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Impact of Cosmetic Advertisements on Women

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Dr. Varsha Khattri*Assistant Professor, Amity Business School, Amity University, Noida, Uttar Pradesh**Address for Correspondence: vkhattri@amity.edu***ABSTRACT**

The study aims to find out the behavior of women towards cosmetics, their perception about cosmetic advertisements and importance of cosmetics in their life. The research helps in the deep understanding of how advertising of cosmetic products impact confidence, self-esteem and perception of beauty of women. Also in response of the quick development of the cosmetic business, this research expects to examine the importance of cosmetics for female customers' belonging to different age groups. Along with that expands the information on factors that influence females buying behavior towards cosmetics products.

Descriptive approach as followed to find factors influencing women's buying behavior towards cosmetics. Primary data was collected with the help of questionnaires. Sample belonging to age group of 15-50 was taken to collect the primary data. Data was analyzed using SPSS version 2.1.

It has been found that monthly income of the women is directly proportional to the spending on cosmetics by women. Advertisement have a great impact on buying behavior of women. Advertisements lead to more purchase of cosmetics as women feel less confident after watching such ads. Women use cosmetics for personal reasons, for increasing self worth, to look beautiful and for appreciation. And also ingredient, quality of product and company or brand name associated with the product are the factors that influence women purchase of cosmetics to a great extent.

Keywords : Cosmetic market, Cosmetics, Impact of Advertisements, Buying Behavior,

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COSMETIC MARKET

Cosmetics also known as beautifiers refer to those things or substances used mostly by women to enhance their appearance. There is an extremely extensive part that the beautifying agents play in making respect toward oneself and trust in people. As per the report given by Confederation Of Indian Industries- The cosmetic sector is growing at a tremendous speed which we say is 16-21% annually, and this is twice as fast that of any other country. Even the U.S and the European market have agreed to the fact also. If the reports from the Confederation of Indian Industries (CII) are to be believed, the total Indian cosmetics sector has around US\$ 967 million worth funds in its kitty. This figure will definitely see a steep rise within a very short time span.

The cosmetic and beauty care industry primarily comprises of foundations principally occupied with assembling excellence items that are applied externally to upgrade the magnificence of skin, hair, nails, lips, and eyes. The same can be defined as the skin care, color for the hair, fragrances and other segments which are expected to even grow 5 folds in the near future. The rapid growth of the sector also defines the rate at which the industry is making waves at the global level which can be seen by the estimate given by the industry experts saying that the sector is expected to grow at the rate of 20% per annum. The women of today's world want to become more and more beautiful no matter and no matter how misleading the corresponding advertisement may be. Women want to look more and more glamorous with the help of artificial make-up.

The new upcoming herbal cosmetic industry is no exception to the growing popularity that the sector is enjoying. This is due to the fact that more and more people are now in favor of the herbal products as compared to the chemical counterparts and have even shunned the later ones out of their daily usage. The concept of ayurvedic cosmetic was a part of a campaign launched by the famous Shanaz Husain in the year 1970 with a range of path-breaking products so much so that the products proved to be instant hit among the ladies who wanted to be the first ones to get their hands on the products.

Today, there is a plethora of such brands which satisfy the needs of the people by providing them with huge range of ayurvedic and herbal products. VLCC, Himalaya, Dabur, Lotus etc to name a few. Even in 2009, when the world observed a major recession in majorly all the sectors known to mankind the only sector to have not been hit by the same was the cosmetic sector and the reason why we can say this is because of the fact that the cosmetic industry registered sales of around INR 365.5 Billion.

The youth today, are more concerned about their looks and their dressing sense as compared to what they were around a few years ago. This has obviously shown us that the rising purchasing power of the people has come good for the sector which was earlier also flourishing. This has also prove the fact that the people are now more conscious about their fashion sense and are willing to go the extra mile when it comes to spending pattern just to get what their heart desires and what they feel makes them look more and more fashionable. This has definitely prompted the marketers as they are trying everything to lure

this so called 'fashion conscious' by making such advertisement which propel the customer to buy the product. For ex: the fact that Indians have a knack of looking fairer with each passing day come what may has gone the marketers making or rather promoting a product which not only makes them fairer but also promises them that the same will make them look 10 times younger as compared to the people of the same age. This obsession for fairness crossed all boundaries when the marketer launched a product for fairer looking 'teeth'.

The one who makes the first of its kind product not only enjoys the first mover advantage but also leads as an example for others trying to occupy the same place as the first on. The marketers are now ready to spend millions and millions on promotional activities which ultimately aim at increasing the awareness of the product and also give them time required by them to develop the product according to the needs of the customer.

It is so very evident that due to the rising increase in the concern for beauty for both the genders the cosmetic industry is said to achieve tremendous growth rate in the years to come, as quoted by an independent research report. This trend has definitely been seen as a boon for both the new comers as well as those already in the industry and has seen the trends over quite some time now.

The crux of the matter could be that due to the rise in the category of products being offered, the spending power of the people, the rising concern for being a 'fashionista' etc have somewhat been good for the sector and more so with the changing trends every now and then. The firms are now even trying to secure a place for themselves in the rural market where the awareness level might be low due to various other factors.

The firms are now even offering customized products to the people just to ensure the perenniality of the revenues for them. This is also done to ensure that the firm has revenues from all the potential parts of the country and that all the markets; be it a niche or any other sector are tapped more often.

With the recent development in the Indian economy the cosmetics industry looks more and more promising and the future looks good. The strong player will become stronger and the throne will not be shared by one but many others who will become dominant players of the sector.

Earlier the cosmetic sector was governed by a few major players like: Lakme, Ponds etc but with the recent development we see a major chunk of players now being foreign players who are eyeing the top spot when it comes to the concerned sector. The price sensitivity that is very evident in the Indian market has definitely forced the new as well as the existing players to come out with new and innovative products and strategies as well to cater to the needs of the people. This is basically to cater to the needs of the market niches and their prolonged sustainability.

Indian Cosmetic Market

The Cosmetic and beauty care business in India is increasing at a remarkable rate, approximately with a growth rate of 15-20% annually. The current market value of beauty care products in India is estimated to

be US \$950 million and is expected to increase up to US \$2.68 billion by the year 2020 as per the report by the Indo Italian Chamber.

According to the Confederation of Indian Industries the size of the Indian cosmetic industry is around \$268 billion globally while inside the country it stands at around \$5.5 billion. Among these if we see then the fastest growing segment is that of the color cosmetics, which account for \$59.9 million of the total market. If sources are to be believed then the growth of the industry is at around 21% per annum across different segments. The demand for all the segments has seen an increase of around 3-4% which includes personal care also. The main demand comes from those products which are not very highly priced and account for almost 91% of the cosmetics market.

