IMPACT OF COSMETIC ADVERTISEMENTS ON CUSTOMER PERCEPTION: A STUDY WITH REFERENCE TO WOMEN IN BANGALORE CITY

Syed Kazim*; Ajai Abraham Thomas**

*Assistant Professor,  
Department of Management,  
Kristu Jayanti College,  
Bangalore, India.  
**Assistant Professor,  
Department of Management,  
Kristu Jayanti College,  
Bangalore, India.

ABSTRACT

In the current era of information explosion and the world of media, advertisements play a major role in changing the behavior and perception of consumers towards the products shown in the advertisements. The advertisements not only change the way of product is consumed by user but alter the perception with which they look at the product. All over the world, advertisements have been used since ages for a wide variety of brands. For over the last two decades, a sharp increase in advertisements can be witnessed. Advertisements have great influence in purchasing decision of customers for particular brands. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service that it may have lacked otherwise. The study focuses on identifying the influence of advertisements on the consumer behavior and perception with special reference to the cosmetic products on youth between 15 to 24 years of age. In order to seek answers to the research problem a descriptive mode of research was employed. The information was collected from the primary as well as the secondary sources. The study was conducted in Bangalore City with a sample size of 100 respondents with main focus on the youth through random sampling method. The data collected was analysed using various statistical techniques through SPSS. The study went on to prove that there is a strong relationship between the cosmetic advertisements and
customer perception decision. The result of the study would help various stakeholders to act cautiously and responsibly.

**KEYWORDS:** Advertisement, Consumers, Behavior, Perception, Decision, Youth.