

A Thing of Cosmetic is Beauty Forever: Advertisements on Beauty Products

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ABSTRACT

In today's world, there is a desire in women to present themselves beautifully as per the celebrities or the idols portrayed in the cosmetic advertisements. It is a current trend that young women play an important role as consumers of cosmetics in the market as they assert profound influence on the purchasing power of consumer products across growing number of product categories including cosmetics. Young women get attracted to the on screen beauty in the advertisements that results from the use of cosmetics and which is showcased by the media. They try to implement all the beauty hacks shown on the screen in relation to the different beauty products. This research study is based on the advertisement of beauty products of Lakmé, Dove and Pond's. An advertisement is one of the topical strategies of many brands for the promotion of their products. Advertisements play a major role in changing the behaviour and attitude of consumers towards the products as shown in the advertisements. The growth of cosmetics and beauty products' markets has become significant as consumers are increasingly becoming aware of appearance and beauty. Understanding this sector should be of valuable use to the marketers in identifying marketing opportunities to ensure greater efficiency in the use of resources and other efforts. The research study deploys a telescopic approach to analyse the cosmetic advertisements. The media texts are studied, analysed, and interpreted by using the communication theories that are telescopically placed in the critical theory of interpretation and hermeneutics.

Keywords: Advertisements, Cosmetics, Recommendation, Price, Interpretation, Hermeneutics, and Communication Theories etcetera.

1. INTRODUCTION

It is well said that branding means naming a new born baby. Let us think in the context of business, before any product is primarily launched into a market, it is to be named or in most of the cases mark or symbol is to be fixed so that it can easily be differentiated from the competitor's products. Brand simplifies customers' purchase decisions and makes them confident about their purchases. Generally, cosmetic products are referred as care substances which can be made of chemical compounds or natural substances to enhance appearance and odour of the human bodies. These cosmetic products beautify human appearance. Today cosmetic products are in great demand because of self-consciousness and personality aspects which are closely linked with human life. As per the United States Food and Administration, cosmetics are intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure.

Lakmé:







Lakmé is an Indian brand of cosmetics owned by Hindustan Unilever Limited which is an Indian subsidiary of Unilever. Lakme started as a 100% subsidiary of Tata Oil Mills Company Limited, a part of the Tata group, it was named after the French opera of Léo Delibes (1836-1891) called Lakmé (1883) and also after the Hindu mythological goddess, Lakshmi. At the time of its establishment in 1952, Indian cosmetic industry was rather nascent, and there was a very small market base. Simone Tata (b. 1930) joined Lakmé, a Tata group subsidiary, as the Managing Director, and went on to become its Chairperson. When Tatas saw a bigger growth potential in the retail market, and greater competition from global companies in cosmetics, they entered into a 50-50 joint venture with Hindustan Lever Limited in 1995 to form Lakmé Lever Private Limited.



The Carreras family established Lakmé Cosmetics in 1997 which is independent, self-financed and self-owned. The family has over 40 years of manufacturing experience in salon products. Lakmé East, a regional distributor of Lakmé Cosmetics, with its main office in Colchester, north-eastern Essex, England, United Kingdom is conveniently placed to provide all the guidance, back up and support ever needed.

Lakmé today has grown to have a wide variety of products and services that cover all facets of beauty care, and arm the consumer with products to pamper oneself from head to toe. These include products for the lips, nails, eyes, face and skin, and services like the Lakmé Beauty Salons.

Products:

<p>Face</p>  <p>Make Up</p>	<p>Lips</p>  <p>Enrich lip colour/ lip gloss/ lip liner/ dual definition lip colour and liner</p>
<p>Nails</p> 	<p>Eyes</p>  <p>Eye Shadow, Liner and Kajal</p>
<p>Lakmé Pure Defence Anti-Pollution System</p>  <p>Night Cream, Day Lotion and Serum</p>	<p>Cleanser</p>  <p>Cleanser</p>

