



**INFLUENCE OF CONSUMER ATTITUDE TOWARDS ADVERTISEMENT OF
COSMETICS PRODUCTS –A CONCEPTUAL STUDY**

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ABSTRACT

This article is designed to understand the impact of consumers' attitude towards advertisement and how it influences consumer's mindset in today's scenario. The formation of consumer attitudes from the experience and learning of buying behaviour of the consumers (Kotler and Keller, 2009). The attitude of the consumer has a great impact in the firms' success and failure (ws.elance.com). Noel (2009) clearly states that, "Consumer attitude is a strong and expanded by the way of assessing where the consumers are well constructed." Al-Ashban and Burney (2001) discussed that the cosmetics buying behaviour is bare .Consumer attitude has a great encounter on behaviour has explained in Theory of reasoned action and theory of planned behaviour (Ravikumar, 2012). Attitude toward the ad model by Hoffman and canon (2007) the model depicts that the consumers forms various feelings (affects) , judgement (cognitions) when they are exposed to the advertisement . At last the consumer's attitude towards the advertisement and beliefs of the consumers are totally depended on the attitude of the brand (Batra & Ray, 1986; Edell& Burke 1997). The study discusses the relationship of consumer attitude and its various factors of consumer attitude which influences the advertisement and which leads to purchase intention.

Keywords: Consumer attitude, Advertisement, buying behaviour, theory of reasoned action, theory of planned behaviour

INTRODUCTION:

The attitudes of consumers are important in buying behaviour. Noel (2009, 98)" defines attitudes as general, durable evaluations of attitude objects. An attitude object can be a

person, object, advertisement or an issue that a consumer has strong feelings towards”. Kotler and Keller (2009, 210) states that “attitude as a lasting favourable or unfavourable feeling, emotion, evaluation or action tendency toward an object or idea. Attitudes can be extremely difficult to change because of their enduring and emotional nature.” Noel (2009, 98) as well as Evans et al. (1996, 206) and Evans. (2006, 68) refers,” to that attitude includes 3 components which are a cognitive, affective and behavioural component. “Evans et al. (1996, 206) states,” that cognitive component which consumer knows and believes about a certain topic”. Noel (2009, 98) states,” that agrees that cognitive component is consumer’s thoughts and beliefs; it is what the consumer thinks about a certain topic”.

Kotler and Keller (2009, 2010) refer to, “attitudes are mainly formed through experience & learning which in turn influences buying behaviour.” Noel (2009, 99) examines,” that few attitudes are generally based on research, like consumer may read reviews about the product which he is interested and later shares his views to his or her friends which in turn forms an attitude based on the information which the consumers gathers, the attitude is acquired mostly through feelings or through experience “For the past few years, many market researchers was able to understand and a cause to know the depth of advertising on consumers’ attitude towards the products or brands, there is always a link between attitude towards an advertisement and the way attitude & behaviour is related towards brand promoted in the advertisement, thus attitude towards advertisement states that as the predisposition to respond in a favourable and unfavourable manner to a specific & 2 components: an affective component which reflects to emotions which is evoked by the advertisement and a cognitive component which tells us, “how well made and useful the message and the flow of message in proper consideration (Shimp, 1981, p. 9-15)”.

OBJECTIVES OF THE STUDY:

- To find out the relationship between tri component effect of consumer attitude towards advertisement and how it leads to purchase intention.
- To study the influence consumer attitude towards advertisement.

REVIEW OF LITERATURE:

Consumer Attitude, the word attitude is derived from,” the Latin words for posture or physical position”. The usual say,”that the body’s physical attitude suggests the types of activity or action in a person would engage (Willkie, 1986)61 61 Wilkie, (1986). Allport (1935), attitude refers “to mental and neural state of readiness, organised through experience,

exerting a directive or dynamic influence upon the individual's response to all objects and situations with which they are related."

