

Determinants of Personal Care Products Advertisement Effectiveness – A Study with Special Reference to Male Consumers of Chennai

P. Balaji^{1*} and E. Baskaran²

¹IPE/ICSSR Doctoral Research Fellow, Department of Commerce, University of Madras, Chennai, Tamil Nadu, India; aravindbalaji23@gmail.com

²Research Scholar, P.G and Research Department of Commerce, Guru Nanak College (Autonomous), Chennai, Tamil Nadu, India; mgrbaskaran1603@gmail.com

Abstract

This marketing research was conducted to understand the male consumer behavior in Personal Care Products (PCP) industry with the primary objective to explore the underlying dominant dimensions of PCP advertisement factors such as mode of PCP purchase, types of PCP advertisement and advertisement emphasis factors and its impact on PCP advertisement effectiveness. This study was conducted among 500 male PCP consumers residing in Chennai city by using analytical and exploratory research design by adopting convenient non-random sampling. The results reveal that, preferential purchase factor and convenience purchase factor are the dominant dimensions of mode of purchase variables. Media advertisement factor, personal advertisement factor and virtual advertisement factor are the independent factors of types of advertisement variables and innovativeness factor and portraying factor are the factors emerged out of advertisement emphasis variables. This study concluded that, advertisement factors such as innovativeness factor, preferential purchase factor, personal advertisement factor and portraying factor are significantly and positively influencing the PCP advertisement effectiveness. Finally, the advertisers are suggested to nurture their advertisement with innovation and novelty along with modernity for the effective utilization of audio/visual communication, creativity and culture to induce the PCP customers purchase decision.

Keywords: Advertisement, Media Advertisement, Personal Care Products, Virtual Advertisement and Innovation

1. Introduction

Today's consumers are not afraid of technology, because it has been available and accessible in most of their lives. An improved technology means easier access to more information. Therefore, consumers are becoming more demanding as more opportunities exist and thoroughly explore all choices before making a purchase decision. Also, with time they have a strong sense of immediacy, demanding compressed lead times and "instant" high quality service. Personal Care is the industry which manufactures consumer products used in Personal hygiene and for beautification¹.

Several trends converging simultaneously are changing the Purchasing power and behavior patterns of consumers. Marketing communicators play an imperative role in order to reach the targeted consumers in segmented markets for any products and services especially, in personal care products. Advertisement is one of the many marketing tools that are used to attract the attention of prospective customers to a business or its products or services. Advertising is a part of the overall marketing strategy of a business, which includes public relations, promotional Programs, signage, incentives, newsletters and word of mouth among other strategies. The aim of marketing strategy is to use advertising, along with other

^{*}Author for correspondence

tools, for maximum impact. In this chapter an attempt has been made to explore the various dimensions related to Personal Care Products (PCP) advertisement aspects such as, mode of purchase, types of advertisement, advertisement emphasis aspects and advertisement effectiveness among PCP male consumers.

2. Review of Literature

2.1 Purchasing Behavior and Pattern in Grooming Industry

Ankita Shrivastava and Vikram Bisen (2014) explored the consumers brand switching behavior because of advertisement with respect to shampoo brands in India. The result reveals that consumers buying pattern is significantly influenced by advertisement and brands. Therefore, consumers "decision making or brand switching behavior is caused by advertisement.

Ed Keller and Brad Fay (2012) studied the importance of social marketing by the means of examining the role and relevance of word-of-mouth advocacy in enriching the advertisement effectiveness among consumers. The researchers advocated the importance of advertising to reach the consumers and induce their buying decisions. In addition, the researchers identified the behavioral patterns associated with brand and impulse behavior.

Vandana Sabharwal and et al. (2014) conducted an empirical study to explore the buying behavior of women and pattern of consumption of facial skincare products. The research as underline the importance of understanding the consumption pattern among women consumers. Further, quality, brand, suitability and naturalness are the aspects influencing the women purchasing behavior with respect to skin care products. The result reveals that moisturizer is preferred by allege group women but, anti-aging and toners are preferred by the aged women. To conclude, nuclear families are considering family as the predominant factor for purchase decision compared to joint family. Hence, quality needs to be focused for cosmetic producers.

