



ज्ञान-विज्ञान विमुक्तये

Peer Reviewed Referred  
and UGC Listed Journal  
Journal No. 40776

ISSN 2277 - 5730

AN INTERNATIONAL MULTIDISCIPLINARY  
QUARTERLY RESEARCH JOURNAL



# AJANTA

Volume - VII, Issue - IV  
October - December - 2018  
English Part - I

Impact Factor / Indexing  
2018 - 5.5  
[www.sjifactor.com](http://www.sjifactor.com)

**AJANTA PRAKASHAN**

ISSN 2277 - 5730  
AN INTERNATIONAL MULTIDISCIPLINARY  
QUARTERLY RESEARCH JOURNAL

# AJANTA

Volume - VII

Issue - IV

English Part - I

October - December - 2018

Peer Reviewed Referred  
and UGC Listed Journal

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

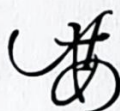
IMPACT FACTOR / INDEXING  
2018 - 5.5  
[www.sjifactor.com](http://www.sjifactor.com)

❖ EDITOR ❖

Asst. Prof. Vinay Shankarrao Hatole

M.Sc (Maths), M.B.A. (Mktg.), M.B.A. (H.R.),  
M.Drama (Acting), M.Drama (Prod. & Dir.), M.Ed.


❖ PUBLISHED BY ❖



**Ajanta Prakashan**

Aurangabad. (M.S.)

Sr. No.	Name & Author Name	Page No.
1	<p>A Study on the Effect of Stress Management the on Academic Performance of Undergraduate Girl Students of Home Science Degree College from Mumbai City</p> <p style="text-align: center;"><b>Prof. Aasia Ahmed Radiowala</b> <b>Dr. Manjusha Molwane</b></p>	1-8
2	<p>The Psychological Impact of Beauty Product Advertisement on College Going Girls</p> <p style="text-align: center;"><b>Dr. Gokula Y. Dhokey</b> <b>Dr. G. A. Bhalerao</b></p>	9-15
3	<p>Effect of Stress on Adolescent Girl</p> <p style="text-align: center;"><b>Dr. Rajani Ramesh Senad</b></p>	16-22
4	<p>Nutritional Problems of Adolescent Girls</p> <p style="text-align: center;"><b>Dr. Jija Raut</b></p>	23-28
5	<p>To Study the Current Diet and Nutritional Status of Rural Adolescent Girls</p> <p style="text-align: center;"><b>Asst. Prof. Aasim Momin</b></p>	29-36
6	<p>Impact of Junk Food on Health of Adolescent Girls</p> <p style="text-align: center;"><b>Mrs. Amruta Suhass Misal</b></p>	37-41
7	<p>Health Adjustments of Adolescents of Working and Non Working Mothers</p> <p style="text-align: center;"><b>Dr. Anjali Lakhe</b></p>	42-46
8	<p>Effect of Peer Pressure and Social Media on Adolescent Girls Health</p> <p style="text-align: center;"><b>Dr. Anvita Agrawal</b></p>	47-51
9	<p>Adolescent Health : Present Status and Its Related Programmes In India</p> <p style="text-align: center;"><b>Dr. Archana R. Choudhari</b></p>	52-57
10	<p>Effect of Stress on Health of Adolescent Girls</p> <p style="text-align: center;"><b>Asha Mohan Kitake</b></p>	58-63
11	<p>Assessment of Nutritional Status of Selected Adolescent Girls (16 to 18 Years) of Baramati City</p> <p style="text-align: center;"><b>Chaitali Bapurao Kalbande</b></p>	64-67
12	<p>Nutritional Status of Adolescent Girls</p> <p style="text-align: center;"><b>Chaya Balasaheb Bansode</b></p>	68-71
13	<p>Nutritional Status and Factors Affecting on the Health of Adolescent Girls in Rural Area of Kolhapur, Maharashtra</p> <p style="text-align: center;"><b>Deepali Maske</b> <b>Jyoti Munde</b></p>	72-78