As per the different industry sources, the aggregate size of the Indian cosmetic market and beauty care business sector is as of 2012 evaluated at \$1.5 billion, with scent containing the biggest segment. Shade beauty care products represent 14%, scents - 21%, hair care - 19%, skin care treatment- 17%, herbal care - 13%, home grown items - 9%, others - 7%. If overall cosmetic industry is evaluated which along with revenues generated by sales of beauty products also include beauty services, then the business is evaluated to be \$2.68 billion approximately. The beauty care and cosmetics business in India is developing at 15-20% yearly, twice as quick as that of the United States and European markets.

In India beauty care and cosmetic business comprises of various salons, skin treatment centers and various products to improve appearance. It is also predicted that the beauty care and cosmetic business is likely to become the major contributor in the development of Wellness industry of India. Ladies help to bring about 85% of the revenues generated by wellness industry in India via Salons. Men are also not behind in this race and they are also likely to be the next major contributor in this segment. The increase in the concern regarding the looks and beauty among men and women are driving the Cosmetic and beauty care industry in India. The rapid growth in past few years is a proof of increasing demand in India for such products.

A 60% growth has been seen in the purchase of beauty products and cosmetics by Indian customers including both men and women. Not only this but also there is a 35% increase in the revenues generated by salons and 5% increase has been witnessed in the revenues gained by skin and other beauty related treatment centers over the last 5 years. From the above discussion it is so very evident that due to the rising increase in the concern for beauty for both the genders the cosmetic industry is said to achieve tremendous growth rate in the years to come, as quoted by an independent research report. This trend has definitely been seen as a boon for both the new comers as well as those already in the industry and has seen the trends over quite some time now.

With the recent development in the Indian economy the cosmetics industry looks more and more promising and the future looks good. The strong player will become stronger and the throne will not be shared by one but many others who will become dominant players of the sector. Earlier the cosmetic

sector was governed by a few major players like: Lakme, Ponds etc but with the recent development we see a major chunk of players now being foreign players who are eyeing the top spot when it comes to the concerned sector.

Evolution of Cosmetic Sector In India

Bearing the long and evergreen heritage of the Indian cosmetic and the wellness industry, the aesthetic make-up products have now become a buzz with the new age generation and it seems that with the booming economy it is soon going to be the a really big industry in the decades to come. The firms are trying everything they can just to ensure their awareness stays in the minds of the consumers and that the growing popularity of the wellness products have somewhat forced them to increase their offerings by extending their ranges in different parts of the country. This is also referred to as the line extension or the brand extension.

To fight for perfection is a major attribute in every individual's nature so as a consequence humans find various ways towards the perfection. Cosmetics were such a way that helped individuals to hide their flaws and look more beautiful which they desire. Cosmetics played a big role in achieving this perfection from the ancient times till now.

It all started in Egypt when men and women started using scented oils to make their skin more smooth and soft and to eliminate bad body odor. Then Egyptian women then started using mesdemet (made of copper and lead ore) and malachite (bright green paste of copper minerals) to add color and definition to their faces. Women also used burnt almonds, ash and copper etc to make kohl that was used to highlight their eyes. Then in China, Chou dynasty started the trend of wearing bright colors on their nails, they used gum for giving colors to their nails. Also the bright colors represented royal status at that time and others were forbidden to apply gum to their nails.

After this rice powder was used by Chinese and Egypt citizens to make their faces white and glowing. Not only this people of Greece began to use chalk powder or lead to look more fair. Then people of India stated using henna as a hair dye. Henna was otherwise used to apply on feet and hands on women before they get married. Likewise similar day to day use things were started to be used as a medium by women to look good by improving their appearance and beauty.

Since the liberalization period, when the cosmetic industry used to sponsor beauty pageants we can say that the industry has been in the limelight for quite some time now. And the popularity is ever growing at a fast pace. Hence, we say that there has been a drastic shift from the way the products have been in use and also the range, reach and the consumption of the products has also taken a major shift.

The industry has grown in the last few years at a compound annual growth rate equaling 6.9% during 2007-2011. This shows that the purchasing power of the people has increased and the number of fashion conscious people has also increased. Moreover, the industry gained momentum during 2010-2013. When it comes to the advertising part we say that the marketers have used both the print as well as the digital

media for the same. Due to the development of the cable channels and the amount of exposure one has to the external world we say that the Indian customer is keeping a tab on the latest development in the cosmetic sector and consequently converting this into action i.e. buying the product.

Today almost all the major players are trying their best to get a grip on the rural sector and also the global market. The firms are also promoting their products globally. This is also the case for the herbal products which have definitely seen a rising popularity among the foreigners. All this milestones related to evolution of cosmetics and beauty care products in India can be summarized by the following table :

Year	Milestone Achieved
Before 1991 (Pre-Liberalization)	Men and Women in different countries started using scented oils to soften skin, zinc oxide to whiten their skin etc. In India henna was used as hair dye
1991 onwards (Post-Liberalization)	Cosmetic sector came into limelight with the help of crowning of Indian women at International Beauty Pageants
2006-2008	Rapid growth was observed in the consumption of cosmetics and beauty care products among women
2009-2012	Electronic and Print media came into play in spreading awareness about cosmetics and beauty care products
2012-2015	Increase in the fashion consciousness among consumers and also introduction of cosmetics for men came into limelight via advertisements
2015 onwards (Future)	More local and international players will enter and more ranges of products in different provinces of India will get introduced

Table 1 : Timeline for development of Cosmetic Sector in India

Classification Of Cosmetic Market

Cosmetic industry fulfils the desire of every human to look good by providing a range of products. Cosmetics nowadays have become an integral part of an women's life. It not only hides their flaw but also improve their appearance by enhancing and upgrading their features. As a consequence, women feel more confident within themselves and make them feel happy and satisfied about how they look.

The cosmetic and beauty care industry primarily comprises of items that are applied externally to upgrade the magnificence of skin, hair, nails, lips, and eyes. Any kind of product which a consumer uses to improve or upgrade its external appearance, to improve and enhance quality of its skin to improve his health by cleaning and even the usage of any kind of either organic or inorganic product in order to protect oneself from the damage which may be done by undesirable atmosphere: all comes under the umbrella of cosmetics.