Alireza Miremedi and et al., (2013) adopted a scientific methodology to conduct ethnographical research among Iranian consumers in order to identify the consumption pattern, habits and customs in cosmetic usage. Through this exploratory study, the researchers sought an answer that foreign products influence on the consump-

tion behavior and they developed a framework model to help the marketers and advertisers to deal with promotion and advertising budget constraints. They found that product genuineness, quality, price, package and availability are the dominant influencers of consumer satisfaction and consumer buying behavior in Iranian Cosmetic market.

Asiya Faisal Khan (2016) stated that Indian skin care products industry is flooded with many product categories of different brands. Skin care products generally used by the consumers for cleansing, massaging and moisturizing etc., in the face or hands. Further, exposure of western culture, media influence and cultural changes are predominantly changing the consumption pattern of consumers in globalized scenario. The researcher found that product brands have significant influence on consumer purchase behavior in Indian skin care products industry. Finally, the author recommended that manufacturers shall concentrate more on popularizing the skin care products brand in order to overcome competition.

2.2 Imperativeness of Brand Preference in Personal Care Products Industry

Renuga Devi. S. (2015) made an attempt to explore the determinants of brand loyalty of skin care product in rural areas with a primary objective of identifying the dominant dimensions of loyalty and its influence on brand loyalty with respect to skincare products. The findings exhibit that brand name, product, quality, price, promotion, distribution and packaging are the dimensions of loyalty and only brand name, product quality and price are significantly and positively influencing the brand loyalty of skin care products among rural users.

Asiya Faisal Khan and Mohammed Faisal Khan (2013) explored the awareness level among women skin care users with respect to product ingredients. The result indicates that the women skin care users are very conscious about the product ingredients used by the manufacturers and they prefer quality branded products for their usage. Finally, the researchers suggested that striving hard to explore new innovative natural ingredients to attract new consumers for skin care products of Madhya Pradesh State in India.

Prabhakar and Nabirasool (2012) advocated the imperativeness of brand loyalty as a marketing strategy in personal care products industry. The result reveals that

brand loyalty is playing crucial role in creating engagement towards particular brand or product over a period of time and also brand loyalty creates willingness to pay more for particular product among existing users of personal care products. Therefore, brand loyalty leads to a greater market share of a particular company.

Thiyagaraj (2015) conducted a study to identify the brand preference of hair oil in Tiruppur city of Tamil Nadu. The researcher adopted survey method and deployed structured questionnaire to identify and explore the brand preference in hair oil product mix. The result reveals that advertisement is the vital aspect determining the brand preference followed by quality and income. The researcher suggested that advertisements should reflect real life of the consumers to induce them for higher consumption.

Mamta Vyas (2014) found that generally hair care products consist of hair oil, shampoos, hair color and conditioners comprising many brands and categories. The researcher made an attempt to analyze the Indian market of hair care products. The empirical evidence proves that there is a strong positive relationship between brand preference and hair care products usage. Therefore, branded products have higher preference compared to non-branded products. To conclude, it is very important to communicate the product attributes according to their brand to reach the consumers.

Shorefuzzaman Mollah and et al., (2015) studied the inducement of consumer attitude towards brand preference among shampoo consumers. The researcher adopted Fishbein's multi-attribute model to evaluate the feedback from existing shampoo users. He made an attempt to compare the results of top five brands and the results reveal that Head and Shoulder brand ranked highest followed by Sunsilk, All clear, Vatika and Meril in their order of preference. Finally, they suggested that the manufacturers need to focus on specific main attributes to attract and retain the customers in the competitive environment over a period of time.