Source:

https://www.google.com/search?sca_esv=e5ef21b71770b976&sxsrf=AHTn8zplhD3vMyWYzyZmYneW7KyRpp1Jg:1739889722037&q=lakme%20cosmetics&udm=2&fbs=ABzOT_CWdhQLP1FcmU5B0fn3xuWpA-dk4wpBWOgsoR7DG5zJBpwxALD7bRaeOIZxqOFEngxliuYeCIXGrxCD9s2_4dmghA3B0UfYgMuUal4ypj-CrVSmgkBPda2usoQQle9M8HDkLEMKwoKf4BrIY7DGfWZ7jbB86Vn_9Nar9HuLpV5fRLm2Gqo7RutW-o7gsyCc-ecWUt3IgdTzPb-LF2EtAI2uPa3huw&sa=X&ved=2ahUKEwiHgdKmus2LaxWIS2cHHdbvBp8QtKgLegQIEhAB&biw=1440&bih=812&dpr=1



Pond's:

Pond's is an American brand of beauty and health care products owned by the parent company, the multinational corporation, Unilever. It was initiated in the United States of America as a medicine company that had produced Pond's cream as a patent medicine by pharmacist Theron T. Pond (1800-1852) of Utica, New York, U. S. A. in 1846. Mr. Pond extracted a healing tea from witch hazel. The product was named 'Golden Treasure'. In 1886, Pond's began to advertise nationally. They advertised under the name of Pond's Healing until 1910. By the twentieth century, the company's main emphasis was selling cosmetic products. Today Pond's is sold around the world. Its largest markets are in Spain and in Asia, including Japan and Thailand.



Pond's Face Cream

Source:

https://www.google.com/search?q=pond%27s+cosmetics&sca_esv=e5ef21b71770b976&udm=2&biw=1024&bih=595&sxrf=AHTn8zqKVGXvM6spmVN9FXFWI7u6j7ETw%3A1739889774715&ei=bpy0Z9uoK6qeseMP3YP28AE&ved=0ahUKEwjblG_us2LAXuqT2wGHd2BHR4Q4dUDCBE&uact=5&oq=pond%27s+cosmetics&gs_lp=EgNpbWciEHBvbmQncyBjb3NtZXRpY3MyBBAAGB4yBBAAGB5Ihy5Q6gdYxx1wAXgAkAEAmAH1AaAB7g2qAQUyLjguMrgBA8gBAPgBAZgCDKACIQ3CAgoQABiABBhDGIoFwgIFEAAAYgATCAgYOABgHGB7CAGcQIxgnGMkCwgIIEAAYBxgIGB6YAwCIBgGSBwYxLjEwLjGgB5w5&scclint=img

Dove:

Dove started its life in U.S.A. with the revolutionary new beauty cleansing bar. With its patented blend of mild cleansers and ¼ moisturising cream, Dove's iconic "Beauty Bar" rinses cleaner than soap, leaving skin clean, soft and smooth. It is the #1 dermatologist recommended brand in U.S.A., Canada and France and strongly endorsed by dermatologists across the world. Today, Dove offers a range of products: body washes, hand and body lotions, facial cleansers, deodorants, shampoos, conditioners and hair styling products, all developed on the universal premise of real care.



Dove Skin Care Products

Source:

https://www.google.com/search?q=dove+cosmetics&sca_esv=e5ef21b71770b976&udm=2&biw=1024&bih=595&sxrf=AHtN8zrTrmYsROv3oEuh9rLtZusXxYjqBw%3A1739890003281&ei=U520Z7XmEM6gseMPxMubsAE&ved=0ahUKEwj

129su82LAXVOUGwGHcTIBhYQ4dUDCBE&uact=5&oq=dove+cosmetics&gs_l=EGNpbWciDmRvdmUgY29zbWV0aWZmGcQIxnGmKMcgoQABiABBhDGIoFMgUQABiABDIEEAAYHjIEEAAYHjIEEAAYHjIGEAAYBRgeMgYQA BgFGB4yBhAAGAUYHjIGEAAYCBgeSIktUJQHWM4dcAf4AJABAJgBhQOgAY0VqgEHMC40LjQuM7gBA8gBAP gBAZgCCKACjAvCagYQABgHGB6YAwCIBgGSBwUxLjQuM6AHsz4&scIent=img

Real Beauty:

Women always have been our inspiration. Since the beginning, we have been wholly committed to providing superior care to all women and to championing real women and real beauty in our advertising. As part of the 2004 Dove Campaign for real beauty, they featured images of real women in their advertising that represented a broader image of beauty. Together with generations of women, Dove has helped widen the definition of beauty. Their commitment to redefining beauty remains the same and they continue to use ad campaigns as opportunities to redefine beauty, challenge stereotypes and celebrate what makes women unique.