## **Contact For Subscription**

**ISO 9001 : 2008 QMS/ISBN/ISSN**  
**Vinay S. Hatole**

**Jaisingpura, Near University Gate,  
Aurangabad (M.S.) 431 004,**

**Cell : 9579260877, 9822620877 Ph: 0240 - 2400877**

**E - mail : [ajanta1977@gmail.com](mailto:ajanta1977@gmail.com)  
Website : [www.ajantaparakashan.com](http://www.ajantaparakashan.com)**

## 2. The Psychological Impact of Beauty Product Advertisement on College Going Girls

Dr. Gokula Y. Dhokey

H.O.D Home Economics, S. S. Girls' College, Gondia.

Dr. G. A. Bhalerao

H.O.D Home Economics, S. S. Girls' College, Gondia.

### Abstract

The age of college going is the age of attraction. College going girls are very alert, conscious & conscious about their beauty. Advertisement is multidimensional & is definitely a form of publicity. Advertisement influences customer behavior. The aim of the study to know the psychological impact of beauty product advertisement on college going girls.

The study was based upon the sample of 200 respondents in the age of 16-21 years, from the famous college of Gondia Education Society's, Gondia city. Data were collected by the personal interview method. Results revealed that beauty products advertisement do have a large psychological impact on college going girls, at the same time it is observed that college going girls are very alert & aware and are able to make a choice, draw conclusion & make important decision.

**Key Words:** Advertisements, College going girls, Beauty product, Psychological Impact.

### Introduction

The age of college going is age of attraction. College going girls are very alert & conscious about their beauty. They live in a "Dream World" & they want to look like a "Dream girl." In daily life they use many beauty products for their beauty. College going girls take beauty product information from their parents, peer group, shopkeeper & types of media advertisement. In India, a large amount of advertisement is being especially to attract the female audiences.

Though women of all ages are affected by images in the media, a meta-analysis of 25 studies involving female subjects revealed that children and adolescents are affected most heavily. As V.Ilijin (2000) D. Jokubauskas (2003) state, it is proven by research of psychologists that the perception of advertising information is determined by a multitude of aspects. However, the psychological ones - cognitive, emotional and behavioral - play the most

important role. The largest amount of information is perceived by seeing. Visual presentation of advertising is the simplest way of pertaining information, as to perceive visual information the human uses least energy. At least one visual aspect in the ad has to affect the customer subconsciously. This could be colour, an unusual shape or size of the first character, a large, attractive and full-colour photo or text design. Empty space, abstract images and drawings do not suit the ad. It is noticed that the more realistic illustration, the more efficient is the ad, as it is the thing directly affecting the customer.

According to Ph. Kotler (2003), there are four key psychological processes- motivation, perception, learning, and memory-fundamentally influencing the customer responses to marketing stimuli. D. Jokubauskas (2007) also attributes the cognitive aspect, i.e. senses, reasoning, language and perception, to the psychological impact of advertising, although the author does not present the hierarchy of these aspect which could be divided as follows: firstly, the customer attention is concentrated, then perception, cognition though the customer emotions and different senses reasoning take place and then follows the advert assimilation.

Research literature pays most attention onto the advertisement creation process itself (Kotler irk t., 1992; Blackwell Roger D., Miniard Paul W., & Engel James F., 2005), the potential users of the product or service advertised (Jusiene, 2000;Adams,2005), the stages of advertising impact are tackled (Dolak, 2007; Jokubauskas,2007;Lamb, Hair, McDaniel,1992); psychological aspects influencing customer behavior were analyzed by Werner, Kumar (2003); Deijan, Pochepsov, Zazykin (2003) and other, however a further thorough and complex research is necessary.

### **Research Method**

The sample of the present investigation was drawn from three popular colleges of Gondia Education Society, Gondia. (S.S.Girls' College, N.M.D. College, D.B. Science College). A total sample size of 200 girls was selected randomly from all the divisions of the selected colleges. The data were collected by the personal interview method from the selected respondents. The data were tabulated & analyzed by frequencies & percentage techniques.

