8%). Significant difference was found between working and non-working women region [Table 1] [Table 2].

Table 1: Demographic information about respondents

Age	Non-working women (NW)	Working women (WW)	P value
18-28	140 (66.6%)	120 (57.6%)	0.061
29-39	40 (19.04%)	54 (25.9%)	
40-50	22 (10.4%)	31 (14.9%)	
51-60	8 (3.8%)	3 (1.4%)	
Total	210	208	

Table 2: Rural and urban working and non-working women

Region	Non-working women (NW)	Working women (WW)	P value
Rural	114 (53.4%)	91 (43.7%)	0.032
Urban	96 (46.6%)	117 (56.8%)	
Total	210	208	

Table 3: Summary of working and non-working women responses on cosmeceutical advertisements

Scenario	Category	Response		Chisq.p.value
		NW (210)	WW (208)	
I usually buy cosmeceutical products/brands after watching its advertisement.	SA	28(13.10%)	35(16.9%)	0.272
	A	69(32.03%)	65(30%)	
	N	62(30%)	65(32.5%)	
	D	34(16.5%)	35(17.4%)	
	SD	17(8.2%)	7(3.3%)	
I feel pressurized after watching cosmeceutical advertisements to look more attractive.	SA	77 (35.4%)	30 (14.5)	0.000016
	A	51(34.7%)	76 (35.9)	
	N	17 (8.2%)	21 (10.1)	
	D	38 (18.4)	55 (26.6)	
	SD	27 (13.1)	26 (12.6)	
Do cosmeceutical advertisements motivate you to shift from one brand to another brand? (Brand switch)	SA	24 (11.6)	37 (17.9)	2.2e-16
	A	109 (50.9)	30 (14.5)	
	N	30 (14.5)	32 (15.5)	
	D	31 (15.0)	96 (45.6)	
	SD	16 (7.7)	13 (6.3)	

“I use makeup differently in different situations because it makes me feel more self-confident”.	SA	30(15.5%)	33(16.0%)	0.962
	A	86(40.77%)	83(39.3%)	
	N	46(22.3%)	47(22.5%)	
	D	32(13.5%)	26(12.7%)	
	SD	16(7.7%)	19(9.2%)	
“Women wearing cosmeceutical products were assigned greater earning potential and considered to have more prestigious occupations than those who did not apply makeup.”	SA	37(17.9%)	25 (11.1%)	0.21
	A	56(27.1%)	57(27.6%)	
	N	42(20.8%)	56(27.1%)	
	D	53(23.3%)	43(20.8%)	
	SD	22(10.6%)	27(13.1%)	
I get influenced by celebrities/models who endorse cosmeceutical products.	SA	35(16.9%)	23(11.1%)	0.0000000158
	A	36(16.1%)	82(38.8%)	
	N	18(8.7%)	11(5.3%)	
	D	100(47.5%)	55(26.6%)	
	SD	22(10.6%)	37(17.9%)	
The celebrity who appeared in the advertisement is trustworthy.	SA	17(8.25%)	13(6.3%)	0.175
	A	38(17.9%)	35(16.9%)	
	N	34(16.5%)	54(26.2%)	
	D	74(36.4%)	63(29.6%)	
	SD	46(20.8%)	43(20.8%)	
Using beautiful models/celebrity in advertisements reduces my self-confidence/self-esteem.	SA	26(12.6%)	55(26.4%)	0.00654
	A	55(25.2%)	52(25.2%)	
	N	19(9%)	23(11%)	
	D	82(39%)	49(23.7%)	
	SD	28(13.5)	29(14.0%)	
Cosmeceutical advertisements should use more normal looking women.	SA	76(36.8%)	65(31.5%)	0.333
	A	79(37.8%)	85(40.2%)	
	N	21(9.7%)	32(15.5%)	
	D	24(11.1%)	17(8.2%)	
	SD	10(4.3%)	9(4.3%)	
“Women wearing makeup were judged to be healthier and more confident than the same women without makeup”.	SA	36(17.9%)	30 (11.1%)	0.297
	A	58(27.1%)	63(27.6%)	
	N	45(20.8%)	40(27.1%)	
	D	48(23.3%)	50(20.8%)	
	SD	23(10.6%)	25(13.1%)	
“By placing photo shopped models in advertisements, society has built up an impossible standard of beauty, which has led to feelings of inadequacy among women”.	SA	56(26.7%)	56(27.1%)	0.939
	A	84(39.3%)	80(38.4%)	
	N	41(19.9%)	47(37.8%)	
	D	19(9.2%)	16(7.7%)	
	SD	10(4.9%)	9(4.3%)	
“Cosmeceutical use and grooming behaviour,	SA	45(21.8%)	38(18.4%)	0.431