Significance of the Study:

Increases awareness: Advertising research increases the knowledge about the market, which helps in building a brand campaign.

Analyses changing market: Knowing that the customer is very important for any business, a customer's attitude is subject to change with the change in the market conditions. The research analyses of the advertisements exhibit the changing attitudes of the customers.

Public feedback: The research related to advertisements records the feedback of the customers or the target audience.

2. REVIEW OF LITERATURE

Advertising has become a form of communication and a great source for promoting services and products for any business in the whole market because of its broader impact. The main idea of an advertisement is to get the attention of the consumers, build up the product's strong image in their minds and provide information to help the consumer to make the purchase decisions. Companies undertake a lot of efforts to find out the best ingredients for the cosmetics so that it should be effective in terms of the advertisements of the products and also in identifying its influence on the consumer's mind. So effective advertising should be considered as one of the most important tools that strongly affect and can change the consumer's buying behaviour. The research attempts to investigate the impact of effective advertising on the consumer's buying behaviour.

Advertisement is a method of mass promotion that is typically used by different firms to reach large groups of potential consumers to persuade and inform them about a particular brand of product or service through an oral or a visual message. This means that the aim of any advertising is to differentiate and deliver various information about the product and the company to the prospective and existing consumers. It is therefore vital to make the message of the advertisement effective, clear, focused and singular to make it easy for the target customers to hold on to it and catch it.

Objectives of the Study:

- To find out the impact of the cosmetic products for the enhancement of beauty on the brand switching behaviour of the consumers.
- To study the effect of consumer satisfaction on the marketability of the cosmetic products.
- To know the impact of various striking features of the cosmetic products on the buyer's behaviour.
- To know about the nature of media accessed by the consumers in order to know about the beauty products.
- To know about the various ranges of the cosmetic products in the market.

Implications and Limitations:

Consumers are more motivated to buy a product when they see an advertisement of it somewhere, they also feel safe to buy a product that they have seen the advertisement of. Consumers develop a level of trustworthiness for a brand that they have seen the advertisement of. They were even noted to collect information of the products from the advertisements in order to make a purchase decision based on the collected information. Therefore, an advertisement is a very good marketing tool for generating more sales.

Analysis of the Advertisements of the Cosmetic Products:

The interpretation of the media texts analyses the genre, component elements, form, structure, themes, and the effects of the media texts. The genre of these advertisements of Lakmé, Pond's, and Dove as mentioned above in the study is digital advertisement which is an integral part of digital marketing. The component elements of these advertisements are as follows: The first advertisement is that of Lakmé face make up the use of which enhances the beauty of the model whose face is depicted in the advertisement after using Lakmé make up. The following image is that of a model who has enhanced her lips by using Lakmé lip colour, lip gloss and lip liner so that the lips look supple and beautiful. The next image is that of the nails



of a model which have been rendered beautiful by the Lakmé nail polish so that the nails seem beautiful. The fourth image is that of the eyes of a model which are beautified and enhanced with the use of Lakmé eye shadow, liner and kajal and a two-faceted look is provided to the eyes of the model. The following image does not foreground a model to showcase the product but projects the product itself in order to market it. It is a Lakmé pure defence anti-pollution system night cream, day lotion and serum which is projected in the image as a beautiful product with enhanced appearance. Similarly, the product Lakmé cleansers are foregrounded in the image in a fluorescent green colour with a pink lid on it and in a lemon yellow colour with a golden lid on it. The brand name Lakmé is lettered on the jars of the product in black and pink. The following product is available in the form of a tube, the colouring of the product is pink with silvery white lettering on it so that the product looks appealing. The next image is that of the Pond's face cream. The product itself is being foregrounded in the image and is made to seem appealing in the contrasting colours of pink and white, the contours of the container have a bulge that taper towards the end and that makes them look attractive with the brand name and the description of the product being given in dark lettering so that they are distinct. The subsequent image is that of a range of Dove skin care products. The product placement in the image is done in a characteristic way that makes the products seem attractive in a blend of different hues and shapes with attractive and distinct lettering that are made to seem appealing to the viewer. The component elements of the products help in the marketing of the products across a diversified consumer base.

