

# IMPACT OF ADVERTISEMENT ON CONSUMER PURCHASE BEHAVIOR: COSMETIC PRODUCTS IN KARACHI

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### Abstract:

The title of the study impacts of advertisement on buyer purchasing behavior, study cosmetic products Karachi city. Regardless of the way that the cosmetic products produce organizations go through lot of cash to uncover buyers through various kinds of attractive advertising. Advertising is for the most part use for making mindfulness and promoting products. The objective of my study is to discover promoting bring effects on buyer purchasing decision concerning cosmetic products in Karachi city. Customer demeanor and other related social change that may happen because of the impact of various kinds of advertisement exceptionally on cosmetic products adverts. By using distributed questionnaires in all 7 districts of Karachi city as a sample, and received 200 complete questionnaires from respondents. Data was analyzed by using different statistical techniques such as descriptive, correlation, and regression analysis, results of study are strong because all evidences mentioned that the advertisement have significant impact on consumers buying behavior and his/her choices.

**Key words:** *Consumer purchasing behavior, Advertisement.*

### 1. Introduction:

Advertising is the name of announcement for creating public or buyer attention, in the medium of promoting the products, ideas, services etc. advertising is a market correspondence that utilizes straightforwardly supported, non-individual information to promote or sell different products, services or ideas etc. patrons of advertisement are ordinarily organizations wishing to advance their different products or administrations. In

the recent years the different advertisement techniques used to companies for capturing the market, especially through Television commercials, F.M radio, different types of bill boards same as signboards etc. through advertisement techniques marketing companies remind again and again products name to buyers. Be coming weary of all advertisement is simple since we are so media immersed each day (Agwa, 2012)

The consumer is a person who buying the different items or products/ services for his personal consumption, consumer behavior is the activities and the choice cycle of individuals who buy goods and services for individual utilization, the term purchaser buying is introduced as the conduct shoppers show in looking for, buying for, utilizing, assessing and arranging items and administrations that they anticipate will fulfill their requirements. Consumer behavior as the exercises of individuals occupied with real or possibilities use of market things whether products, administrations, informational data, or thoughts ( Achumba, 1996). Consumer behavior centers around how people settle on choices to spend their accessible assets like time, exertion, cash, on utilizations related things. That incorporates what they buy, when and why they buy, where and how regularly they buy, how frequently they assess after the buy and use it and effect of assessments on future buy and how they arrange it ( Kanuk, 2009). Buyer behavior is introduced as the choice cycle and active work people participate in while assessing, procuring, utilizing, or discarding services and items ( Bitta, 2002). Low right marking in television commercials is normal and this influences the requirement for the viewers to distinguish the brand being publicized ( jenni, 2012).

The beauty and individual consideration class is viewed as swelling safe. This is principally on the ground that the vital drivers of customer transformation in this classification are seen item adequacy, the nature of the fixing and the psychological condition that these items satisfy, as opposed to cost alone. The industry of cosmetics in our country filling thoroughly is most recent couple of years. Disregarding the way that our country nearby products have less interest when constructed with the worldwide brands. The growing of helpful items is a result of the clarification that people are attacked with the ad through which they amass information and these elements motivate them to get it. Corrective industry is straight forwardly related with the style business as clients have the significant information about their looks and the plan moving at unequivocal time. Individual's longing to look extraordinary and be commendable in the overall population significantly impacts individuals to buy the cosmetics products. Industry for ladies prepping products has been mounting since long time, while men cosmetic industry is simply blossoming. Presently men are more mindful of the significance of bountifulness, innocent appeal and wellness ( Diagne, 2009).

### **1.1. Problem Statement:**

Buyer research is the approach used to contemplate buyer behavior that happens at each period of the utilization cycle, example is before, during, and after the purchasing of products. The research shows that two unique purchaser purchasing similar items for various reasons, paid diverse prices, used in an unexpected way, have distinctive enthusiastic connections towards the things ( (uthem, 2013).

Karachi city is huge market place for buying and selling different types of products, same as in Karachi city different cosmetic companies promote their products and avail market share. This study intended to discover the commercial part in consumer buying behavior of cosmetic products explicitly always living cosmetic products with accentuation to buyer.