in general, function to manage and control not only social impressions but also self-image”.	A	82(39.3%)	90(42.7%)	
	N	46(22.3%)	54(26.2%)	
	D	28(12.1%)	18(8.7%)	
	SD	9(4.4%)	8(3.9%)	
Cosmeceutical products have become an easy way to measure up to the standards of beauty enforced by society.	SA	47(23.3%)	38(18.4%)	0.196
	A	91(42.7%)	83(39.3%)	
	N	33(16.01%)	50(24.2%)	
	D	25(11.6%)	28(13.5%)	
	SD	14(6.7%)	9(4.3%)	
“Overall, the beauty industry and cosmeceutical advertisements have a negative effect on a woman’s self-esteem, body image, and perception of beauty”.	SA	58(26.2%)	65(31.5%)	0.668
	A	83(38.8%)	70(33%)	
	N	38(18.4%)	43(20.8%)	
	D	27(13.1%)	24(11.6%)	
	SD	4(1.9%)	6(2.9%)	
If you are working, do you feel pressurized to look attractive and beautiful compared to non-working women?	SA	21(10.1%)	24(11.6%)	2.02e-10
	A	42(19.4%)	90(43.7%)	
	N	100(47.5)	37(17.9%)	
	D	37(17.9%)	35(16.9%)	
	SD	10(4.8%)	20(9.7%)	
If you are non-working, do you feel pressurized to look attractive and beautiful compared to working women?	SA	37(17.9%)	13(6.3%)	0.0000006602
	A	69(31.5%)	35(16.9%)	
	N	48(23.3%)	93(44.1%)	
	D	41(19.9%)	43(20.8%)	
	SD	15(7.2%)	24(11.6%)	

SA: Strongly Agree , A: Agree , N: Neutral, D: Disagree, SD: Strongly Disagree

This study will help to determine the advertisement pressure on women, self-esteem and self-confidence of women, brand switch, impact of celebrity advertisement on women.

Chi square test was performed to understand the difference between working and non-working women responses. Significant difference was not found for the statement “I usually buy cosmeceutical products/brands after watching its advertisement”. No relationship found between advertisements and purchase behaviour.

We found the significant difference for the statement “I feel pressurized after watching cosmeceutical advertisements to look more attractive” with Chi square value 29.74, $P < 0.05$, df: 5. We have performed the pairwise comparison (Bonferroni) for same statement with considering the state and age as independent variable. We found that women from Telangana (40.1%) followed by Andhra Pradesh (36.8%) and belongs to the age group 51-60 (54.5%) followed by 29-39 (45.5%) are more pressurized due to advertisement. [Chi square value 30 ($P < 0.05$, df: 15)]

Study found the there is aimpact cosmeceutical advertisements on women to shift from one brand to another brand with Chi square value 81.305, $p < 0.05$, df: 4. Through pairwise comparison (Bonferroni) we found that women from Kerala (48.1%) followed by Karnataka (34.6%) are motivated for brand switch after watching the cosmeceutical advertisements [Chi square value 37.71 , $p < 0.05$, df: 16).

Both working and non-working women were influenced by celebrities/models who endorse cosmeceutical products with Chi square 41.286, $P < 0.05$, df:4 and we found that especially women from Kerala (35.1%) belongs to the age group 29-39 are more influenced by the celebrities / model. [Chi square value 30.12, $p < 0.05$, df:12].