2.3 Advertisements Role in usage Purpose of Personal Care Products

Anu and Aswathy (2014) have conducted a study to explore and understand the degree of influence of TV advertisements in FMCG categories and they also studied the role of TV advertisements in decision-making behavior of consumers in FMCG market. The research-

ers experienced that advertisements related to soap and detergents are influencing the buying decision of the consumers with effective time saving. Further, the empirical evidences clarify that education and gender don't have significant associations with advertisement influencers.

Priyanka Shah and Balyan (2014) have explained the rationale behind their study, such as, there are no adequate qualitative researches in the realm of advertisement effectiveness and still there is a significant gap in the context of media planning and advertisement. They conducted a study with an objective of exploring the impact of advertisement appeal in both emotional and non-emotional from personal care product consumers. This hypothetical study also depicts that there is a significant difference in difference in different socio-economic class consumers with respect to advertisement effectiveness. Further, they concluded that there is a need to make strong impact among consumers in advertisement appeal of both emotional and non-emotional contexts.

Bhuvesh Kumar J. Parmer and Rajnikant P. Patel (2014) assessed the consumer perception regarding the celebrity and non-celebrity endorsements in advertisements on television medium of products of FMCG category. The researcher classified all FMCG products under four categories such as home and personal care, foods and beverages, cigarettes and alcohol. But, the researcher considered only two category products of home and personal care and foods and beverages categories. The author proves that there is a significant difference in advertisements with celebrity and non-celebrity endorsements in all FMCG products category.

Divya Soni (2015) has provides interesting insights in effectiveness of TV Advertisement with special reference to ponds men face wash in India with an primary objective of studying the level of awareness and attitude of consumers towards TV advertisement. Further, the effect of brand attitude, advertisements attitudes and awareness levels on purchase intention was explored and the results reveal that, there is a significant difference between purchase intention and brand awareness and also between advertisement awareness and attitude towards brand. Finally, the researcher highlighted that product oriented common communication objectives are determining the effectiveness of TV advertisement.

Punniyamoorthy (2015) has made an attempt to study the influence of advertisement on brand awareness in

FMCG industry with special reference to personal care products among female IT employees. On the other hand, the investigation is also made by the researcher to explore the influence of advertisement on personal care products usage. The result reveals that advertisement is significantly and positively influencing the brand awareness which has significant and positive influence on consumers purchase intention. The researcher concluded that, at present, advertisement is a powerful weapon to create awareness about brands in the minds of the end users.

Lakshmi Narayana and Binoy Mathew (2015) studied rural consumers' brand awareness and preference of FMCG. They also made an attempt to study the rural consumer attributes and impact of media on brand awareness and preferences. This hypothetical study reveals that brand awareness in rural areas is showing an increasing tendency. Irrespective of literacy levels, they prefer brand products with a belief that quality is assured by manufacturers. There is an attitudinal shift among rural consumers on spending more in highly priced branded products because of popularity and acceptability among consumers in rural markets.

Singh and Imran Mehraj Dar (2014) explored the factors influencing purchase decisions based on awareness, affordability, adoptability and availability in rural India for the product of FMCG companies. They highlighted the growth and trend among rural consumers. The result indicated that price, brand, packaging, quality and size are the factors influencing purchase intention among rural consumers. They concluded that Indian rural market has huge demand and it is increasing dramatically over past decade.

Divya Soni (2016) says that, advertisements are created with an aim of creating a long-lasting impression on the minds of the viewers. The author also highlighted that importance of TV advertisement awareness of selected products of three FMCG giants. Further, the findings reveal that TV advertisements play a pivotal role in creating the remembrance among viewers. Further, they concluded that understanding the advertisement effectiveness is important to create the advertisement awareness.