### **Research Findings & Discussion**

The finding obtained from the present study have been discussed under the following sub heads

### College Going Girls Attraction about Advertisement

The result of table – 1 reveals that among the college going girls 56% girls are attracted by advertisement, 29% are some time attracted, where as 15% are not attracted. Advertisements pay a particular attention to the customer in order to attract & retain him/her. According to P.H. Kotler & other (2003), D Jokubauskas (2003).

Further content of table – 1 indicates that 44.5% girls are attracted because of creation/art of advertisement, 27% are some time attracted & 15% are not attracted. According to Sandra Jakstiene & others the main goal of advertising a certain product or service is to attract the customer's attention & analyze the impact of advertising on the customer behavior, which is determined by a number of cognitive, emotional & behavioral aspects.

Media is considered the most influential education medium in existence today. In present study data collected from the respond shows that 56.5% girls are attracted by television advertisement, 30% are attracted some time, & 13.5% are not.

According to Aimee N. Hoff Mann, a child between the ages of 3 & 12 spends an average of 21 hours per week watching television, and by the time a child has graduated from high school, he or she has spent more time watching television than in the classroom. In fact, shocking statistics reveal that, on average, a child or adolescent spends between six & seven hours per day viewing the various media combined.

Television, movies, music & magazines are only a few of the medium through which the media conveys messages. It is observed from table -1 that 52% college going girls are attracted by magazine advertisement, 29% are attracted some time & 19% girls are not attracted by magazine advertisement. Flip through any teen fashion magazine & you will find countless advertisements & articles glorifying the importance of perfecting one's body to achieve an ideal physical form. The powerful words in magazine are usually accompanied by pictures of thin, beautiful models & celebrities. Magazines are not the only media vehicle through which young girls are targeted. According to one study 69% of girls claimed that magazine models influence their concept of the perfect body shape.

Regarding news paper advertisement it was observed that 42.5% girls are attracted, 28.5% are some time attracted & 29% are not attracted. In reference to flax advertisement very few difference is observed that is 37% girls are attracted, 37.5% are some time attracted & 21.5% are not attracted by flax advertisement.

With respect to attraction because of discount shows in advertisement it was found that majority of (70%) girls are attracted, where as 26% some time, & very few 4% are not attracted. (5, 7) Not only are advertisement grossly targeted at young women, but they manipulated feminine insecurities about physical appearance to make products more attractive & ultimately boost sales.

**Table no – 01 College Going Girls Attraction about Advertisement**

S.No	Statement	Yes		Some time		No	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1.	Beauty product advertisement attracts you.	112	(56)	58	(29)	30	30
2.	Good creation/art of advertisement more attracts you.	89	(44.5)	54	(27)	57	(28.5)
3.	Television advertisements attract you.	113	(56.5)	70	(30)	27	(13.5)
4.	Magazine advertisement attracts you.	104	(52)	58	(29)	38	(19)
5.	News paper advertisement attracts you.	85	(42.5)	57	(28.5)	58	(29)
6.	Flax advertisements attract you.	74	(37)	75	(37.5)	51	(25.5)
7.	Discount in advertisement attract you.	97	(48.5)	50	(25)	53	(26.5)

*S. S. G. G.*  
 Lecturer  
 S. S. G. G. College  
 GONDIA



Table no 02 – Effect of Advertisements of Beauty Products on College Going Girl

s.no	Statement	Yes		Some time		No	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Are you seen beauty product advertisement?	140	(70)	52	(26)	08	(04)
2	Because of advertisement you purchase the product?	107	(53.5)	66	(33)	27	(13.5)
3	Do you believed on advertisement?	71	(35.5)	63	(31.5)	66	(33)
4	In advertisement if product is costly are you purchase it?	68	(34)	69	(34.5)	63	(31.5)
5	Because of advertisement is your confidence level increases?	111	(55.5)	62	(31)	27	(13.5)
6	By seeing the actor in advertisement do you purches/use the product?	69	(34.5)	72	(36)	59	(29.5)

### Effect of Advertisements of Beauty Products on College Going Girl

Several studies have been conducted on the effect of advertisement on the price sensitivity of consumers. On the other hand, some studies have indicated that an increase in advertisement leads to a decrease in the price sensitivity of the consumer. In present study table no -2 shows the impact of beauty product advertisement on college going girls it is observed that majority 70% college going girls are see beauty product advertisement, 26% see some time & very few 4% do not see. According to Aimee N. Hoffmann the average consumer is exposed to 1,500 advertisements each day, & an average young women will have received over 250,000 commercial messages through the media by the time she is 17.