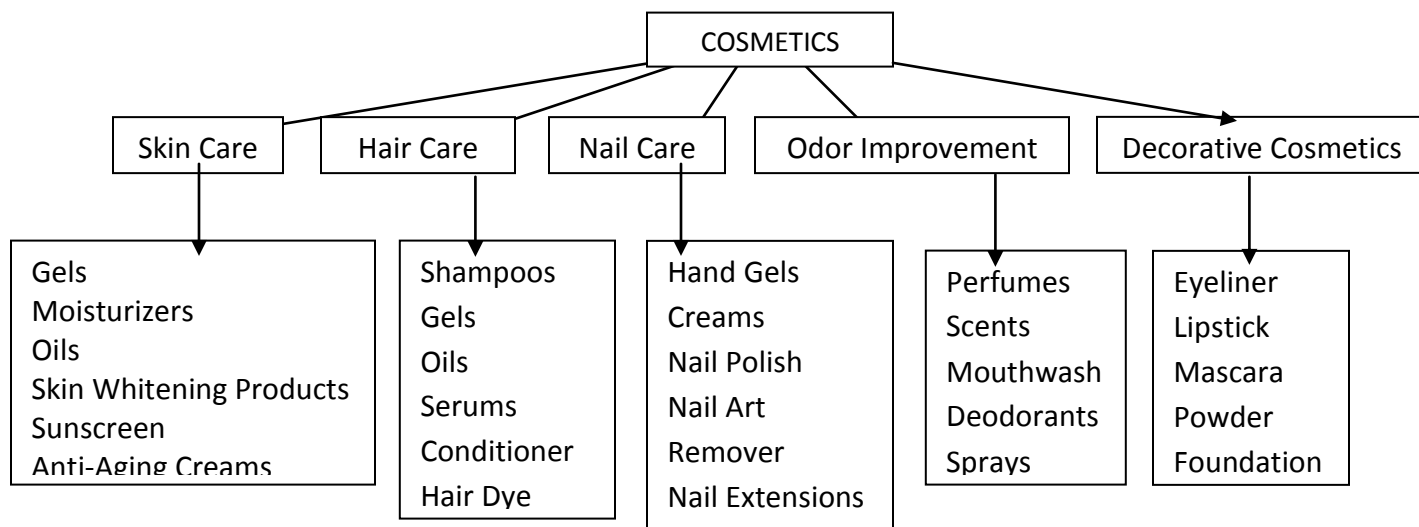


Figure 1 : Classification Of cosmetics

Adapted From :

- Indian Cosmetic Industry. (2013, January 1). Retrieved January 2, 2015, from <http://www.indianmirror.com/indian-industries/cosmetics.html>
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Cosmetic Industry growth

- The report given by Confederation Of Indian Industries state that the size of Indian Cosmetics Industry globally is \$ 274 billion, while that of the Indian cosmetic industry is \$ 4.6 billion. The current size of the Indian Cosmetic Industry is approx US\$ 600 million. Among these fastest growing segment is color cosmetics, accounting for around US\$ 60 million of the market. Industry sources estimate a rapid growth rate of 20% per annum across different segments of the cosmetics industry reflecting with an increasing demand for all kinds of beauty and personal care product. Over the last five years Cosmetic Products have seen a growth of 60%.
- In the developed world, typically 55-plus women are driver of cosmetic industry. In India, the trend is just reversed. Fifty per cent of India is less than 30 years [old], and for the next decade this proportion will increase towards the young.
- A recent survey by the Indian Market Research Bureau (IMRB) found that the average monthly income of women living and working in urban areas in India had increased from 4,492 rupees in

2001 to 9,457 rupees in 2010. This increase in income has led to an increase in consumerism among women and has given way to a steady growth in personal grooming products.

- A study even shows that affordability and rising consumer base were the main drivers behind the high cosmetic sales of around INR 356.6 Billion (US\$ 7.1 Billion) in 2009. Market players are getting lucrative and good opportunities as people have become more beauty conscious due to changing lifestyle and spreading consumer awareness.

Cosmetics Defined

The word “cosmetics” originated from the Greek work “Kosmetikos” which implies “skilled in adornment”. Makeup have been utilized the length of there have been individuals to utilize them and the perfect of magnificence has been around for quite a long time, in any case, the way individuals wear make-up and the reasons why they wear make-up have changed definitely over the long haul.

A definition of cosmetic product given by ZuraidaBt Abdullah, National Pharmaceutical Control Bureau, Ministry of Health Malaysia: “any substance or preparation intended to be placed in contact with various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with teeth and the mucous membranes of the oral cavity, with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or correcting body odours and/or protecting them or keeping them in good condition”

The Federal Food, Drug, and Cosmetic Act (FD&C Act) defines cosmetics by their intended use, as "articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance" [FD&C Act, sec. 201(i)]. As per this stated definition products which fall under category of cosmetics are skin moisturizers, perfumes, lipsticks, nail polishes, eye and color cosmetics, cleansing shampoos, hair dyes, and deodorants, as well as any product whose sole purpose is to enhance and magnify appearance of an individual.

Consider, a marketer advertising a fragrance by quoting its uniqueness as attractiveness, it will fall under the category of cosmetics as it is enhancing your body odor. On the other hand, a fragrance is promoted by another marketer by quoting it useful in quitting smoking or for good sleep, in other words it is promoted with certain “aromatherapy”, it will come under thy category of drugs not cosmetics.

Literature Review

Impact of skin whitening products and other beauty enhancing cosmetics on self worth of a women Ariyathilaka and Umakanthan (2009, January 8) studied that most of the skin whitening products ads are related to independence and marriage issues in the life of a women. As the society is changing

most of the women want to be economically independent and ads focus on the need of lighter skin other than talent. Although ads use self worth of a women but in their survey results showed women in today's world are educated enough that they do not believe in such concept. Also the fairness is related to wealthy and rich status in society. All the ads showcase beautiful models which gave a negative impact on women who have not so fair skin especially in South India. These ads are based on the concept that girls without having fair skin tone faces lots many problems in their life so they must use skin whitening cream of that particular brand to be successful in life.

Contrary to this Sinha and Shimpi (2012, November 1) studied the impact of beauty care and cosmetics products on men in Pune city. Surprisingly it was found that there was a sudden increase in the consumption of such products by men on a frequent basis. Reason majorly for this frequent usage was found to be self confidence and self esteem. Men apply such skin whitening products for improving their external appearance as how they look matters a lot for them. If they appear good externally it give them more confidence and increase their self esteem.

Tamper and Siero (2011, April 1) in their research found that the advertisements of beauty magnifying products impact the thinking about self for consumers. They say after watching ads the self of the viewer gets activated which sets physical perfection shown on TV as a standard and try to attain that perfection. This phenomenon results in lower self evaluation as compared to when these women are exposed to same products but not via the channel of advertisements. Also the products which are shown with a context of problem solver results in no difference in self esteem of individuals. In other words they concluded that the advertisements that are shown with a context of magnifying appearance forces consumers to compare them and think about the self which ultimately results in lower self evaluation when compare to those products which come in contact of consumers apart from the medium of advertisements.