According to Fishbein and Aizen (1975), refers attitude, "it is a learned predisposition to react to favourable or unfavourable manner with respect to a given object." Krech (1962), states,"an attitude as a person's favourable or unfavourable evaluations, emotions feelings & action ways some objects or ideas, which leads to behave in a fairly constant way towards similar objects. Bearden (1995) and Kotler (2004) they examine," attitudes towards almost everything whether it is religion, politics , food , music , clothes and others" .Attitudes puts them in to a frame of mind of liking or disliking an object , moving towards or away from them. Petty (1997) examines,"attitude is the way we think, feel and act towards some aspect of our advertisement where we have a retail store, television program or product. Chisnall (1975) states that" the attitudes are taken and modified based on 4 principles sources: information exposure, group membership, environment and want satisfaction."

The evolution of globalisation has created more dimensions for researcher to explore the role of advertising in goods and services performance including consumer attitude (Kanso & Nelson, 2007)

CONCEPTUAL FRAMEWORK MODEL: AFFECTIVE, BELIEF & COGNITIVE: FORMATION OF ADVERTISEMENT:

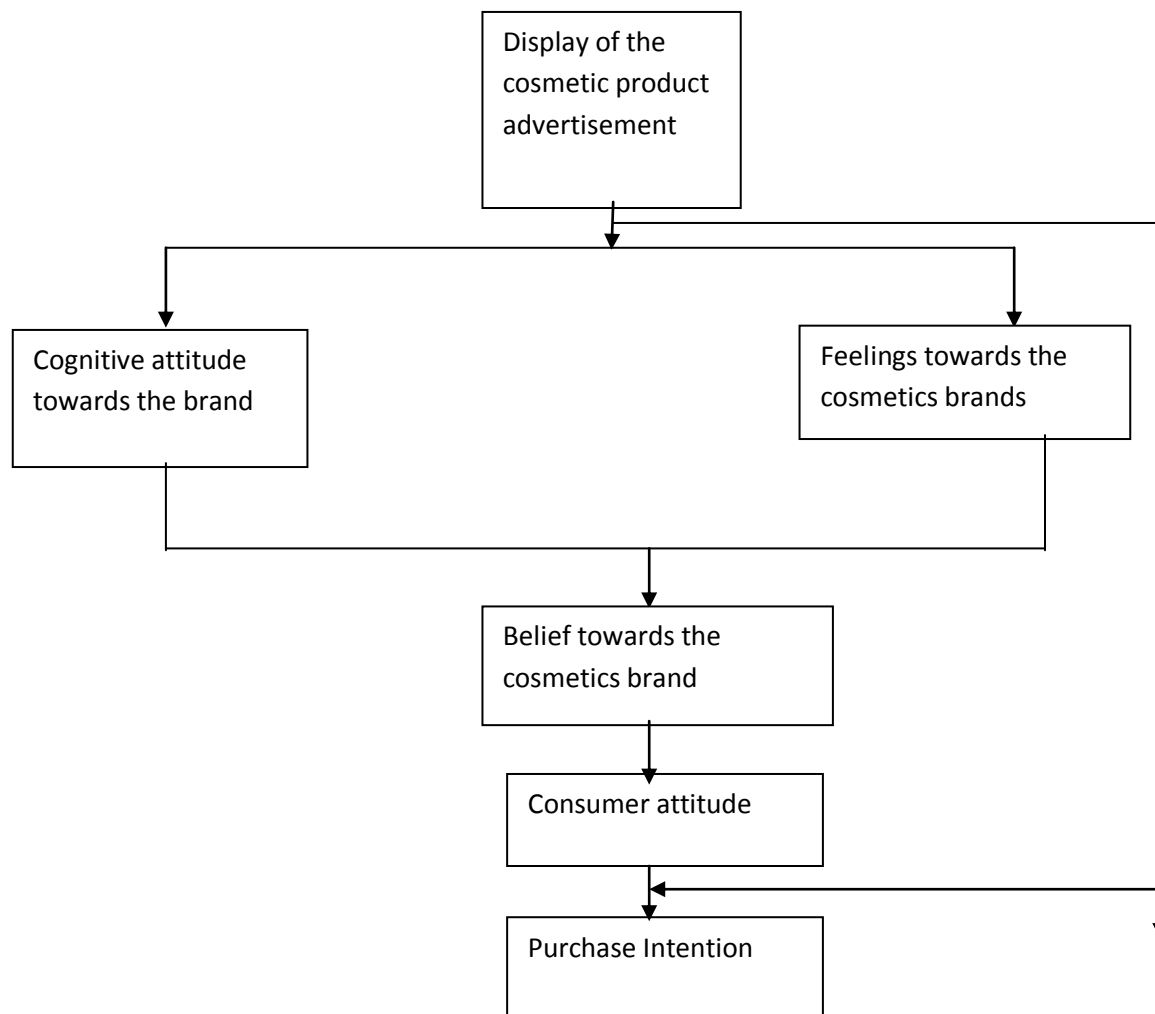
Bruke (1989) signifies," consequences of the advertisement, the feeling which is generated by the advertisement, feelings are generally framed by the advertisement where we can determine brand attributes, brand evaluation and attitude towards the brand." Berkowitz (2000) feels that the consumer attitude has are formed by values and beliefs .Bearden et al (1995) describes values are got as a shared beliefs or cultural norms depends on what is important. A belief, according to Bearden et al (1995) and Kotler (2004), is identified thought that an individual holds on something. Berkowitz et al (2000) talks about as a consumers' perception on product or brand which shows the way the brand performs. Beliefs are formed based on consumer's experience, advertisement and discussions with other people. Beliefs is totally product features are important are personal values, they create favourable or unfavourable attitude.