Anuradha (2012) in her research on Impact of Advertisement on Youth Consumers A Comparative Study with Reference To Marketing Analysis of Personal Care Products in Chennai and Bangalore the researcher has found majority of the youth consumers in Chennai city are visiting parlors/saloons every month followed by

on important occasions. According to them, fragrance is the most important content in the PCP in the Metros of Chennai and Bangalore. Six purposes of PCP usage have been grouped into two independent dimensions of which attractive appearance is the most dominant one followed by social acceptance factor. Out of 9 PCP purchase influencers, media influencer is the most dominant factor followed by social influencer in both the metros and TV advertisement is the most important one in the media influencers. Among non-advertisement purchase decision factors for PCP, the youth consumers have the most consideration for quality for PCP followed by safety/health aspects, price, performance, and design and finally packing. Researcher also found that TV advertisement is the most attractive followed by newspapers, magazines and radio and in TV advertisement, audio/visual communication is the most important one followed by other emphasis factors of product or service, language, creativity and culture.

The review of literature and previous studies has been elaborately done as the consumer behavior for each category of PCPs, in general and not in particular for determinants of men purchasing behavior.

3. Significance and Scope of the Study

The present study brings out the various aspects related to all types of PCP advertisement effectiveness through the platform such as Radio, News Paper/Magazines, Word of Mouth, Pamphlets, Internet and Television; Mode of purchasing of PCP, different types of advertisement used in PCP industry, advertisement emphasis factors determining the overall advertisement effectiveness. In addition, in this study an attempt has been made to explore the influence of PCP advertisement factors on PCP overall advertisement effectiveness. This study enables the marketer to develop, enrich and modify their advertisement strategy in order to reach prospective targeted PCP male consumers.

4. Statement of Problem

Male PCP consumers are exposed to advertisement campaign in which they often confronted with idealized representation of the world. A large number of studies already proved that advertisement plays vital role and have strong

impact on consumer behavior in Fast Moving Consumer Goods industry (FMCG) especially, PCP sector. Some of the researchers have taken an attempt to explore advertisement inducement among female consumers and youth consumers. Moreover, there exists no exact research among male consumers about determinants of advertisement effectiveness. In order to find solution to the above problem following research objectives were derived. The objectives of the study are:

- To identify the socio-economic profiles of the male PCP consumers in Chennai city.
- To identify the underlying dominant latent dimensions of Personal Care Products Advertisement Factors (PCP-AFs) such as Types of Advertisement (TA), Mode of Purchase (MOP), Advertisement Emphasis (ADE) and Advertisement Effectiveness (AE) Variables.
- To explore the influence of PCP Advertisement Factors on Total PCP Advertisement Effectiveness.

5. Research Methodology

The present study is analytical and empirical in nature and adopted survey method for findings and suggestions. This study depends on primary data collected from the male PCP consumers residing in Chennai. The convenient non-random sampling has been adopted to collect data from 500 male PCP consumers who have accepted their running age is between 18-60 years. To check the reliability and consistency of the Questionnaire, the data collected were subjected to Cronbach's Alpha Reliability Co-efficient and values is being 0.765, 0.840, 0.787 and 0.781 respectively, the scales are highly reliable and consistent in nature.

- **Sampling Technique:** Non-Random convenient sampling has been adopted since the population size is unknown.
- **Determination of Appropriate Sample Size:** The sample size has been derived by adopting Cochran's (1977) formula calculate a representative sample for proportions as:

$$n_0 = z^2pq/e^2$$

$$p = 0.5 \text{ and hence } q = 1-0.5 = 0.5; e = 0.05; z = 1.96$$

$$\text{So, } n_0 = (1.96)^2(0.5)(0.5)/(0.05)^2 = 384.16 \text{ or } 384$$

In this study sample size is calculated with the confidence level of 95% (i.e.) 5% level of significance. The sample size 500 (>384) became representative and adequate for this marketing research.

- **Questionnaire Design:** Table 1 indicates that the Structured Questionnaire has been developed with Five Sections to collect information from PCP Male Consumers.
- **Statistical Tools Used:** The data collected were subjected to various statistical analysis such as percentage analysis has been used to identify the socio-economic profiles of the male PCP consumers. Descriptive statistics has been applied to identify the average and other characteristics of age and average PCP expenditure per month. Factor analysis has been applied to understand the underlying dominant dimensions of PCP Purchase Mode aspects, Types of PCP Advertisement Media, Advertisement Emphasis Variables and PCP Advertisement Effectiveness variables of male PCP consumers. Furthermore, the linear regression analysis has been applied to identify the influence of various PCP advertisement factors on overall PCP advertisement effectiveness.