### **1.2. Scope of Study:**

This study is based on reaction given by the consumer around there and supportive in gathered the information into the impacts of consumer on product advancements action and its impacts on replacing the buying behavior of buyers.

### **1.3. Research Objectives:**

- To create and understanding the idea of product advancement exercises in Buyers mind.
- To identify the role of product advertisement on making consumer discernment.
- To clarify factors that assumes crucial part in buyer inclination and chose product (during buying / selecting the Products).

### **1.4. Significance of Study:**

This study is focuses effects advertisements on the products buyer decision, it investigate variables which are influenced by notice and eventually impacts the purchasing conducts buyers, this research assist the pursuers with understanding the buyer conducts while buying the restorative products, so they can devise fitting methodology to promote their products in most ideal manner.

### **1.5. Research Questions:**

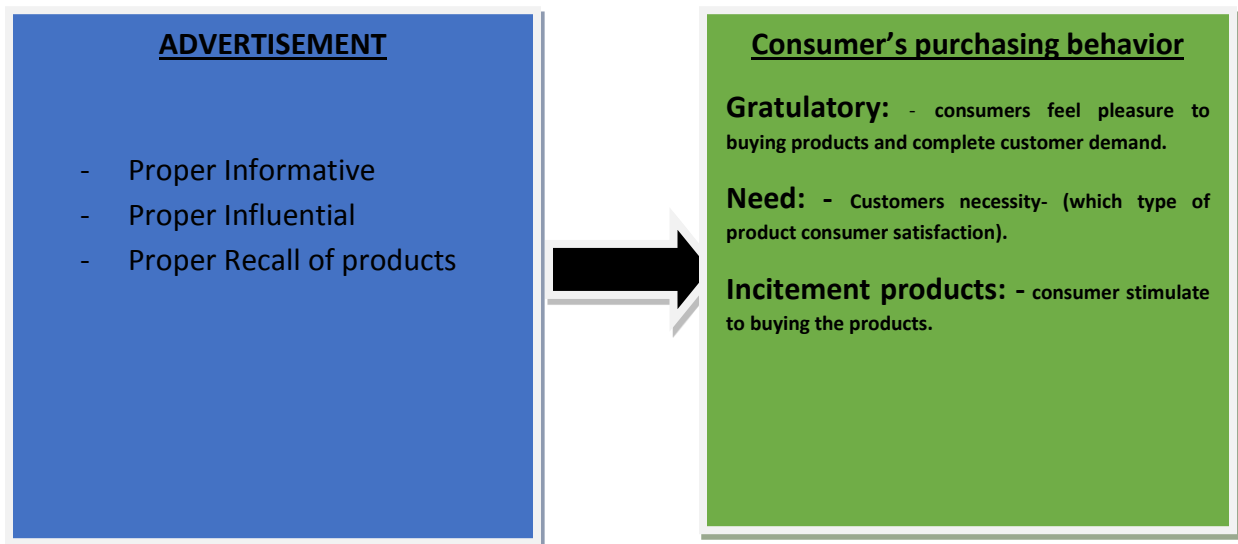
- How do promotion/ commercial of products make mindfulness in products consumer?
- Do commercials make discernment in consumer mind?
- Does customer mindfulness and insight influence their purchasing conduct?

### 1.6. Hypothesis:

- H1- Necessity of commercial improves the interest of cosmetic products.
- H2- Pleasures of commercials upgrade the interest of cosmetic products.
- H3- Recall/ review of product promotion upgrade the cosmetic products.

### 1.7. Conceptual Framework:

Following is the conceptual framework given:



Advertising role is most important for products knowledge, because advertising introduce products to consumers, so it is most necessary for advertiser to present proper informative proper influential advertisement, and recall through again and again techniques, just like signboards newspapers, TV commercials, social media etc. Consumer buying behavior is when consumer buys the product so he feel happiness, and feel completion his demand, after buying he feel satisfaction, and always products stimulate or attract to buy the products.