AUTHOR	IMPACT
Ariyathilaka and Umakanthan (2009, January 8)	<ul style="list-style-type: none"> ▪ Face problems in their life ▪ Looking fair is essential to get job and getting married ▪ Fairness directly impact self esteem and confidence of women ▪ Fairness is the key to be successful and confident
Sinha and Shimpi (2012, November 1)	<ul style="list-style-type: none"> ▪ Fairness is important for men as well ▪ Physical appearance of men is also essential ▪ Good looks will enhance their confidence and self esteem ▪ To be fair is equally important for men
Tamper and Siero (2011, April 1)	<ul style="list-style-type: none"> ▪ Use of cosmetics effect what other perceive about women ▪ Results in lower self evaluation ▪ Women tend to set unattainable perfection shown artificially in ads
Ann Britton (2012, October 1)	<ul style="list-style-type: none"> ▪ Women wearing cosmetics are perceived as

	<p>successful in their jobs</p> <ul style="list-style-type: none"> ▪ Women who wear cosmetics are perceived as more confident
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Table 2 : Impact of beauty enhancing cosmetics on self worth of a women

Effectiveness of cosmetics ads in convincing women

Ariyathilaka and Umakanthan (2009, January 8) in their study discovered that most of the successful fairness cream advertisements are shown during the serials which are targeted towards women. According to the survey done by Access Academy students television was the most common and successful medium in convincing women. Moreover bollywood actress shown in such ads makes them more appealing. Television ads are most commonly used to convince women and these ads are shown in between daily soaps sp that it catches eyeballs of maximum women which eventually results in more sales of such products. After TV das newspapers and magazines are used to display such fairness enhancing products and on third place road side banners and out of the home advertising are used to display such fairness cream advertisements.

Hanrey Oakley (2009, January 1) examines the different methods of advertising used to sell cosmetic products. He categorized the techniques discovered as: aspirational advertising, celebrity endorsement, socially responsible advertising, unique selling points, and scientific evidence, fear and advert composition. This research focuses on evaluating the techniques in cosmetics advertising to assess their effectiveness on the consumer. He found that although the women do not agree that they get influenced by celebrity being used in such ads but the research conclusion clearly is evidence that women get influenced by celebrities being shown in ads to promote beauty enhancing products. Apart from this technique use of fear is also very effective in convincing women to buy a particular product.

Gupta and Shallu (2013, December 1) in their research found out that the promotional activities have a positive influence on consumers purchase decision. Earlier promotional activities focused on increasing the awareness about the product which included what the product is all about and benefits which one can have with the consumption of the same product. But modern promotional activities aim at brand awareness; increase the loyalty of the customer and improving the image of the company at corporate level. Analysis of their research showed that apart from word of mouth which plays a major role in making brand preference for beauty care products among consumers, advertisements in TV also helps them to make their preferences. Majority of people buy beauty care products just to enhance external beauty and modern day advertisements along with celebrity endorsements are successful in showing a good image of products and attracting consumers.

A study by IEICI Cosmetic Seminar on the China Cosmetic Market study (2013, April) revealed that most promising trends opted by cosmetic companies in china focuses more on how to improve the

customer experience, this is mainly opted by the leading brands who are already established. Apart from that green cosmetics are coming into limelight: by these marketers convince women that the product does not include any chemicals and is good for their skin, so by giving security they try to attract women and try to convince them that they should buy their product. Apart from that social media marketing is also becoming very common marketing tool and apart from that companies are trying to build relation with customers through the channels of e-commerce. It was found that major factors that helped in convincing customers were interaction with the customers, social media, traditional advertising, good positioning and online sales.

Author	Effectiveness
Ariyathilaka and Umakanthan (2009, January 8)	<ul style="list-style-type: none"> ▪ Women are targeted by displaying ads within prime time ▪ Bollywood celebrities are used to exert great influence on viewers ▪ Newspapers and banners are used on second and third number respectively
Hanrey Oakley (2009, January 1)	<ul style="list-style-type: none"> ▪ Celebrity Endorsements ▪ Use of fear technique so that women get convinced easily to use a particular product ▪ Use of scientific evidence to attract more customers
Gupta and Shallu (2013, December 1)	<ul style="list-style-type: none"> ▪ TV advertisements along with celebrity endorsements ▪ Word Of Mouth ▪ Ads focus on improving loyalty of customers ▪ Improve corporate image
IEICI Cosmetic Seminar on the China Cosmetic Market study (2013, April)	<ul style="list-style-type: none"> ▪ Try to improve customer experience ▪ Highlight Green products in which chemicals are not present ▪ Use of e-commerce and Social Media Marketing

Table 3 : Effectiveness Of Cosmetics Ads In Convincing Women

Factors influencing purchase decision about cosmetics of women

A study by Vinith and Praksh (n.d) analyses the purchase patterns and spending styles of people belonging to different segments of Cosmetic consumers in Kerala. The major variables selected for the study are demographic (location, gender, education, income and occupation) and other variables (purchase style, brand selection, brand loyalty and preference, location selection etc.). The study talks about customer attitude of people belonging to different groups in the Kerala society. The classification of the people are done on the basis of area , gender , occupation, income etc. The study also analyzes the customer attitude towards the different factors identified after the focus group discussions. It also discusses the effect of cosmetic purchase on the society specifically among the segments under consideration.

Vipul Jain (2011, March 1) discusses celebrity endorsement has nowadays become an instrument having a wide effect in advertising. India as a nation is known for cherishing its stars. The Indians idealize their bollywood on-screen characters and cricketers. The sponsors see this as a chance to grab in order to stretch their operations and advance their products. His research concentrates on inspecting the view of these Indian Consumers about the superstar support process and the consequent effect on their buy choices.

In a study by Shimpi and Sinha (2012, November 1) it was analyzed that consumers of cosmetics are not only women but also men are moving towards consumption of such products. Self esteem and self presentation were given more preference by the males as a major reason to buy cosmetics and beauty care products. A rise in the demand of beauty care and cosmetics products for use on a frequent basis has gained wide acceptance even by the males of India. The major reason for this usage is the appearance. For every individual including men, appearance matters a lot and if externally they look good it gives them a feeling of more self confidence and self esteem and making them more confident internally as well as externally. So self confidence and esteem were the major factors highlighted in their study for usage of cosmetics and beauty care products.

Bhatti, Manj and Kanwal (2013, February 1) in their research tried to find out the relation between the advertisements of cosmetics and the purchase decision made by youth. In their research they find that the reason of such tremendous growth of cosmetics market is basically the exposure of such products to consumers. In other words they have observed a rapid rise in consumption of cosmetic products after the advent of advertisements on Television. More the consumer becomes aware of existence of such product more is the desire to have that physical appearance shown on the television and as a result they end up buying those products whether they need it or not.