Table 1. Questionnaire design

Sections	Contents
Section – One	Deals with eight Demographic variables such as, age, marital status, educational qualification, occupational status, monthly family income, nature of family, product preference, and monthly expenditure on Personal Care Products.
Section – Two	Deals with five variables related to PCP Purchase Mode.
Section – Three	Consists of six variables related to Types of PCP Advertisement Media.
Section – Four	Consists five variables related to Advertisement Emphasis Variables
Section - Five	Deals with thirteen variables related to PCP Advertisement Effectiveness variables

Table 2. Personal profile and descriptive statistics of the respondents

Personal Profiles	Profile Groups	N	%
Marital Status	Single	445	89.0
	Married	055	11.0
Educational Qualification	Upto Graduation	410	82.0
	Post-Graduation	090	18.0
Occupational Status	Earners	415	83.0
	Non-Earners	085	17.0
Monthly Family Income	Less than Rs.25,000	290	58.0
	More than Rs.25,000	210	42.0
Nature of Family	Nuclear Family	375	75.0
	Joint Family	125	25.0
PCP Product Preference	Unbranded	120	24.0
	Branded	380	76.0
DESCRIPTION	Age (In Years)	Monthly Expenditure on PCP (In Rupees)	
Mean	27.2	1066.0	
Std. Deviation	10.0	333.0	
N	500	500	

Table 2 indicates that majority of respondents are single (89.0%) educated upto graduation (82.0%) earning (83.0%) less than Rs. 25,000 (58.0%) as monthly family income. Majority of the respondents are belonging to nuclear family (75.0%) and they prefer branded (76.0%) PCPs. The average age of the respondents is 27 years and average expenditure on PCP is Rs. 1066.

Table 3 shows that Mode of Purchase (MOP) Variables with their communality and MSA values ranging from

0.623 to 0.938 and 0.577 to 0.688 have goodness of fit for factorization. KMO-MSA value of 0.585 and chi-square value of 163.206 df of 10 and P-value of 0.000 reveal that factor analysis can be applied for factorization of 5 MOP variables. Two dominant independent MOP factors explaining 56.004% of total variance have been extracted out of 5 MOP Variables. Of them the most dominant factor is Preferential Purchase Factor (PPF) followed by Convenience Purchase Factor (CPF) in the order of their dominance.

Table 4 indicates that Types of Advertisement (TA) variables with their communality and MSA values ranging from 0.556 to 0.767 and 0.568 to 0.651 have goodness of fit for factorization. KMO-MSA value of 0.584 and chi-square value of 145.496 df of 15 and P-value of 0.000 reveal that factor analysis can be applied for factorization of 6TA variables. The two dominant independent TA factors explaining 65.263% of total variance have been extracted out of 6TA variables. Of them the most dominant factor is Media Advertisement Factor (MAF) followed by Personal Advertisement Factor and Virtual Advertisement Factor (VAF) in the order of their dominance.

Table 5 reveals that Advertisement Emphasis (ADE) Variables with their communality and MSA values ranging from 0.593 to 0.786 and 0.655 to 0.768 have goodness of fit for factorization. KMO-MSA value of 0.728 and chi-square value of 337.898 df of 10 and P-value of 0.000 reveal that factor analysis can be applied for factorization of 5 ADE variables. The Two dominant independent ADE factors explaining 66.560% of total variance have been extracted out of 5 ADE Variables. Of them the most dominant factor is Innovativeness Factor (IF) followed by Portraying Factor (PF) in the order of their dominance.