## 1. Literature Review:

In current timeframe, promoters are focusing customer conclude that is customer is their first tendency. To keep an eye out for customers the fundamental obligation to the affiliation is to secure the data about the customers. Producer should realize that clients settle or objective choices so they can get the best item accessible on the lookout. Clients likewise settle on silly choices and they are incautious and can be pulled in towards the limited time exercises, similarly passionate affiliation likewise put an effect on the psyche of clients, in the last client likewise purchase as a difficult solver, they look for the items which can tackle their concern ( Gupta, 2013). Perspectives are shaped through personal experience, learning, and that demeanor impact the purchasing decision. The situating of the brand is subject to the achievement and failure of the organization. Moderating aged person has uplifting prospective towards since need to look youthful and furthermore they are gotten comfortable their life so they have spending to spend on these extravagances ( Tamizhjothi, 2013). While investigating these advertisements clearly beautifiers organizations focus on the exclusive class and stimulate the craving in them to claim the item even these are not available in market. Organizations need to spread a similar brand picture anywhere on the world so they are showing the normalized advertisement anywhere on the world ( Ivancova, 2013).

People impression of promoting have been a subject of study for quite a long time, discoveries shows that consumer's perspectives towards promoting as an establishment are typically more positive. Numerous purchasers perceive the negative cultural impacts of promoting, yet in addition the positive financial effect of the advertisement business ( Osuagwu, 1998). Producers /sponsors in the corrective business are continually finding ways to deal with bring new and innovative items for their customers. Close by this they are also focusing in a making the most appealing and locks in notices, so they can draw in an ever increasing number of clients (Xu Yang, 2012). Advancement of the products is exceptionally successful on those clients who are voyaging by means of digressive course and this can animate and direct the purchasers for changing one branding product to another branding product (Chakrabartty, 2013). Numerous researchers portray customer direct as the investigation of individuals or get-togethers and the mental, energetic and genuine cycles they use to pick, obtain, eat up and dispose of things and organizations, to satisfy needs and needs and the impact that these cycles have on buyer and society (Krugman, 2013) . The desire is made, by the utilization of catchphrases to persuade the buyer that the item is the thing that they truly need. Publicists engender their offers and the worth of their item and individuals are moved due to the activity it projects (jones, 1986).

Consumers are confronted with an enormous quantities of promotions consistently in various media. This makes the work of the arrangement producers hard to pass judgment on the deceptive idea of every single such message. The errand can be

simplified if such inquiries are saved distinctly for basic case, most of the work should concern itself not with the inquiries whether a commercial misdirects, however whether it has the ability to mislead (Preston, 1977).

The idea of consumer loyalty has gotten a lot of examination consideration as of late. Fulfilling clients is a business challenge in the present cutthroat commercial center. Today, firms have acknowledged that it is so essential to get, address and foresee clients' issues. Clients have additionally gotten progressively aware of their worth to their specialist co-op. Because of the exceptionally serious nature in the telecom area, clients will be the vital factor in deciding the accomplishment of the undertaking. To put it plainly, under such extraordinary contest, the specialist organization, that has the biggest client base and the most elevated client standard for dependability will be a market chief in the business. Thus, knowing clients' necessities how they feel about the organization and their assumptions have gotten fundamentally significant for expanding client maintenance. Studies have shown that the drawn out accomplishment of a firm is firmly identified with its capacity to adjust to client needs and changing preferences (Takala, 2006). The purchasing cycle is started when individuals perceive their unsatisfied need. There are two sorts of necessities, specifically utilitarian requirements and mental necessities. Useful necessities are identified with the exhibition of the item though mental requirements are characteristically gotten when clients feel satisfied with shopping or possessing an item which they long for (Blackwell, 2011). Advertisement stays the most prevailing structure and the best mass market promoting to which normal customers are uncovered such plugs, and fills in as a significant channel for making consciousness of organization's items and administration (Richard, 2013).

### **3. Research Methodology:**

Research is a coordinated enquiry that utilization commendable intelligent way to deal with tackle issues and make new data that is by and large material (Dawson, 2002). This research is depends on sectional information, gathered through field review with assistance of survey, and utilized both essential and optional information. Primary data collected from market survey and opinion through questionnaire and secondary data collected from different research papers, journals, internet, etc. This study utilized both qualitative and quantitative research methods; this empowered the boost of quality information.

**3.1. Area of Study:** This study was conducted seven districts of Karachi city, because it is where the different cosmetic companies' head offices are here and easy to excess collect the required information from respondent.