The advertisements have different forms such as that of mobile advertising and as per mobile advertising the advertisements reach consumers through any mobile device with internet connectivity such as cell phone or tablet. These advertisements reach consumers through social media, on web pages or within applications. All the images pertaining to the cosmetic products of Lakmé, Pond's, and Dove are instances of mobile advertisements which form a part of mobile advertising. These advertisements are instances of social media advertising that promote their products and services on various platforms, they have a specific target audience and may be focused on reaching customers based on their various geographical location, age group or buying habits. They are either paid for the platforms to promote their advertisements or they can use organic methods. The advertisements are also instances of paid search advertising. The companies that make use of paid search advertising pay a fee when the viewers click on their ad. There is a bid on specific keywords related to the business along with the placement of the ad on the search engine.

The structuration of the advertisements includes the content, layout, and copy. An effective advertisement will use the AIDA model (Attention, Interest, Desire, Action) in order to guide the viewer through the message embodied in the advertisements which is to enhance one's beauty by using cosmetic products produced by Lakmé, Pond's or Dove. The content of the advertisement comprises of the headline that captures the reader's attention, description that builds interest in the product, CTA (Call to Action) that prompts the reader to take action on the basis of the advertisement, slogan that provides a persuasive and emotional summary of the message of the advertisement, and storytelling which is an effective way to communicate the message. The first image of the advertisement of Lakmé make up has no headline as such except for the image being captioned as "Face" and "Make Up", the second image of the Lakmé lip colour/lip gloss/lip liner is captioned as "Lips" and has the headline attached to it that states "Enrich lip colour/ lip gloss/ lip liner/ dual definition lip colour and liner". The third image of the advertisement on Lakmé nail polish does not have a headline but is labelled as "Nails" whereas the fourth image of the advertisement on Lakmé eye shadow, liner and kajal is captioned as "Eyes" and "Eye Shadow, Liner and Kajal". The fifth and the sixth images of the advertisements on Lakmé night cream, day lotion and serum and cleansers do not have headlines but are labelled as "Lakmé Pure Defence Anti-Pollution System" and "Night Cream, Day Lotion and Serum" as well as "Cleansers". The seventh and the eighth images of the advertisements on Pond's face cream and Dove skin care products are labelled as "Pond's Face Cream" and "Dove Skin Care Products". The captions in these advertisements signify the verbal communication, the captions, along with the non-verbal communication, the images, provide descriptions of the various cosmetic products of different brands. The call to action of these advertisements for their readers or viewers is to buy the cosmetic products for the enhancement of their beauty. In these advertisements, there are no slogans or no stories that are evident for marketing the products.

The layout of the advertisements has three components namely arrangement, communication and persuasion. The arrangement of the advertisements involves the way the images, the text, the colours and the shapes are arranged in an advertisement. The first image of the advertisement on Lakmé Make Up shows an aesthetically appealing face of a model that has been enhanced by the use of the advertised cosmetic product. In the second image of the advertisement on Lakmé Lip Colour, the lips of a model are made to look colourful, that is, pink, attractive and supple by the use of the advertised lip colour. In the third image of the advertisement on Lakmé Nail Polish, the nails are made to seem beautiful and attractive by the use of the advertised cosmetic product. The fourth image in the advertisement on Lakmé Eye Shadow/Liner/Kajal depicts the beautiful and enhanced eyes of a model by the use of the advertised cosmetic product. The fifth, sixth, seventh and eighth images of the advertisements on Lakmé Pure Defence Anti-Pollution System, Lakmé Cleansers, Pond's Face Cream, and Dove Skin Care Products present the respective advertised products in enhanced and beautified hues in attractive packages and distinct letterings.