Both working and non-working women were stated that using beautiful models/celebrity in advertisements reduces their self-confidence/self-esteem with Chi square 41.286, $P < 0.05$, df:4. Especially women from Kerala (35.1%) belongs to the age group 29-39 reduces their self-confidence/self-esteem due to the use of celebrities in advertisements. [Chi square value 30.12, $p < 0.05$, df:12].

Our study found that the working women are pressurized to look attractive and beautiful compared to non-working women with chi square value 51.208, $p < 0.05$, df: 4. We found that especially working women from Tamil Nādu (36.7%) are pressurized to look attractive and beautiful compared to non-working women [Chi square value 41.034, $p < 0.05$, df: 16].

Similarly, non-working women also pressurized to look attractive and beautiful compared to working women with chi square value 39.113, $p < 0.05$, df:4. Through pairwise comparison we found that non-working women from Tamil Nādu (35.4%) are pressurized to look attractive and beautiful compared to working women [Chi square value 31.598, $p < 0.05$, df:16].

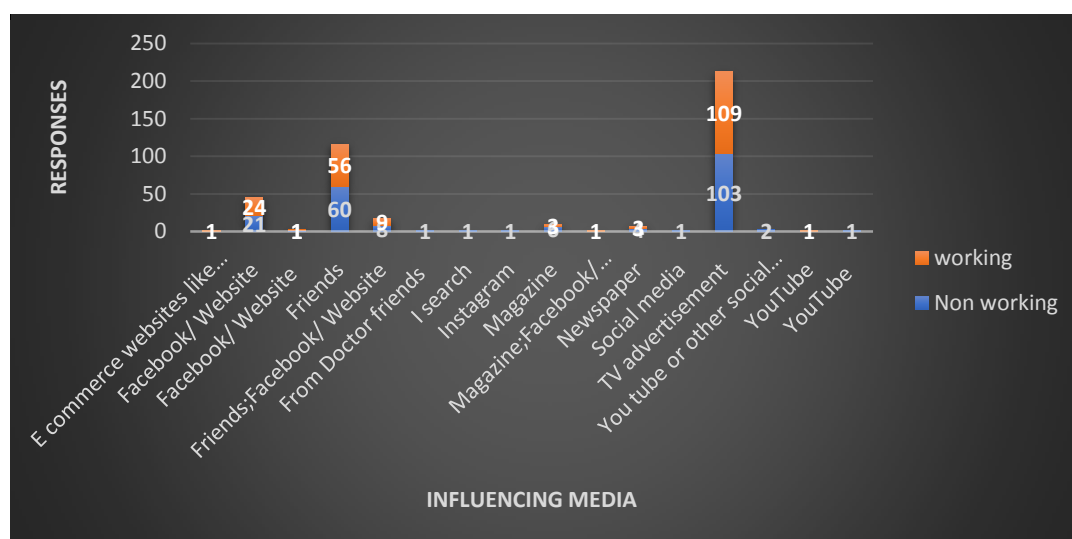


Fig 1: Influencing media to purchase the products

From fig 1. We found that both Working and non-working women were influenced by the TV advertisements to purchase the products