**3.2. Sample and Sampling Technique:** The benefits of choosing a small sample from a huge objective populace is that it saves the specialist time and high costs of considering the whole population. The expense of sampling subjects or respondents

over a wide geographic region is lower and the time needed to gather the information ordinarily is significantly less (Kumar, 2005). Random sampling implies that each person in the population has an equivalent opportunity to

Being chosen as an individuals from the sample. The free and equivalent possibility shows that the choice of one individual has no impact on the determination of some other person. The simple random sampling technique enjoys the benefit of yielding exploration information that can be summed up to a bigger populace inside safety buffers. Simple random sampling is additionally favored on the grounds that it fulfills the legitimate by which a null hypothesis is tried utilizing inferential insights (Gall., 1996).

This study sample included 200 respondents from all seven districts of Karachi city, this research configuration depends on the get sectional information that was gathered through field review and with assistance of poll. Scientist utilized both essential and auxiliary information on this examination, essential information gathered from the review and optional information was gathered from various related exploration papers, books, web source, various magazines and so on.

**3.3. Research design:** research design alludes to the manner in which information or data is assembled from subjects and on account of trial research, the idea of the medicines that are constrained by the agent. This methodology is worried about the obtaining and understanding of information that is introduced as discrete units. The information can measure up to different units by utilizing factual methods (Gall, 1996). Research design is about organizing of research activities including the collection of informational data in the way that are most likely to achieve the research aim, the research design is used to explain the type of research experiments, survey, correlation, semi- experimental, views and also its sub type experimental design, problems etc. research configuration is an outline that empowers the agent to think of the answers for those issues and aides him/ her different phases of research ( Milan, 2009).

The researcher did a pre-test of the questionnaires by getting subjects inside about the connection among promoting and purchasing choice for beautifier's items. The cycle additionally help to refine the survey, upgrade its intelligibility and limit the opportunity of data or information being misjudged. In this research, self-administrated survey is picked to gather information about consumer buying behavior with connection to advertisement. The questionnaire is configuration to discover buyers design in settling on choice of if to purchase corrective items, the inquiries segment data and sort of procurement choice of cosmetic products from the respondents.

#### **4. Findings, Analysis and Discussion:**

This section shows that the collection of data on different variables and analysis carries out to provide significant deduction from the collecting data. Using SPSS software based on statistical criteria, focus on the analysis, and interpretation of data.

### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	130	65.0	65.0	65.0
female	70	35.0	35.0	100.0
Total	200	100.0	100.0	

This profile is gender indicated, that the number of male and female respondents. From the total 200 respondents were males are 130 and 70 are females, and percentage of respondents are 65 percent male and 35 percent females.

### Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below-18	3	1.5	1.5	1.5
19-25	60	30.0	30.0	31.5
26-32	66	33.0	33.0	64.5
33-39	41	20.5	20.5	85.0
40-49	20	10.0	10.0	95.0
50-above	10	5.0	5.0	100.0
Total	200	100.0	100.0	

This table mentioned the age of respondents, divided into six categories. From the total 200 respondents divided in to six categories, below to 18 years respondents percentage is 1.5, same as 19-25 is 30 percent, 26-32 has 33 percentage, 33-39 has 41 percentage, and 40-49 has 10 and 50 and above has 5 percent.



### Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid matric	14	7.0	7.0	7.0
inter	80	40.0	40.0	47.0
graduate	98	49.0	49.0	96.0
masters and above	8	4.0	4.0	100.0
Total	200	100.0	100.0	

This table mentioned education level of respondents. From the total 200 respondents divided education wise 04 categories. Matric education respondents has 7 percent, inter pass 40 percent, graduates 49 percent, masters and above 4 percent.

### Resident districts of respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid east	48	24.0	24.0	24.0
west	35	17.5	17.5	41.5
south	22	11.0	11.0	52.5
central	27	13.5	13.5	66.0
korangi	16	8.0	8.0	74.0
malir	24	12.0	12.0	86.0
district council	28	14.0	14.0	100.0
Total	200	100.0	100.0	

This profile mentioned the resident of respondent's district wise of Karachi city. From the total 200 respondents' resident of different districts of Karachi city respondents are

district east 24, district west 17.5, south 11, central 13.5, district korangi 8, district malir 12 and district council 14 percent.