Table 3. Factorisation of Mode of Purchase (MOP) variables

Factor Names & Total Variance Explained	Variables	Factor Loading	MSA	Communalities	Mean	S. D.
Preferential Purchase Factor (PPF) (35.240%)	Exclusive Showroom	0.793	0.665	0.636	2.40	1.267
	Cosmetics Counter	0.789	0.688	0.653	2.83	1.214
	Supermarket	0.543	0.672	0.675	3.95	1.182
	Internet	0.465	0.568	0.623	3.57	1.453
Convenience Purchase Factor (CPF) (20.765%)	Local Shops	0.969	0.577	0.938	3.76	1.216
KMO – MSA = 0.685 Total % of Variance Explained = 56.004						
Bartlett's Test of Sphericity Chi Square value of 163.206 with df 10 at P Value of 0.000						

Table 6 reveals that Ordinary Least Square (OLS) Model has a goodness of fit for multiple regression analysis and the linear combination of Innovativeness Factor (IF), Preferential Purchase Factor (PPF), Personal Advertisement Factor (PAF) and Portraying Factor (PF) are significantly and positively influencing the total PCP Advertisement Effectiveness (AE), {F = 46.316, p<0.001}. The multiple correlation coefficient is 0.578, indicating that 33% of the variance explained in total Advertisement Effectiveness.

6. Major Findings of the Study

6.1 Findings Related to Objective One

- Majority of respondents are single (89.0%), educated upto graduation (82.0%), earning (83.0%) and earning less than Rs. 25,000 (58.0%) as monthly family income. Majority of the respondents belongs to nuclear family (75.0%) and they prefer branded (76.0%) PCPs.

Table 4. Factorisation of Types of Advertisement (TA) variables

Factor Names & Total Variance Explained	Variables	Factor Loading	MSA	Communalities	Mean	S. D.
Media Advertisement Factor (MAF) (23.191%)	Radio	0.815	0.651	0.566	3.07	1.16
	News Paper / Magazines	0.757	0.616	0.600	3.90	0.92
Personal Advertisement Factor (PAF) (21.767%)	Word of Mouth	0.858	0.600	0.665	3.42	1.16
	Pamphlets	0.749	0.612	0.642	2.99	1.15
Virtual Advertisement Factor (VAF) (20.305%)	Internet	0.798	0.601	0.767	4.01	1.11
	Television	0.742	0.568	0.676	4.32	0.83
KMO – MSA = 0.684 Total % of Variance Explained = 65.263						
Bartlett's Test of Sphericity Chi Square value of 145.496 with df 15 at P Value of 0.000						

Table 5. Factorisation of Advertisement Emphasis (ADE) variables

Factor Names & Total Variance Explained	Variables	Factor Loading	MSA	Communalities	Mean	S. D.
Innovativeness Factor (IF) (37.910%)	Audio/Visual Communication	0.842	0.703	0.709	3.88	1.13
	Culture	0.758	0.768	0.602	3.66	1.05
	Creativity	0.714	0.731	0.639	4.08	0.87
Portraying Factor (PF) (28.651%)	Language	0.886	0.655	0.786	4.26	0.74
	Product	0.701	0.757	0.593	4.12	0.79
KMO – MSA = 0.728 Total % of Variance Explained = 66.560						
Bartlett's Test of Sphericity Chi Square value of 337.898 with df 10 at P Value of 0.000						

Table 6. PCP Advertisement Factors (AFs) Significantly Influencing the total PCP Advertisement Effectiveness (AE)

Significant Predictors	Unstandardised Coefficients		Standardised Coefficients	t	P-Value	Inference
	B	Std. Error				
(Constant)	20.668	2.178		9.489	0.000	Significant
Innovativeness Factor (IF)	0.964	0.123	0.367	7.811	0.000	Significant
Preferential Purchase Factor (PPF)	0.405	0.083	0.211	4.878	0.000	Significant
Personal Advertisement Factor (PAF)	0.700	0.152	0.204	4.611	0.000	Significant
Portraying Factor (PF)	0.648	0.232	0.128	2.792	0.006	Significant
R = 0.578	R² = 0.334		F = 46.316 @ P Value of 0.000			

- The average age of the respondents is 27 years and average monthly expenditure on PCP is Rs. 1066.