Affective component of attitudes is the feelings of the consumer has towards the certain attitude object, the feelings and the emotions in the affective component emerge in the cognitive component (*Evans et al. 1996, 206.*) . Evans et al. (1996, 206), Noel (2009, 98)

states,"conative component includes the actions and behavioural intentions of the consumers". Evans (1996, 206) conative variable usually results in cognitive and affective components. Lars Perner (2010) states," that the consumer attitude has a composite beliefs, feelings and behavioural intentions of some products within the context of marketing."Ochil (2002) examines," traditionally that media plays very little part in influencing decisions, growth of print is directly shifted to television. Mitchell and Olson (1982) proudly profound they were among first to determine the way consumers look into an advertisement which directly impacts on brand attitude where they speak about brand attributes. Therefore, both the attitude and purchase intention are influenced by just not only belief of the brand, but in fact the attitude towards the advertisement. The primary aim of the researcher is to find out the consumers feelings and thoughts which we get by seeing the advertisement which leads to favourable attitude towards the advertisement and in turn leads to favourable brand attitude. MacKenzie, Lutz and Belch (1986) have framed a model which proves the impact of advertisement on consumer's attitudes. The model completely explains about particularly the affective (feelings) and cognitive (thoughts) responses, these feelings and thoughts impacts the consumers' attitude towards the advertisement and the cognition which influences consumer attitude towards brand which somehow directly and indirectly forms opinion towards brand sometimes leads to favouritism towards the brand and also repetitive talk towards the brand. LeRoux states that," talks about the impact of attitude towards the advertisement on brand, he conveyed a model in the attitude which can be categorised by 3 different reactions like execution of the advertisement, emotional reactions and cognitive reactions which are influenced by the advertisement. "A matrix was formulated to trigger the advertisement execution with the factors of perceptual factors like positive cognitive reactions (relevance, credibility, realism, creativity, imagination, familiarity), negative cognitive reactions (confusion, hate), positive affective reactions (entertainment, humour, vitality, activity, liking, empathy, sensuousness), negative affective reactions (irritation, sluggishness) (Dobre, 2005, p.172)." Many researchers have established that over the time period the effect of the favourable attitude is proved to be persists only a short span of time , the studies have found out that when we like the advertisement consumers try to draw lot of attention towards to brand features in the advertisement , over a time period consumers liking to the advertisement reduces consumer attitudes towards the brand , hoping that the ad has not taken away consumers attention(Chattopadhyay, Nedungadi, 1992), therefore the effect of fondness on brand attitude depends on the way the product has been promoted.