**Cosmetic products buying and Advertisement Importance (attract to buyers)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	43	21.5	21.5	21.5
A	131	65.5	65.5	87.0
N	5	2.5	2.5	89.5
D	20	10.0	10.0	99.5
SDA	1	.5	.5	100.0
Total	200	100.0	100.0	

From the above mentioned table of respondents, researcher observed that the 21.5 percent respondents are S. Agree, 65.5 percent respondents replied Agree, 2.5 Neutral, 10 D. Agree, and 0.5 percent S.D. Agree, in this question S. Agree and Agree percentage is 87 percent, they feel during buying cosmetic products role and importance of advertisement to attract the buyers.

**Purchase cosmetic products, buyers feel it is most important for buyers need**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	30	15.0	15.0	15.0
A	144	72.0	72.0	87.0
N	12	6.0	6.0	93.0
D	14	7.0	7.0	100.0
Total	200	100.0	100.0	

From the above mentioned table respondents table of respondents, the researcher observed that the 15 percent respondents are S. Agree, 72 percent respondents replied Agree, Neutral 06 percent, and D. Agree respondents 07 percent, and they feel purchase cosmetic products when they feel it is most important for consumer need.

**Prohibitive advertisement attraction, to persuade/ attract consumers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	19	9.5	9.5	9.5
A	62	31.0	31.0	40.5
N	51	25.5	25.5	66.0
D	55	27.5	27.5	93.5
SDA	13	6.5	6.5	100.0
Total	200	100.0	100.0	

From the above mentioned table of respondents, researcher observed that the 9.5 percent respondents are S. Agree, 31 percent respondents replied Agree, 25.5 Neutral, 27.5 D. Agree, and 6.5 percent S.D. Agree, in this question S. Agree and Agree percentage is 40.5 percent, they feel prohibitive advertisement also create attraction to buying the cosmetic products.

**Advertisement of cosmetic products/ source of pleasure**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	8	4.0	4.0	4.0
A	103	51.5	51.5	55.5
N	18	9.0	9.0	64.5
D	68	34.0	34.0	98.5
SDA	3	1.5	1.5	100.0
Total	200	100.0	100.0	

From the above mentioned table of respondents, researcher observed that the 04 percent respondents are S. Agree, 51.5 percent respondents replied Agree, 09 Neutral,

34 D. Agree, and 1.5 percent S.D. Agree, in this question S. Agree and Agree percentage is 55.5 percent, they feel cosmetic products advertisement is source of pleasure and amusement.

**Cosmetic companies give advertisements for recall in buyers mind**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	40	20.0	20.0	20.0
A	154	77.0	77.0	97.0
N	5	2.5	2.5	99.5
D	1	.5	.5	100.0
Total	200	100.0	100.0	

From the above mentioned table of respondents, researcher observed that the 20 percent respondents are S. Agree, 77 percent respondents replied Agree, 05 Neutral, 01 D. Agree, and 00 percent S.D. Agree, in this question S. Agree and Agree percentage is 97 percent, they feel cosmetic products companies give advertisements for recall in buyers mind.

**Advertisement persuade/ purchase same brand cosmetic products**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	22	11.0	11.0	11.0
A	156	78.0	78.0	89.0
N	19	9.5	9.5	98.5
D	3	1.5	1.5	100.0
Total	200	100.0	100.0	

From the above mentioned table of respondents, researcher observed that the 11 percent respondents are S. Agree, 78 percent respondents replied Agree, 9.5 Neutral, 1.5 D. Agree, and 00 percent S.D. Agree, in this question S. Agree and Agree

percentage is 89 percent, they feel cosmetic products advertisement persuade to purchase same brand cosmetic products.

**Advertisement stimulate buyers to buy the cosmetic products**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	19	9.5	9.5	9.5
A	174	87.0	87.0	96.5
N	7	3.5	3.5	100.0
Total	200	100.0	100.0	

From the above mentioned table of respondents, researcher observed that the 9.5 percent respondents are S. Agree, 87 percent respondents replied Agree, 3.5 Neutral, 00 D. Agree, and 00 percent S.D. Agree, in this question S. Agree and Agree percentage is 96.5 percent, they feel cosmetic products advertisement stimulate/encourage buyers to buying cosmetic products.