Gupta and Shallu (2013, December 1) in their study on how successful cosmetics ads are in influencing purchase decision of customers also studied the major factors that play a crucial role in consumer buying behavior. Major contributor to the purchase of cosmetics and beauty care products by women is their psychology. Every Women wants to look good as they feel good when someone admire their beauty. So looking beautiful and getting lot of appreciation by others has become a major trend which is being followed from many years. Make up and cosmetics help women to achieve the look she desires and get appreciation. So this mind set is the major reason for the purchase of beauty products by women.

Palade (2011, November 1) through his research tried to found the major factors leading to the purchase decision of cosmetics of a particular brand by consumers, keeping focus on Avon. He observed that quality to price ration matters a lot while women make a purchase decision related to cosmetics or beauty care products. Also the TV advertisement and brand awareness matters for women in making their preference towards a particular brand. It was also observed that 100% guarantee given by Avon also has a

positive influence on women. He categorized three kind of customers and what influence them while taking cosmetic related purchase decision. First category belongs to those women with low budget but aspire to look good, for them the price matters a lot along with that the product should be more volume wise so that it stays long and must be easy to use. For other category that belongs to middle income women, quality is the major determining factor for a particular product, also the image of the company and price also matters to them but not at the cost of quality. The third category belongs to those women with high income group, for them the packaging and image of the brand matters a lot. They admire innovation and creativity in cosmetics products and love to experience the new fashionable products and for them price does not matter.

Abdullah Junaid, Faheem Ahmed & Jamia Hamdard (2013, May 1) through their research tried to find out the relation between monthly income and the place of purchase of cosmetic product. Apart from that they tried to find out how important physical appearance is for women and for what purpose they use cosmetic products. It was found that more than half of the women consider physical appearance as either very important or important for them. They buy beauty enhancing products for their facial care and to enhance their beauty.

Deepthi and Moorkoth (2013, November 1) in their study found that the major reason for the tremendous growth of cosmetics was majorly due to increasing awareness within consumers. With the advent of Television and internet, consumers came in contact with many advertisements related to enhancing beauty and appearance. As a result it was found that these ads really worked as individuals were really influenced by the physical perfection shown in the ads. In the end their desires ultimately converted to the actual purchase of that product.

Author	Factors
Vinith and Praksh (n.d)	<ul style="list-style-type: none"> ▪ Demographic variables (location, gender, education, income and occupation) ▪ Other variables (purchase style, brand selection, brand loyalty and preference, location selection etc.)
Vipul Jain (2011, March 1)	<ul style="list-style-type: none"> ▪ Celebrity Endorsement ▪ Influence of famous personality on purchase decisions regarding which brand of cosmetics to choose
Shimpi and Sinha (2012, November 1)	<ul style="list-style-type: none"> ▪ To improve physical appearance ▪ To improve self esteem ▪ To be more self confident
Bhatti, Manj and Kanwal (2013, February 1)	<ul style="list-style-type: none"> ▪ More exposure to such products ▪ Increasing awareness via TV ads
Gupta and Shallu (2013, December 1)	<ul style="list-style-type: none"> ▪ To achieve the look women desire ▪ To get lot of appreciation ▪ To look more beautiful
Palade (2011, November 1)	<ul style="list-style-type: none"> ▪ Quality to price ratio ▪ Hundred percent guarantee

	<ul style="list-style-type: none"> ▪ Availability ▪ Brand awareness
Abdullah Junaid, Faheem Ahmed & Jamia Hamdard (2013, May 1)	<ul style="list-style-type: none"> ▪ Monthly income and expenditure ▪ Place of purchase ▪ Importance of physical appearance
Deepthi and Moorkoth (2013, November 1)	<ul style="list-style-type: none"> ▪ More awareness about cosmetics products ▪ Television advertisements create desire to look beautiful ▪ Internet and other ways of information

Table 4 : Factors influencing purchase decision about cosmetics of women

Cases of misleading ads and ethical issues involved in the advertisements related to fairness creams and other cosmetics

T, S., Anand, A., Gummudavelly, S., & Hussien, S. (2011, January 1) discusses the factors for successful marketing considers the current market trends & demands, regulatory framework & compliance requirements, efficacy, safety and scientific learning on performance. The current regulations of cosmetics are stringent. They discuss about different regulatory bodies worldwide having their own regulations to ensure safety of the cosmetic products. The major cosmetic market constitutes of European Union (EU), United States of America (USA) .The regulations in these territories are used as a model for the developing world. India, quickly catching up the cosmetic market globally following its own regulations. The regulations which impact directly on the manufacture and sale of cosmetic products include the following: cosmetic definition, licensing, labeling, safety substantiation, stability studies and legal authority. Aspects of these regulations affecting the manufacturing and sale of cosmetic products in the USA, EU and India are discussed.

Esther Kuntjara (2001, July1) says that women are used as an object in most of the advertisements. According to him real purpose of advertisement is to show images that individual desire into real items. But modern advertisements are shown in such a way that desires of one are portrayed as a necessity for all. They focus on transforming or converting the desires as a necessity, without having that product once survival will be in doubt. He quoted an example of deodorants, the ads for the same are shown with a fear of someone smelling bad in public and this is totally unacceptable by society. He concludes that most of cosmetics ads focuses on fear and insecurity of especially women. Also in cosmetics ads women are shown as so beautiful but artificially, women consumers try to achieve that artificial perfection and if they fail they feel ashamed and guilty. The way in which women are shown in most advertisements depict are because of the artificiality used in the ad to attract more and more women but unfortunately these ads set physical perfection and flawless women shown in the ad as standard for women which is impossible to achieve in reality. As a effect of these ads ladies are ready to spend cash and time on makeup to achieve

the perfection. When they can't comply with a perfect and idealistic standard, they go to incredible length of push to control and change their appearances and bodies.

Deepthi and SudheerMoorkoth (2013, November1) in their study discusses about the regulation opted and the regulatory bodies that are held responsible for misleading advertisements shown on Television. They found that cosmetic market in India is growing at a very rapid rate that is 15-20% annually and according to their research major reason for this rise is increasing awareness among consumers via the channel of Television advertisements. Most of the people come in contact with these advertisements which portrayed physical perfection which in turn develops desire within individuals and as a consequence individuals end up by purchasing them. The regulation related to such ads was weak and was not in favor for Indian consumers. Earlier courts, government, tribunals and police were there; due to presence of multiple bodies it created confusion. In 1985, Advertising Standard Council Of India was formed, as it was voluntary organization its decision were not followed by court. But in August 2006, it was made compulsory for all the advertisements being aired on television. As a result actions were taken against misleading ads. For example the ad of Fair and Lovely- "Fair & Lovely haianya international creams se behtar " As a result ad went off air in August 2008 as its claims were false that their cream is better than all other creams present in the world.