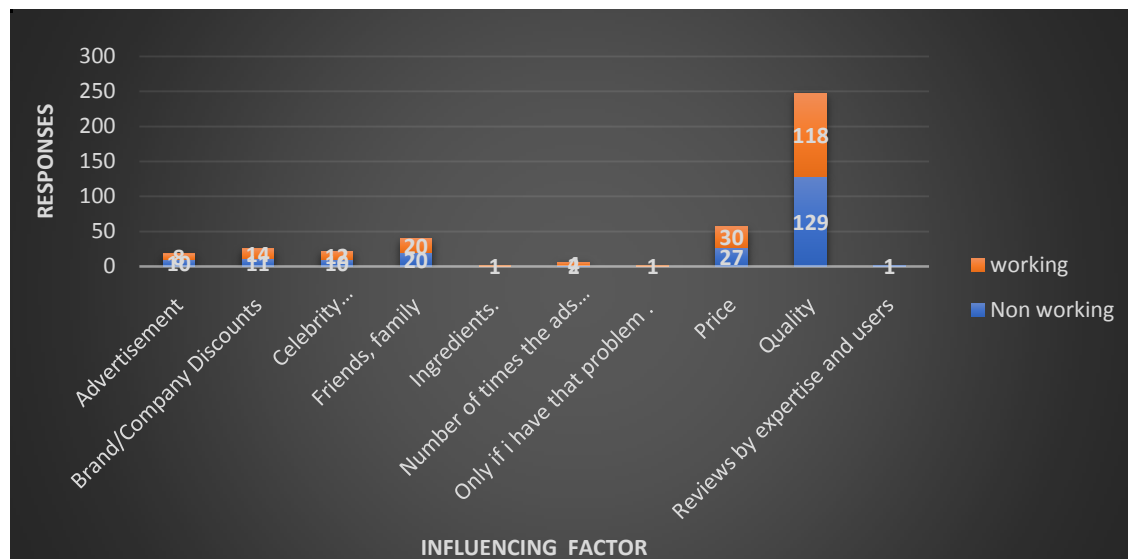


Fig. Factor influencing to purchase the product

From fig 2 it found that both working and non-working women were influenced by the Quality followed by Price to purchase the products.

Discussion

The purpose of this study was to analyse the impact of cosmeceutical advertisement pressure among south Indian women. As a new product category combining cosmetics and pharmaceuticals, cosmeceuticals present both topical and ingestible experiences for target consumers. Mass media plays a crucial role in the modern democratic society as the principal means of communication, particularly so advertising, which is a major source of information for the public. In any country, advertising has a high level of importance and recognition. In comparison to men, commercials have a detrimental influence on women, as they appear more emotional and unconfident (Rekha & Maran, 2012). Advertising serves both the firm's and consumers' needs. The functions of advertisements cannot be substituted by anything else. As a result, businesses must plan ahead and know when and where to advertise, and maximum finance and care is extended towards advertising (Sumathi & Begum, 2016;

Ampofo, 2014). Advertisements persuade the consumer to buy the product at least once in their lives. Consumers were more impressed by the commercial's model than by the keyword or caption. In comparison to the opinions of others (friends, neighbours, reference group), consumers saw advertisements as a trusted source of knowledge (Bashir & Malik, 2010). In our study majority of the women(94%) responded that they do watch or read the advertisements related to cosmeceutical products, so the Cosmeceutical companies can use advertisements to increase their sales by raising user awareness.

Our study found that most of the women are influenced by the Television advertisement [working (52%) nonworking(49%)] to purchase the products so cosmeceutical businesses can concentrate more on TV advertising to market their goods, which enables them to boost sales. Thus, television commercials are utilised as a competitive marketing technique. Making a profit and successfully marketing of the products are the companies' top priorities. So, companies can easily try to create demand for goods or services by influencing customer satisfaction through TV advertising. Sivasankar and Krishnasamy (2023) conducted a study on TV advertisement concluded that, the company's sales are boosted by the television commercials. The advertising raise awareness of the new products. Because more people are regularly watching television, television ads are incredibly popular and effective. Television advertising are the ideal marketing tool for attracting and motivating consumers. Vijayalakshmi and Anuradha (2020) in their study found that the majority of the participants (82%) watch cosmetic advertisements on television, indicating that the television medium reaches the greatest number of people.

Various factors influence the consumer to purchase beauty products. Khattri(2019) and Anjana (2018) in their study revealed that the number of variables, including quality, brand, price, advertising, and packaging, have a significant impact on consumers' purchasing decisions. Through our study it found that Quality is the major influencing factor to purchase the product followed by the price. The industry should focus more on providing quality

products to the customers. A good quality product will naturally be purchased more, further boosting the sales. Product quality is a key factor in determining whether a consumer will make a purchase. Because the performance of the product and customer satisfaction will improve as a result of constant modifications, it can be referred to as a process of continuous improvement. For the purpose of gaining a competitive advantage, quality is crucial. Women's brand loyalty is a result of the high quality of beauty care products. Good quality cosmetics persuade potential clients to buy them by establishing and maintaining their confidence. Indian customers are looking for expensive goods of good quality. They are willing to purchase even though the price is high if the product meets the promised quality (Anjana, 2018).