**Cosmetic products advertisement always impact buying habits**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	3	1.5	1.5	1.5
A	130	65.0	65.0	66.5
N	42	21.0	21.0	87.5
D	24	12.0	12.0	99.5
SDA	1	.5	.5	100.0
Total	200	100.0	100.0	

From the above mentioned table of respondents, researcher observed that the 1.5 percent respondents are S. Agree, 65 percent respondents replied Agree, 21 Neutral, 12 D. Agree, and 0.5 percent S.D. Agree, in this question S. Agree and Agree

percentage is 66.5 percent, they feel cosmetic products advertisement stimulate/ encourage buyers to buying cosmetic products.

**4.1. Correlations:**

**Correlations**

	Advertisement_role_most_important_to_attract	Purchase_cosmetics_feel_most_important	Advertisement_stimulate_buyers_to_buy	Advertisement_always_impact_buying_habits
Advertisement_role_most_important_to_attract Pearson Correlation Sig. (2-tailed) N	1 .578** 200	.578** 1 200	.005 .093 200	.137 .160* 200
Purchase_cosmetics_feel_most_important Pearson Correlation Sig. (2-tailed) N	.578** .000 200	1 .093 200	.093 .192 200	.160* .024 200
Advertisement_stimulate_buyers_to_buy Pearson Correlation Sig. (2-tailed) N	.005 .943 200	.093 .192 200	1 .708 200	.027 .708 200
Advertisement_always_impact_buying_habits Pearson Correlation Sig. (2-tailed) N	.137 .053 200	.160* .024 200	.027 .708 200	1 200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Correlations

	Advertisement role most important to attract	Purchase cosmetics feel most important	Advertisement stimulate buyers to buy	Advertisement always impact buying habits
Advertisement role most important to attract	1	.578**	.005	.137
Pearson Correlation		.000	.943	.053
Sig. (2-tailed)				
N	200	200	200	200
Purchase cosmetics feel most important	.578**	1	.093	.160*
Pearson Correlation			.192	.024
Sig. (2-tailed)	.000			
N	200	200	200	200
Advertisement stimulate buyers to buy	.005	.093	1	.027
Pearson Correlation				.708
Sig. (2-tailed)	.943	.192		
N	200	200	200	200
Advertisement always impact buying habits	.137	.160*	.027	1
Pearson Correlation				
Sig. (2-tailed)	.053	.024	.708	
N	200	200	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Purely indicating that positive correlation is existing between the advertisement and necessity. This is the correlation between dependent and independent variables.

		Prohibitive_advertisement_attraction	Advertisement_source_of_pleasure	Advertisement_stimulate_buyers_to_buy	Advertisement_always_impact_buying_habits
Prohibitive advertisement attraction	Pearson Correlation	1	.066	-.002	-.021
	Sig. (2-tailed)		.353	.980	.766
	N	200	200	200	200
Advertisement source of pleasure	Pearson Correlation	.066	1	-.010	.189**
	Sig. (2-tailed)	.353		.891	.007
	N	200	200	200	200
Advertisement stimulate buyers to buy	Pearson Correlation	-.002	-.010	1	.027
	Sig. (2-tailed)	.980	.891		.708
	N	200	200	200	200
Advertisement always impact buying habits	Pearson Correlation	-.021	.189**	.027	1
	Sig. (2-tailed)	.766	.007	.708	
	N	200	200	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Correlation between the dependent and independent variable's advertisement and pleasure



#### 4.2. ANOVA:

##### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.306	2	.153	1.207	.301 <sup>a</sup>
	Residual	24.974	197	.127		
	Total	25.280	199			

a. Predictors: (Constant), Purchase cosmetics feel most important, Advertisement role most important to attract

b. Dependent Variable: Advertisement stimulate buyers to buy

#### 4.3. Coefficient:

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.863	.081		22.868	.000
	Advertisement role most important to attract	-.031	.037	-.073	-.838	.403
	Purchase cosmetics feel most important	.069	.044	.135	1.552	.122

a. Dependent Variable: Advertisement stimulate buyers to buy

#### 4.4. Descriptive:

**DESCRIPTIVE STATISTICS.**

	N	Minimum	Maximum	Mean	Std. Deviation
Gender of respondent	200	1.00	2.00	1.3500	.47817
Age Group of respondents	200	1.00	6.00	3.2250	1.17100
Education of respondents	200	1.00	4.00	2.5000	.68729
Resident district of respondents	200	1.00	7.00	3.5600	2.14930
Valid N (listwise)	200				

Describe the gender, age group, education and residential of districts of Karachi of respondent's with mentioned mean and std. deviation.