These features of the advertisements will be studied using "Communication Theories" such as "The Semiotic Theories of Message" that is sub-divided into symbols, language, and non-verbal behaviour and "The Theory of Non-Verbal Signs" that is used to analyse audio-visual dimensions in television commercials, outdoor advertising and web advertising which will



also form the basis of the hermeneutical study in relation to the analyses of the media texts. In this research study, the “Communication Theories” are described as “maps of reality” by the academicians and the theorists in the field of Communication Studies, Em Griffin and are equipped to deal with various communication practices such as messages, media audience, and several new-age interactive web applications which are operational in the digital environment to transmit messages. The communication of these advertisements is clear that the readers and viewers of these advertisements should buy these cosmetic products. Persuasion is a key feature of the layouts of these advertisements to persuade the reader to take action. In this context, taking action would mean buying the cosmetic products. The request to buy the cosmetic products is embodied in these advertisements and the consumers are influenced to buy the cosmetic products through consensus and not through coercion. The text or discourse of the advertisement should make the content of the advertisement seemingly appealing to the readers or viewers so that they decide to buy the products.

The copy of an advertisement has four components namely ad copy that is the text of the advertisement which includes a headline, description and CTA. All the advertisements discussed here have texts that are aesthetically appealing and cater to the goals of promoting and marketing the cosmetic products of different brands. The next component is the purpose of the advertisements which refer to the goals that the advertisements cater to in terms of promoting and marketing the products and services. These advertisements that are being analysed have the purpose of promoting and marketing cosmetic products of world renowned brands such as Lakmé, Pond’s and Dove. These advertisements are made attractive by deploying beautiful models with enhanced features or by projecting aesthetically captivating packaged products that sell not only the products but also a lifestyle and a look good as well as a feel good factor that is the by product of these advertisements. The advertisements many a times are trendsetters in terms of formulation or transition of opinions of the consumers. The third component of an advertisement is the brand name which is advertised by the product. In all these advertisements, the brand names namely Lakmé, Pond’s and Dove are being advertised distinctly so that the cosmetic products are associated with the world famous brand names. Every product in these advertisements has its brand name written distinctly on it. The last component of the advertisement is the user or the intended user of the product or service. These advertisements have women of all age groups as their target audience.

The themes of the advertisements are aesthetics. The aesthetics of these advertisements have to be appealing so that the cosmetic products are bought by the consumers and at the same time these cosmetic products are used for aesthetic enhancement of the individuals. The effects of these advertisements which are different forms of media texts are to influence the viewers, readers or prospective consumers to buy the cosmetic products and along with it to buy the kind of lifestyle that is advocated by them which embodies a look good and a feel good factor.

3. THE SEMIOTIC THEORIES OF MESSAGE

In “The Semiotic Theories of Message”, “A. Langer’s Symbol Theory” focusses on the concepts of signs including signifiers and signified as well as denotative or connotative meanings. This theory signifies advertising practices by explaining the creation of meanings in relation to advertisements or advertising practices. In advertising, the message of the advertisement is the significant component that persuades the target audience to buy the specific products or services. “A. Langer’s Symbol Theory” creates a “lexical” and a “psychological” appeal to the audience. This appeal is created by using relevant signs, symbols, and other elements that form denotative and connotative meanings. In these advertisements, the images are the signifiers and the idea or the concept is that of the cosmetic product that is to be marketed. The denotative meaning is to promote a kind of lifestyle that has the look good and the feel good factor as its essence.

Sign:

