

# **MISLEADING ADVERTISEMENTS AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO SKIN CARE PRODUCTS**

**Dr. Smitha Poulouse,**

Assistant Professor, PG Department of Commerce,

Women's Christian College, Chennai, India

smipou@gmail.com

Received: 14 Feb 2020 Revised and Accepted: 25 March 2020

## **Abstract**

In the digital era, the advertisements have become a powerful tool for the companies to persuade the customers globally. Even today, the buying behaviour of consumers was influenced by the positive and negative influence of advertisements. For this purpose, the advertisers or marketers uses various marketing strategies to attract the customer by providing false claims and misrepresent the information about the products, they also hide the real truth behind the advertisement and hide the harmful ingredients which can harm the consumer in many ways. In order to earn more profit, they are also paying actors huge sums of money so that they endorse their brands in front of the consumers. The Companies give their advertisements in various magazines, e-portals, social media and websites for their publication. With the growing trend the companies have started portraying false and misleading advertisement and attract the customers.

These misleading and false advertisements have an adverse effect on customers globally and also get infected with different kinds of diseases and are affected badly by utilizing these fake products which are said to be useful. Several skin care brands are said to be good and give fairness which attract the customer to buy and most of the customers think that fair skin tone is more beautiful and this tactic is used by the marketers to earn profit. The customers are getting trapped and becoming a prey to misleading advertisements. This article examines the present state of growing misleading advertisement due to the entry of competitors in the market. It is believed that the study of influence of misleading advertisement on consumer buying behaviour with a special reference to skin care products. The article closes with some future research directions and conclusions.

**Keywords:** *Consumer Buying Behaviour, Misleading advertisement, Ethics*

## **1. An Insight into Misleading Advertisement – An Introduction**

An essential requirement for envisioning India's future in the new century is to recognize the digital parameters which determine national development that have changed in recent years and will change further in future which stipulates in the marketing of products. This will open up greater possibilities than ever before through the powerful tool of Advertisement. Advertisement plays a vital role to attract the consumers which helps to promote the products and it is a way of communication to stimulate the consumers to buy products. Advertisement provides information regarding product price, expiry date, manufacturing location, uses of the products, etc. advertising is paid form of promotional tools.

The information about the products reaches to consumers through various traditional media such as television, radio, newspaper and modern technology such as social media, websites, video ads, email marketing, event marketing. New advertising techniques are evolved in order to meet the customer needs and customer satisfaction. Advertisements persuade consumers to buy products and to create awareness about new products

among consumers. It is important for the marketers and manufacturers to study the consumer buying behaviour which has become the most important factor before launching any product in the market.

Consumer buying behaviour includes consumer's attitudes, preferences, intentions and decisions regarding the consumer behaviour in the market where buying and selling of goods take place. For the manufacturer the study of consumer behaviour is very necessary to capture the market and to stay for long period of time. In the digital era, a powerful tool set by marketers to accelerate the speed of marketing is through the technique of Advertisement. Kotler (2008) declares that "Advertising is any paid form of non - personal presentation and promotion of ideas, goods, or services by an identified sponsor".

Misleading Advertisement is a key to persuade more and more consumers which helps to increase sales and revenue for the companies. Ethics is a very important element in advertising and provides true information to consumers, it does not make exaggerated or tall claims, encourage higher standard of products, avoid misrepresentation which adhere to social norms to stimulate consumer's interest. The main intention of misleading advertisements is misrepresenting the information and misguides the claims and its effects on the buying behaviour of the consumer. The information is hidden or left out and a false claim about the benefits, price, characteristics and the price is calculated is misrepresented. The goods are generally used by the end users and the goods are non-durable and sold in a packed form. The most common goods are toilet soaps, detergents, toothpaste, shampoos and household accessories, skin care products. Thus, misleading advertisements contains false information which misleads the consumers in purchasing products.



Fig 1.1: Misleading advertisement example

( Source: Extracted from Google / <https://www.lawzgrid.com>)

## 2. Consumers and Skin Care Products

Skin care product is used by every individual and skin is the most amazing part of the body so it is necessary to maintain it and it helps to protect the skin from bacteria, fungus and damages from ultra violet rays. The use of skin care products depends on the type of skin which can be oily, combination, dry, normal. It includes face cream, face wash, moisturizer, sunscreen. HUL, Godrej, and Gillette are among the leading companies in the market for Indian skin products and cosmetics market.

The Indian skin care and cosmetics market is also worth \$ 274 million. The population of the country is growing and hence the demand for the skin care products and cosmetics are also growing day by day. Skin care products like face cream, lotion, talcum powder. At present skin products are used very widely and in routine by the Indian consumers. There are various brands are available in the market which is for skin care, it is also be classified by their physical attributes. Emulsions, lotion, powder, gels. Most of the skin care products contain emulsions and it consist of water and oil in it, separate easily due to water and oil. Advertisement helps the customer to provide information about the skin care products and there are various skin care brands in the market such as Lakme, Olay, Nivea, Garnier, Dove and so on. The consumer gets information through advertisement and also, they attract from the celebrity endorsement and the consumer buys the products.