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Advertisement role most important to attract	200	1.00	5.00	2.0250	.82935
Purchase cosmetics feel most important	200	1.00	4.00	2.0500	.69996
Prohibitive advertisement attraction	200	1.00	5.00	2.9050	1.10548
Advertisement source of pleasure	200	1.00	5.00	2.7750	1.01465
Companies advertisement recall buyer mind	200	1.00	4.00	1.8350	.46783

Advertisement persuade buyers to purchase products	200	1.00	4.00	2.0150	.51585
Valid N (listwise)	200				

Descriptive statistics between dependent variables including all respondents of Karachi city with mean and std. deviation.

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Advertisement stimulate buyers to buy	200	1.00	3.00	1.9400	.35642
Advertisement always impact buying habits	200	1.00	5.00	2.4500	.74179
Valid N (listwise)	200				

Descriptive statistics independent variable with minimum, maximum, mean and std. deviation all respondents of Karachi districts.

## 5. Findings and Results:

Structure the above outcomes researcher have noticed and analyzed that commercials have its belongings and Karachi resident is constant to utilize the restorative items in their day to day existence. Purchasers know about the special exercises through electronic, print media and so on.

**5.1. Conclusion:** finding this study concludes the different types of advertisement play a vital role on consumer's purchasing decisions especially cosmetic products users, and also repeat of advertisements increase the liking and buying of cosmetic products in all districts of Karachi city. Same as females the male respondents also have interest to buying and consuming cosmetic products and they also have attraction to watching advertisements of cosmetic products. Advertisement can change the buyers behavior, recall of advertisement, pleasure, stimulation likewise advertisement

necessity are very helpful in making and moving the buyers purchasing decisions that is a plus sign for the advertisement and cosmetic products making companies. Same as the mostly Karachi citizens mostly to avoid prohibited advertisements, and feel happiness to watching his/her products need based advertisements. This study will unquestionably be proved helpful for the cosmetic marketing and advertisement companies in all seven districts of Karachi city in the light of findings and study results.

**5.2. Recommendations:** On the base of findings and conclusion, this study makes the following recommendations:

- Buyer's purchasing behavior should be consistently noticed while setting up the cosmetic Products advertisement messages.
- The commercials of cosmetic products messages should be clear so the normal purchasers can likewise understand them.
- Online media have an extraordinary impact now a days, ad through web-based media will be productive to grow the offer of cosmetic products.
- Most recent advertisements ideas of showcasing ought to be acquainted with accomplish the greatest objective of the cosmetic products organizations.
- An innovative way of advertisement should be embraced to grab the eye of the buyers of cosmetic products.
- Cosmetic products advertisements leaves the strong impact with buyer's behavior regarding the cosmetic products, but the many times purchaser decision is depend upon the purchaser need and want, so advertisement/cosmetic products marketing companies should try to make the necessity of cosmetic products through effective advertisement campaign.
- Cosmetic products recommendations is exceptionally normal practice, through this way numerous reasons accomplished. Information pass on to the prescribed person and to the next broad crowd.
- Rack planning is helpful apparatus to stand out for them and loving perspective point, when they visit the shop, naturally rack promotion get their advantage and they will pick advertisement purchase cosmetic products.

**5.3. Pragmatic Implications:** On daily basis the consumer buying the cosmetic products and watching different advertisement techniques, but they could not communicate their buying aim. Some of the buyers wonder whether or not to fill the questionnaire because of absence of comprehension in light of the fact that the survey was in English language, and under matric or matric respondent cannot understand, so

the researcher make an interpretation of the questions into understanding languages. Same as the female buyer hesitate to respond for fill the questionnaire, so researcher ensure females it is most important for completion of study. This research study has featured the essential factors moreover need of notice, delight of notice, strength of ad, brand review promotion and incitement commercial. The finding of this investigation has suggested that the cosmetic products advertisement organizations fostered the systems which will be cost effective and establish the enormous promoting climate in the opponent market.

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