6.2 Findings Related to Objective Two

- Two dominant independent have been extracted out of 5 MOP Variables. Of them the most dominant factor is Preferential Purchase Factor (PPF) followed by Convenience Purchase Factor (CPF) in the order of their dominance.
- The two dominant independent have been extracted out of 6 TA Variables. Of them the most dominant factor is Media Advertisement Factor (MAF) followed by Personal Advertisement Factor and Virtual Advertisement Factor (VAF) in the order of their dominance.
- The Two dominant independent have been extracted out of 5 ADE Variables. Of them the most dominant factor is Innovativeness Factor (IF) followed by Portraying Factor (PF) in the order of their dominance.

6.3 Findings Related to Objective Three

- Innovativeness Factor (IF), Preferential Purchase Factor (PPF), Personal Advertisement Factor (PAF) and Portraying Factor (PF) are significantly and positively influencing the total Advertisement Effectiveness (AE), {F = 46.316, p<0.001}.

7. Limitations of the Study

- Owing to time and cost constraint the study restricted its sample size to 500 and this study is limited to its scope of research.
- These studies conducted among Male respondents in the age group of 18 to 60 years were only considered, thus limits generalizability of the result to other gender and age group.
- In Marketing Research studying consumer behavior cannot give long lasting and an enduring finding over a period of time. Because, behavioral patterns are like to change with socio economic and cultural changes.

8. Suggestions and Conclusion

After perusal of the findings of the study, the following suggestions have been extended to benefit the various

PCP stakeholders, viz. the PCP customers, PCP advertisers and PCP industry and marketers. They are as follow:

8.1 Suggestion to PCP Male Consumers

- Personal Care Product is high involvement product category and the purchase of PCP involves complex buying behavior among customers. Cautious PCP customers are preferring to buy PCP through exclusive show room, cosmetics counter and internet as a mode of purchase. So, the customers should develop exclusive preference buying behavior to make PCP purchase decisions.
- Customers should give importance to physical mode of advertisements such as, pamphlets and word of mouth to grasp all the valid information's and also feedback of existing users to make PCP purchase decision.

8.2 Suggestions to the PCP Marketers

- The marketers should ensure the availability of branded products in supermarket and local shops to attract the buyers with specific brand preference and ensure post-purchase satisfaction and also repeat PCP purchase as the customers.

8.3 Suggestions to the PCP Advertisers

- Advertisers are suggested to make creative, innovative and positive advertisements which promote gender equality and empowerment, entertainment and portraying real life to captivate prospective customers to embellish the personal care products usage among male customers.
- Advertisements are inculcating the positive impact rather negative impact among PCP customers. So, advertisers are suggested to avoid creating advertisements which are misleading, increasing the price of product and leading to unnecessary purchase among PCP customers.

To conclude, the present marketing research was conducted to explore the consumer behavior in PCP industry with a primary objective to identify the determinants of PCP Advertisement Effectiveness of male consumers in Chennai market. The result explores that, Innovativeness Factor, Preferential Purchase Factor, Personal Advertisement Factor and Portraying Factor are the determinants of PCP advertisement effectiveness. To

conclude, the advertisers are suggested to nurture their advertisement with innovation and novelty along with modernity for the effective utilization of audio/ visual communication, creativity and culture to induce the PCP customers purchase decision.

9. Scope for Future Research

- This Study can be extended to other cities, states and countries to explore the factors influencing the advertisement effectiveness.
- This study can be carried among female respondents and also comparative study between male and female consumers attitude towards PCP advertisement effectiveness can be explored.
- This study can be extended to other advertisement types such as, online advertising, guerrilla advertising and product placement advertising etc. and applicability of those advertising methods in PCP industry.

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