Industry can also focus upon reducing the price of products to increase sales. Cosmeceutical companies should contemplate steps to bring down the price of cosmetics, and also keeping discounts to the products whenever feasible, as all consumers are influenced by price. There is no doubt that such a reduction in price would be compensated by an increase in the volume of sales. Usually, buyers compare prices and brand options before making a purchase because they have a strong sense of trust in the benefits or value they receive from their preferred brand. The best way to increase consumer satisfaction is to compare price with value and perceived cost. Consumers have been seen to be willing to buy a product if the perceived value exceeds the price (Anjana, 2018).

Our study found that around 35% of working and non-working women felt pressurized after watching cosmeceutical advertisements to look more attractive and beautiful. Similar result was found by the research conducted by Rekha (2012). From our study we found that especially women from Telangana and women belongs to the age group 51-60 are more pressurized. This is might be because women from this location are dark skin so felt pressurized by cosmeceutical advertisements to look more attractive and beautiful

Results revealed that there was non-significant relationship found between working and non-working women for buying cosmeceutical products/brands after watching its advertisement. Similar results were found by the research conducted by Bashir & Malik (2012) from the result it can be concluded that as long as the product does not seem satisfactory to the consumer, it is not necessary that they rush to buy the product as soon as they see the advertisement. These findings support the notion that consumers actively learned to modify their sentiments towards a particular brand.

Our study revealed that cosmeceutical advertisements motivate women to shift from one brand to another brand. Consumer switching behaviour may be influenced by product awareness as well as consumer perception and belief in the product. Kaur & Hundal (2017) in their study found positive impact on switching behaviour of consumers for the advertisement. Our study also found that women get influenced by celebrities/models who endorse cosmeceutical products. Another strategy used by advertisers to influence customer attitudes is the endorsement of celebrities in advertisements. Miciak & Shanklin (1994) in their study determined that celebrity endorsements in advertisements boost product familiarity among customers, changing their attitude and preference towards the products. According to Kumar & Balakrishnan (2011) celebrity endorsement influences product evaluation and brand detection, resulting in a positive impact on buy attitude. In another study, Abishek & Usha (2023) discovered that Celebrity endorsements enhance the product's overall brand image. Using celebrities in advertising influence the consumer brand building and buying behaviour. Our study found that using beautiful celebrities in advertisements will reduce women self-confidence/self-esteem. We from our study found that celebrity who appeared in the advertisement is not trustworthy. But Bashir & Malik (2010) in their study stated that celebrities have high credibility.

Outcome result of our study found that Working women were felt pressurized to look attractive and beautiful compared to non-working women whereas Nonworking women were also felt pressurized to look attractive and beautiful compared to working women.

Consumers and cosmetic / cosmeceutical industry will benefit from this study, particularly in the area of product/service advertising. These business sectors will have a competitive advantage by comprehending customer requirements and the advantages of efficient advertising.

The study has a few limitations. It was focused only on selected population of Karnataka, Tamil Nadu, Kerala, Andhra Pradesh, and Telangana. Hence, the findings of this study do not reflect the overall status of cosmeceutical consumers in the above states. The sample size was very small which may not represent the entire population of above-mentioned state.

Conclusion

Beauty products play a very important role in the day-to-day lives of women. It helps them to develop their personality and raises the degree of confidence among women. Around 35% of women agreed that they feel pressurized by the advertisements to look beautiful. The study also found that advertisements play a major role in the consumers' purchase behaviour, especially TV advertisements. Overall, the cosmeceutical advertisements and beauty industry have a positive impact on woman's self-esteem, and perception of beauty. There are articles concluding that beautiful men and women are paid or promoted more often in their careers hence beauty is not only "skin deep". The present study will be beneficial to the consumers and cosmetic/ cosmeceutical industries, especially in product/service promotion. By understanding the benefits of an effective advertisement, these industries will be assured of competitive advantage.

Conflict of interest: Nil

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