ElsiaPuvia (2011, November 30) argues that females are used as mere objects in cosmetics advertisements. She observed that most of the advertisements regardless of the content or product visualized women. According to her main purpose of advertisements is to make consumer aware of the product and to encourage him to buy that product by conveying its benefits to the target audience. Specifically, those advertisements that portrayed ladies in a sexist way may distort self-perceptions by setting unreasonable models of female excellence and physical perfection. Particularly, women uncovered to sexist Television advertisements seen their real body size as bigger also indicated to have a bigger error between their real also perfect body size demonstrating that they favored to be more thinner than their seen real body size. She defined objectification when advertisements focus on physical appearance of others, as this may have a negative influence on others. Also the objectification of women may lead to physical and mental discomforts among women which in long run have adverse effects on women leading to low confidence, eating disorders and depression.

Author	Issues
T, S., Anand, A., Gummudavelly, S., &Hussen, S. (2011, January 1)	<ul style="list-style-type: none"> ▪ Cosmetic definition, licensing, labeling, safety substantiation, stability studies and legal authority ▪ Role of regulatory bodies in ensuring safety against cosmetic products
Esther Kuntjara (2001, July1)	<ul style="list-style-type: none"> ▪ Objectification of women in ads ▪ Transforming desire to necessity ▪ Use of fear to promote products
Deepthi and SudheerMoorkoth (2013, November1)	<ul style="list-style-type: none"> ▪ Need of regulatory body ▪ Rule of ASCI ▪ Use of false claims in ads
ElsiaPuvia (2011, November 30)	<ul style="list-style-type: none"> ▪ Visualizing women in ads just to grab more eyeballs ▪ Fake images of physical perception distort self perception ▪ Focus on physical appearance
Bhatti, Manj and Kanwal (2013, February 1)	<ul style="list-style-type: none"> ▪ Use of beautiful models in ads throws a false ideal image in the minds of women ▪ False things shown artificially

Table 5 : Ethical issues involved in the advertisements related to cosmetics

RESEARCH METHODOLOGY

The study aims to find out the behavior of women towards cosmetics, their perception about fairness advertisements and importance of cosmetics in their life. Descriptive research is used for this study.

1 Research Objectives

- To study impact of skin whitening products advertisements on self worth of a women
- To identify factors influencing purchase decision about cosmetics of women
- To study the importance of cosmetics for women
- To study impact of cosmetics ads on women
- To study cases of misleading ads and ethical issues involved in the advertisements related to fairness creams and other cosmetics

2 Research Design

The design for the research as used in this study is descriptive. The researches done earlier on this topic and related topics were used to analyze the factors for the purchase of cosmetics by women and impact of cosmetics ads on women. This research was done including factors from research papers to know the important factors for the purchase of cosmetics by women. This research includes primary as well as secondary research. The primary search was carried out was done with the help of questionnaires.

3 Sample Size and Data Collection

Sample size was taken as two hundred. It was decided on the basis of previous researches done on the same or similar kind of topics. As this study aims to find the impact of cosmetics and its advertisements

on women, only women aged above 18 and below 50 are chosen as its respondents. All the respondents were from either New Delhi or NCR region. Respondents were a mix of students, employed women and housewives. They were selected randomly and on the basis of convenience. Data used in this study is primary as well as secondary. Secondary data is collected from various resources which includes newspapers, magazine, various articles, different websites, journals and research papers. Research papers on the cosmetics, its importance and impact of fairness advertisements were used to find various factors that influence women behavior towards these aspects of cosmetics. Primary data has been collected with the help of questionnaire. Questionnaire was sent to approximately two hundred people and data was then collected by customers. For the first three objectives data was collected via primary search with the help of questionnaire. Data for last objective was collected through secondary search.

4 Research Instrument

Questionnaire was used as an instrument to collect the data for this study. Questionnaire was designed on the basis of factors collected from research papers. It includes all relevant and important questions pertaining to each objective. All the questions are close ended, open added questions were avoided in order to keep a standard format for the output. It includes five parts. First part deals with the consumption pattern of cosmetics by women. It involves multiple choice questions. Second part deals with the influence of fairness cream advertisements on women. It includes a set of eighteen statements and likert scale of 5 pointer was used Third part deals with the important factors that are involved in making purchase decision for cosmetics by women. It includes a set of sixteen factors and 5 pointer likert scale which is a rating scale was used. Fourth part deals with the importance of cosmetics for women. It involves a set of fifteen statements and likert scale of 7 pointer was used. Fifth part involves questions related to person like age, income and name. These details are included in order to find whether demographic factors like age and income have impact on purchase decision of cosmetics by women.

5 Data Analysis

For analyzing the data SPSS (Stastical Package For Social Sciences Program) version 21 was used. First part of the questionnaire was analyzed with the help of frequencies and percentages and was represented with the help of graphs and pie charts to represent the consumption of cosmetics by women. Second part was analyzed to know the degree of impact of television ads on women purchase of fairness creams. It was analyzed in terms of mean scores. Third part of the questionnaire was analyzed by applying data reduction test of factor analysis to determine the few factors which are important for purchased decision of cosmetics. Fourth part of the questionnaire was also analyzed by factor analysis to find few crucial factors related to importance of cosmetics for women. Fifth part was analyzed by cross tab to identify whether demographic factors like age and income have any effect on purchase decision of cosmetic by women.

Analysis and Discussions

1 Consumption Pattern Of Cosmetics

The results shows that out of 174 respondents, 41% of women apply or wear cosmetics everyday. 23% apply cosmetics once a week and 14% more than once a week. 20% of respondents apply cosmetics once a month and 2% only never applied makeup. This clearly shows the importance of cosmetics as most of the women apply them either everyday or once a month.

Frequency of buying cosmetics basically tells at how much interval respondents go to shop for cosmetics. 79% said once a month,17% twice a month and 2% says thrice or four times a month. Based on their usage, majority of the women uses cosmetics everyday and frequency of buying is a month.

37% of the respondents spend between 500 and 1000 on the purchase of cosmetics on a monthly basis. On the other hand 17% of them spend above 1500 in a month. 21% between 1000 and 1500 and only 25% below 500.

2 Relation between Monthly Income And Monthly Expenditure

		Correlations	
		Income	MoneyspentonCosmetics
Income	Pearson Correlation	1	.155*
	Sig. (2-tailed)		.041
	N	174	174
MoneyspentonCosmetics	Pearson Correlation	.155*	1
	Sig. (2-tailed)	.041	
	N	174	174

Table 6 : Relation between monthly income and spending on cosmetics

To find whether any relation exists between the monthly expenditure on cosmetics and monthly income, correlation analysis has been applied. The results clearly indicates that there is a relation between the two variables as the value of pearson coefficient is more than 1. This means that female cosmetic consumers having higher monthly income spend more money monthly on the cosmetic products. As we can see sig. (2 tailed) value is less than .05 we can say that means there is a statistically significant correlations between monthly expenditure on cosmetics and monthly household income of respondents.This means, increase in monthly income will increase expenditure of cosmetics on a monthly basis.