Brown and Stayman (1992), refers, ' which the consequences of the advertisement are more positive for new brands and unknown brands than the well know brands. The consequences of advertisement or fondness towards the brand slowly reduce when the consumers have used the brand (Smith, 1993). Another study proves that the consequences of the likelihood model, there are many peripheral cues on brand attitude where it increase when there is low involvement conditions. Therefore, it is interpreted that the advertisement on brand attitude is high in low involvement conditions has the feelings are the important one in forming the attitude of the advertisement which are concern in peripheral cues (Homer, 1990). ! E results of the studies conducted on this subject are different, which means that the attitude to the ad often contributes to brand attitudes under both high and low involvement on the part of consumer. To analyse the way advertisement helps to form attitude consequences of the advertisement are positive and if the way the advertisement is considered has favoured one then it should show the favouritism towards the attitude (Greene, 1992).

When examining the influence of attitude on behavioural intention; the results indicate that attitude positively affects behavioural intention. (Shih-I Cheng, Hwai-Hui fu, Le Thi Cam Tu, 2011). Choo, chung & pysarchik, (2004) have argued that there is a direct causal relationship between attitudes and behaviour.



A framework: Consumer attitude towards advertisement leads to purchase intention



Fig: Showing Advertising in India

RELATION BETWEEN ADVERTISEMENT & ATTITUDE LEADS TO PURCHASE INTENTION:

Tandon, (1997) states that, “most of the consumers have a positive attitude towards the advertisement and they play a very role in the community.” There is also the discussion that the Indian advertisement is having poor taste, exaggerative & use of celebrities like film star and sports star”. On the other hand, Moloney, John C (1995) discusses that advertisement communicates message which may not be easy to believe, the study also discuss any advertisement can be believed only if the scope of the advertisement changes the mindset of the people.

According to Shah Ad khan (2012) states,” that attitude is the conduct, nature, temperament, thought and way of behaving, some of the advertisement can be positive or negative which in turn significantly leads in purchasing the product.” Krugman (1993) has examined that advertisers concentrate more on the consumer is nothing but the external environment , clear understanding of the market which shall help in formulating a media plan, message positioning and to develop a creative area. Sawyer (1991) discusses that in research open-ended advertisement are great to that of the close –ended advertisement , the consequences of the advertisements were very good and constant over the brand attitude , purchase intention .Park (1986) discuss that the music plays an important role in forming brand attitude more than that of advertisement , more than the visuals in the commercial music plays an major role , music impacts the reactions and behavioural intentions also .Kahle (1986) examines,’ that the cultural values has direct impact on the consumers view and use of individual products, brands and services. Marketing communication signifies the values as advertisement themes and justification for purchase.

Purchase intention is where an individual’s intention to purchase a product in a particular brand in which the consumers has chosen for themselves after a confident evaluation (Laroche & Sadokierski(1994); Laroche 1996 ; Mackenzie 1986). To check ones’ intention to purchase of a particular brand, we need to check out and consider all brands which are present in the market (Teng 2007). Purchase Intention measure of the willingness to buy a product Dodd’s 1991. A brand with high awareness and a good image which can promote brand loyalty to consumers. The higher the brand awareness is, higher the brand trust and purchase intention are to consumers (Aaker & Keller, 1990).

CONCLUSION:

According to Chisnall (1975) discuss about attitudes are gathered or fitted are influenced by arising from the four principal sources information exposure, group membership, environment and want satisfaction. The study discusses the expression of inner feelings that reflect whether a person is favourably or unfavourably predisposed to some 'stimulus' or 'object'. Lars Perner (2010) defines," consumer attitude simply as a composite of a consumer's beliefs, feelings and behavioural intentions." A consumer holds negative or positive beliefs or feelings towards a product or service. A good advertisement can change thoughts of the consumers and this is been analysed by N.W.Ayers, a New York based advertising agency. The study has assumed that the attitude towards advertisement has already in the mindset of the consumer. Consumer are exposed to an advertisement, has an impact and it is observed through consumer's reactions such as his / her persuasion speech (can be either positive or negative).

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