**Objectives of the Study**

1. To identify the purchase decision of the consumer towards misleading advertisements.
2. To provide suggestions to Consumers relating to Misleading advertisements.
3. To create awareness to the consumer regarding misleading advertisement.

**Need of the Study**

- This study the analyses the relationship between the misleading advertisement by the advertiser and its impact on the consumer in the market.
- This study will help out the consumer to know about the misleading advertising done by the companies to persuade the consumers.
- This research also states the positive and negative impact of misleading advertisement to the consumers.
- To study the factors that contributed to recover the cause of misleading advertisement.

**Hypothesis**

**H1:** There is a significant difference among purchase decision regarding misleading advertisement and income of the consumer.

**H2:** There is significant difference between the awareness of misleading advertisement and consumer aware about the misleading advertisement before making purchase decision.

**3. Results**

**Aim:** To know the significant difference among purchase decision regarding misleading advertisement and income of the consumer.

**H1:** There is a significant difference among purchase decision regarding misleading advertisement and income of the consumer.

**Table 1: ANOVA Table showing the Difference among purchase decision regarding Misleading Advertisement and Income of the consumer**

<b>Purchase Decision</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Significance</b>
Between Groups	33.776	3	11.259	8.258	.000
Within Groups	267.219	196	1.363		
Total	300.995	199			
Between Groups	20.653	3	6.884	5.078	.002
Within Groups	265.702	196	1.356		
Total	286.355	199			
Between Groups	18.623	3	6.208	4.687	.003
Within Groups	259.572	196	1.324		
Total	278.195	199			
Between Groups	32.573	3	10.858	7.619	.000
Within Groups	279.302	196	1.425		

Total	311.875	199			
Between Groups	21.836	3	7.279	4.157	.007
Within Groups	343.159	196	1.751		
Total	364.995	199			
Between Groups	597.600	3	199.200	7.814	.000
Within Groups	4996.595	196	25.493		
Total	5594.195	199			

**Interpretation**

ANOVA test results depicted in the above table 1, showed that there is significant difference among the misleading advertisement influence purchase decision and income of the consumer as it statistically at  $F = 7.814$  and  $p < 0.05$ .

**Aim:** To identify the significant difference between the awareness of misleading advertisement and purchase decision of the consumer.

**H2:** There is significant difference between the awareness of misleading advertisement and Consumer awareness about the misleading advertisement before making purchase decision.

**Table 2: Independent sample t – Test showing the Significant Difference Between the Awareness of Misleading Advertisement and Consumer Aware About the Misleading Advertisement before making Purchase Decision.**

		Leven e’s Test for Equality of Variance	t- Test for Equality of Variance		
		F	Sig.	T	df
Consu mer should be aware about the misleading advertisement	Equal variances assumed	.243	.622	-.400	198
Before they make purchase decision	Equal variances not assumed			-.423	83.681

**Interpretation**

Based on the result of independent t test in Table 2, we can see that there is no significant difference between awareness of misleading advertisement and purchase decision of the consumer as the value of  $t = - 0.400$

and  $p = 0.622$  ( $p > 0.05$ ). Hence alternative hypothesis is accepted. Therefore, this result does not support the hypothesis.

#### **4. Results and Discussion**

The analysis shows that misleading advertisement leads to an influence of false claims towards buying behavior of the consumer. Therefore, this study is highlighting the tactics of the marketers or advertiser agencies for promoting false claims and show exaggerate information for promoting skin care products and brands targeting the audience through various misleading advertisements, promotional offers and celebrity endorsements. The Government's role is vital in case of misleading advertisement and can regulate such malpractices in the market to persuade the consumers. The product must be clinically tested by the government in order to protect the interest of the consumer. Strict rules be adhered to and the marketer, advertiser agencies and companies should be punished with heavy penalties and imprisonment. Proper education should be provided to the consumers and transmit the information through various media such social media, web, television, newspaper, magazines and radio.

#### **5. Conclusion**

To sum up, Companies must adhere to safety instructions and ensure that the ingredients are nature driven or not. They should insist consumers to buy products, which is natural and less harmful to skin. The consumer can inform Advertising Standards Council of India (ASCI) this council will protect the interest of the consumer and to regulate the false advertisement in India. These steps enable the Consumers to get rid of exploitation by the seller and purchase products, which are natural and less harmful to skin and also ensures them in identifying misleading advertisements in future.

#### **6. REFERENCES**

1. Philip Koler (2008). "Principles of Marketing". 5<sup>th</sup> Edn., Financial Times Prentice Hall.
2. Google / <https://www.lawzgrid.com>