	Very Unlikely	Unlikely	Undecide	Likely	Very Likely
Class	48	44	33	46	3
Work	21	27	25	80	21
Job Interview	19	30	30	72	23
Out with friends	10	8	11	71	74
Date	8	4	6	61	95
Outside Home	30	26	44	55	19

Table 7 : Use of cosmetics in different situations

Majority of the respondents apply make up whenever they go outside home or at work or at job interview. Most likely they apply makeup when they go for a date or out with friends. This consumption of make up on different situations clearly shows how important cosmetics are for women. But in class 48 out of 174 said they don't apply makeup and 46 said they apply cosmetics when they go for a class. So in this situations mixed responses were there from respondents. But in 5 situations out of six situations majority of respondents likely or very likely to apply cosmetics.

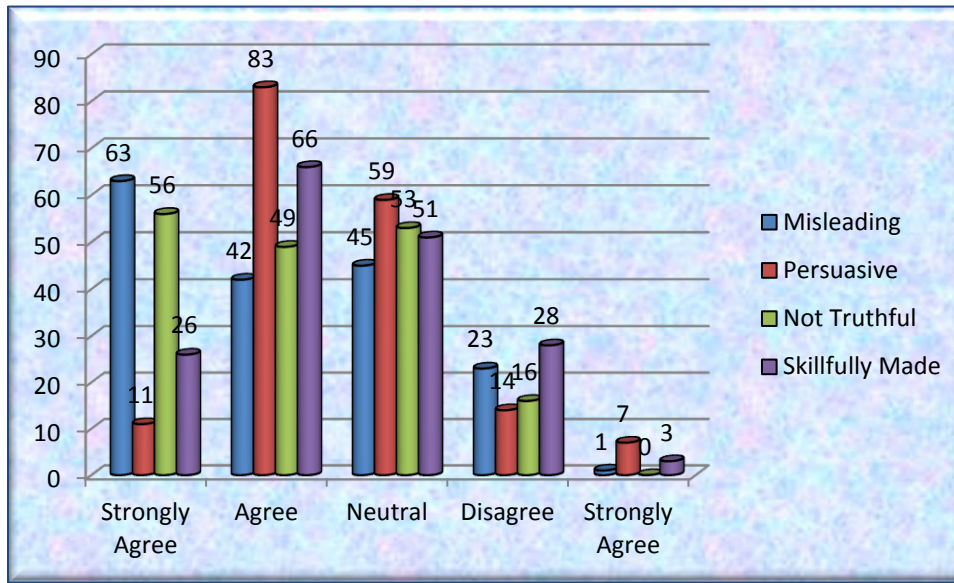
3 Impact Of Advertisements On Women

Descriptive Statistics

	N	Mean	Std. Deviation
Buy such products	174	3.339	1.1302
Lessconfident	174	3.247	1.0379
Adschange my definition	174	3.247	1.2030
Adschange perception	174	3.213	1.1203
Celebrities quality	174	3.086	1.0957
Ads fake hope	174	3.006	1.2835
Become more conscious	174	2.914	1.1523
Advertisements are insulting	174	2.322	1.1630
Valid N (listwise)	174		

Table 8 : Impact of cosmetic ads on women

Above table depicts the impact of advertisements on women. Majority of the respondents (mean=3.339) feel that they buy creams to attain the beauty of celebrities in the ad. And after watching ads most of the women feel less confident as the mean of this factor is 3.2. Third major impact is the advertisements change their definition of perfect body and beauty. Very few women feel the ads are insulting to women and they become conscious after watching such advertisements. This concludes that major impact of such ads on women includes they buy such creams to attain beauty portrayed in ad, and also they feel less confident after watching such ads and these ads change their perception of perfect body.



Majority of the respondents feel that advertisements related to cosmetics are misleading that is what they show is quite different from the product in reality. 63 respondents feel that such ads are misleading. 83 respondents also feel that such ads are persuasive. They try to persuade women to buy such cosmetics by portraying beauty artificially in ads. 56 respondents feel that such ads are not truthful that is what is shown about the product in ads is not the case actually. 66 respondents feel that such ads are very skillfully made.

4 Factors Influencing Purchase of Cosmetics

Descriptive Statistics							
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
QualityAttributeofproduct	174	1.0	5.0	4.006	1.0341	-.837	.184
CompanyorBrandname	174	1.0	5.0	3.713	1.2298	-.680	.184
Ingredientsofproduct	174	1.0	5.0	3.534	1.1563	-.493	.184
Availability	174	1.0	5.0	3.149	1.0483	-.151	.184
Specialofferorpromotion	174	1.0	5.0	2.828	.9702	.007	.184
Price	174	1.0	5.0	2.776	.9195	.416	.184
StoreLocation	174	1.0	5.0	2.764	.9835	.157	.184
Packaging	174	1.0	5.0	2.529	1.0627	.129	.184
Valid N (listwise)	174						

Table 9 : Descriptive statistics of factors influencing purchase of cosmetics

The above table clearly shows the mean and standard deviation along with the skewness of factors that influence the purchasing decision of cosmetics by women. As per my research maximum respondents out of 174 respondents maximum give importance to quality or attribute of the cosmetic while making the purchase of cosmetics. But at the same time standard deviation of this factor is more as compared to other factors showing the variability in observations for this factor. After the quality second importance is given to company or brand name of cosmetics with a mean of 3.73. After that ingredients, availability, special promotion are given importance. Price comes as third last in the list, this shows price does not matter for women as compared to quality of product while making such purchase decisions. Least importance is given to packaging of such products in the purchase decision.

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.473	34.735	34.735	2.218	22.185	22.185
2	1.583	15.832	50.566	2.007	20.065	42.250
3	1.032	10.322	60.889	1.864	18.639	60.889
4	.972	9.716	70.605			
5	.838	8.379	78.984			
6	.547	5.469	84.454			
7	.494	4.939	89.393			
8	.409	4.093	93.486			
9	.385	3.849	97.335			
10	.266	2.665	100.000			

Table 10 : Variance for factors influencing purchase of cosmetics

Rotated Component Matrix^a

	Component		
	1	2	3
Price	.109	.084	.590
Ingredientsofproduct	.717	-.068	.437
Packaging	.272	.021	.779
StoreLocation	.120	.266	.627
QualityAttributeofproduct	.900	.013	.103
Specialofferorpromotion	.144	.709	-.138
CompanyorBrandname	.730	.370	.170
Availability	.435	.634	.197
CelebrityEndorsements	-.219	.789	.329
WordofMouth	.067	.509	.345

Table 11 : Rotated Matrix for factors influencing purchase of cosmetics

Factor 1 : Ingredient of the product, quality of the product, company or brand name