It is observed that 53.5% girls purchased beauty products because of impact of advertisements, 33% purchased some time & 13.5% girls do not purchased. Studies found that over 50% of advertisements in teen girl's magazine & 56% of television commercials aimed at

female viewers used beauty as a product appeal. Such advertisement first erode a young woman's self esteem then offer to sell it back to her one product at a time.

In the centre of advertising is the customer, whose psychology is determined by numerous aspects & advertising itself, which aims at arousing the customers wish to acquire the product advertised, & most importantly at achieving the act of purchasing the product.

It is observed from collected data that 35.5% college going girls are believed on advertisement, 31.5% believed some time, 33% do not believed. According to Sundra Jakstiene & other, the customer has to contend with a huge amount of information & be able to make a choice draw conclusion & make important decision.

It is found that on the basis of advertisement if product is costly than 34% girls purchases it 34.5% purchases some time & 31.5% girls do not purchase it.

#### Conclusion

Advertisements play an important role in college going girls. The study showed that beauty product advertisement does have a large psychological impact on college going girls. The advertisements attracted girls. Mainly it is noticed that creation & art of advertisements attracted & affect the girls. Majority of college going girls are interested to watch beauty product advertisement. All types of mass communication medium advertisements attracted girls, mainly television advertisement. It may be because audio visual aids are more effective medium for communication. As it is quite clear that advertising is one of the most influential tools of mass communication, there is no doubt regarding the fact that any information delivered through this mode create an impact. Discounts shown in advertisement also attracted girls.

It is concluded that more than half purchases beauty product because of impact of advertisement. On the other hand it is observed that 35.5% girls believe on advertisement, 31.5% believe some time & 33% girls do not believe on advertisements. Same result found in case of costly product it is observed that 34% girls purchases costly product, 34.5% are purchases some time & 31.5% girls purchases costly beauty product. More than half girls state that if they use advertised product their confidence level increases because advertisement make a psychological impact on the customer. In this study it is observed that college going girls are not that much affect by model or actress those who act in advertisement.

### References

1. Jokubauskas, D. Reklamos Poveikio etapai. Retrieved February 11, from://www.marketingas. It/
2. Kotler, P., Armstrong, G.,Saunders,J.,Wong,V. Rinkodaros Principai, Kaunas, Poligrafija ir informatika, 2003, p.488.
3. Sandra Jakstiene, Dalia Susniene, Valdas Narbutas,(2008) "The Psychological Impact of Advertising on the Customer Behavior", Communication of the IBMA, Volume 3,
4. Aimee Nicole Hoffmann, "The Beauty Ideal: Unveiling Harmful Effects of Media Exposure to Children", p 1,2
5. Cooper, Camille.(2004) "The American Beauty Myth." Lecture delivered on February 23.
6. Wolf, Naomi, The Beauty Myth: How Images of Beauty Are Used Against Women. New York: Anchor Books, 1992.
7. Body Image and Advertising. (2000). <http://www.mediascope.org/pubs/ibriefs/bia.htm>
8. Debarati Dhar,(2011) "Advertising And Its Social Responcibility." Global Media Journal- Indian Edition/summer issue/June.
9. Alicia Barroso(2007) "Advertising And Consumer Awareness of a New Product",Job Market Paper, November .
10. Debra Trampe, Diwderik A. Stapel, Frans W. Siero,(2009) "The Self-Activation Effect of Advertisments: Ads Can Affect Whether and How Consumers Think About the Self." Advances in consumer Research Volume 36.

  
Lecturer  
S.G.G.'s College  
GONDIA