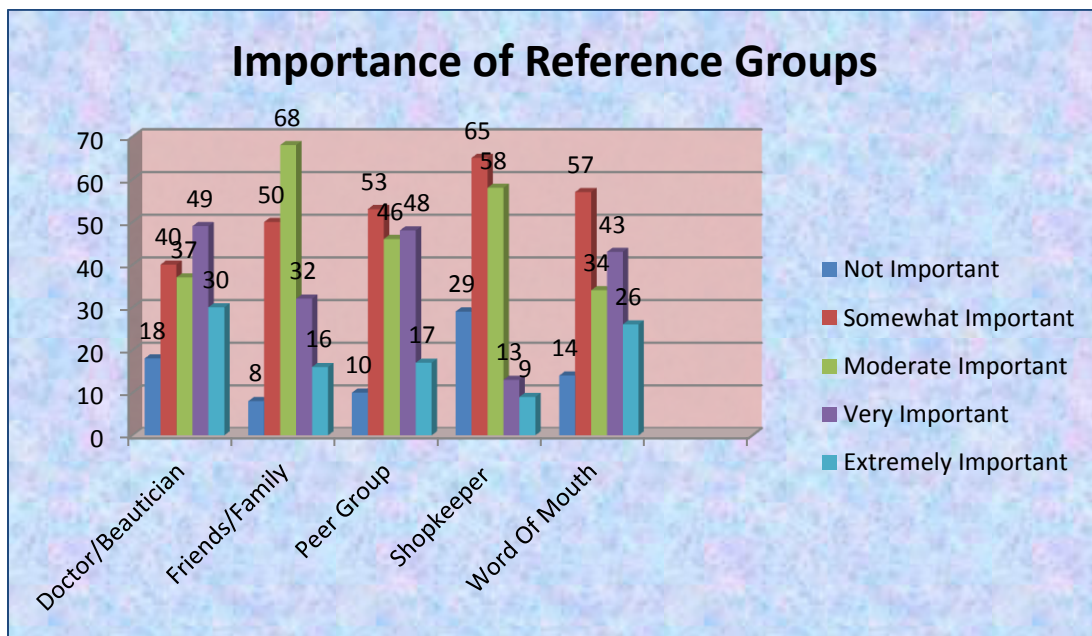
Factor 2 : Special offer or promotion, availability, celebrity endorsements, word of mouth

Factor 3 : price ,packaging, store location

Component Transformation Matrix

Component	1	2	3
1	.629	.513	.584
2	-.631	.776	-.002
3	-.454	-.367	.812

Table 12 : Component Matrix



Above graph clearly depicts the importance of reference group on purchase decision of cosmetics by women. Doctor or beautician suggestion is extremely important as compared to others. If we talk of reference groups individually than doctor suggestion is very important, friends or family suggestion about cosmetics , shopkeeper suggestion and word of mouth are moderate important for making the purchase decision. Peer group suggestion is somewhat important for respondents. On the other hand majority of respondents that is 26 considers shopkeeper suggestion as not important.

5 Importance of Cosmetics

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.601	30.672	30.672	3.411	22.742	22.742
2	2.253	15.019	45.691	2.424	16.157	38.899
3	1.580	10.536	56.227	2.026	13.504	52.403
4	1.382	9.214	65.441	1.956	13.039	65.441
5	.930	6.203	71.644			
6	.775	5.169	76.813			
7	.633	4.218	81.032			
8	.604	4.029	85.060			
9	.541	3.609	88.669			
10	.404	2.695	91.364			
11	.356	2.374	93.738			
12	.308	2.054	95.792			
13	.274	1.824	97.616			
14	.194	1.292	98.908			
15	.164	1.092	100.000			

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component			
	1	2	3	4
Physicalappearance	.119	.058	.763	.036
SelfSatisfaction	-.049	.168	.721	.140
Confidence	-.027	.690	.446	.014
Selfesteem	.046	.737	.360	.086
Physicalperfectionportrayedinads	.432	.089	.444	.360
appreciation	.115	.263	.063	.801
Beautifulfashionable trendy	.087	-.047	.179	.817
Medicalreasons	.846	-.050	.122	.091
Personalhygiene	.609	.023	.309	.034
Antiageingskinsolvingproblems	.815	.212	-.056	-.069
FacialCare	.533	.611	.041	-.117
occupation	.669	-.023	-.333	.299
YoungLooks	.730	.236	.020	.189
Selfimage	.406	.637	-.360	.297
Feelbetter	.060	.640	-.082	.498

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Factor 1 : Medical reasons, Personal hygiene, skin solving problems, occupation and young looks

Factor 2 : facial care, self image, feel better, confidence and self esteem

Factor 3 : Self satisfaction, physical appearance, physical perfection portrayed in ads

Factor 4 : Appreciation and to look beautiful/ fashionable and trendy

Personal Reasons Self Worth Good Looks Recognition

Component Transformation Matrix

Component	1	2	3	4
1	.730	.522	.205	.390
2	-.574	.392	.695	.183
3	.371	-.386	.662	-.525
4	.020	-.652	.190	.734

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Findings and Suggestions

The study is carried out with the aim to find out the various factors that are associated with the consumption pattern and female cosmetic consumer behavior with respect to cosmetic products. Delhi and NCR were chosen as the area for data collection because Delhi is the capital state of India and NCR are emerging cities. The results provide us an insight of the cosmetic market and help us in finding out how female consume the cosmetic products. We found that as the income level of female consumers is increasing their expenditure for cosmetic product is also increasing. We also found that there is an increase in the awareness as well related to cosmetic products. One major finding in our study tells us that these days female consumers prefer more of cosmetic products which are made from the natural ingredients in other words we can say that they prefer herbal cosmetic products. This will provide the herbal cosmetic industry a great opportunity to grab the cosmetic market by providing more and more new herbal cosmetic brands.

Cosmetic products are widely used by people now a days and hence the number of players enter into this business has increased considerably. Companies try to identify the consumer's attitude towards these cosmetic products so that they position their products to the particular category of people rather spending unnecessarily on non-targeted people. This study has provided a platform for the corporate to think on different dimensions what consumers prefer, which make them in deciding on Marketing Mix of different

products, like modify the product or change in product design, fixing of price that better suit the targeted audience, appropriate promotion mix namely sales promotion, advertising, publicity and personal selling, and finally change in distribution channel.

The study will be of importance to various stakeholders in diverse ways. For manufacturers of cosmetic product, the research findings will enable them ascertain the extent, resources and attention that branding deserves their operation. Also, dealers in cosmetic goods will better opt for brands that possess the desired features to drive demand and to the consumers, the responses can serve as basis for manufacturers to concentrate on producing exactly how they (the consumers) want their cosmetic products to be and by so doing, enhancing their level of satisfaction which will lead to customer loyalty and retention.

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