Every advertisement is a sign which has two component parts namely a signifier which is the image and a signified which is the concept associated with the image. When a sign is used in a message there is a reference to an object that has an idea related to it. In advertising practices, meanings are shared with the audience by using signs. The representation of signs in advertising practices is in the form of a text or a visual. In the first four advertisements of Lakmé make up, lip colour/lip gloss/lip liner, nail polish and eye shadow/liner/kajal, the sign comprises of the signifiers that are human face, lips, nails and eyes which have been made aesthetically appealing by the use of Lakmé products. The figures of speech of both metonymy and synecdoche are used in these advertisements in order to foreground the aesthetics of these beauty products or cosmetic products. Metonymy refers to the act of referring to something by the name of something else that is closely connected to it. All these advertisements advertise different products of Lakmé but instead of the product being advertised directly the respective part of the body of a model that it beautifies is foregrounded or projected. Synecdoche is a figure of speech in which a part is made to represent the whole or vice versa. The advertisements are based on cosmetic products that beautify the human body on the whole but a certain part of the body is being represented in these advertisements on which a particular cosmetic product is applied for the beautification of the whole body. The aesthetic effect of the beautified body is considered to be cumulative and componential. In these advertisements, different cosmetic products of Lakmé enhance the beauty of the face, lips, nails and eyes but the cumulative effect of the aesthetics of the whole body is the result of the componential beauty of the different parts of the body. In the subsequent advertisements of Lakmé Pure Defence Anti-Pollution System, Lakmé Cleanser, Pond’s Face Cream, and the range of Dove Skin Care Products, the packaged products themselves are represented aesthetically. Thus, the products are the signs which have their signifiers as the images and the signified as the concepts or



the ideas related to the novelty of the cosmetic products. The representation of the signs in these advertising practices is in the form of a text or a visual. In these visuals, the advertised products are packaged aesthetically to make them seem appealing to the prospective buyers of the products. The figure of speech used in these advertisements is metaphor as the contours of the packaged products along with the beautiful lettering on them foregrounding the brand names such as Lakmé, Pond's and Dove of the products enhance the beauty of the products just as the contents of the products enhance the beauty of the users of the products.

Symbol:

The advertisement of various products and services may have symbolic meanings which are considered to be in-depth meanings that are beyond obvious meanings. These advertisements are symbolic as they not only promote and sell the products but also sell a kind of look good and feel good factor as a part of a healthy lifestyle.

Denotation/Connotation:

The ideas of denotation or connotation are directly related to the signs and symbols. The denotation refers to a literal or primary meaning of a sign whereas the connotation refers to the added or secondary meaning of the sign. As per "A. Langer's Theory", denotation of a communicative message refers to the lexical meaning of a sign where there are two common aspects, a sign and its referent. The connotative meanings refer to the multiple in-depth meanings of an advertisement. The denotative meanings of the advertisements as stated above is to market the products through them whereas the connotative meanings of the same are to sell a lifestyle with the foregrounding of the significance of aesthetics and the psychological well-being associated with it.

4. THEORIES OF NON-VERBAL SIGNS AND ADVERTISING PRACTICES

The "Theories of Non-Verbal Signs and Advertising Practices" within the semiotic tradition deal with non-verbal codes that form a "spectrum or range" of expressions like a video shot or a musical piece. They are different from the static signs and symbols. The non-verbal signs are a universal means of transmitting messages that are video sequences. The advertisements as showcased above are still visuals of Lakmé, Pond's and Dove cosmetic products and are not videos or video sequences. The "Theories of Non-Verbal Signs" consider message in print advertising, message in outdoor advertising, message in television commercials and message in web advertising. The above mentioned advertisements are instances of web advertising. In web advertising, there is a complex environment that hosts websites and web media brings changes in the scenario. These advertising visuals are a part of the websites that host significant information of these products. In a web advertisement, the presentation of the message is very complex due to several variables. A single click takes a user from one webpage to another webpage as there are elements of other messages in addition to the advertising message. Either these advertisements are components of a particular webpage that hosts the products of a single brand such as Lakmé and Pond's products or one visual itself may belong to a webpage and display an array of the cosmetic products manufactured by a particular brand such as Dove. The effects of other messages have to be differentiated from the advertising message in the web media to apply the theories effectively. The industry experience displays that the advertising professionals apply the message theories in web advertising with flexibility as a result of hosting complexities. The web media displays two way communication with the support of digital interfaces for the users to respond instantaneously. The communicative practices in the web media are automated and are determined by computer generated systems which decide the next step after a link is clicked. This makes the procedure of message transmission in the web media more like "technical communication" as compared to "human communication". The advertisements that are exhibited above are also a part of the computer generated systems that are automated, the visuals get magnified in size when they are clicked, they lead to other webpages offering more information about the products and the procedures of message transmission in these cases are instances of "technical communication". The advertisements found in the web media use both the denotative and the connotative meanings of the messages in the advertising practices. The effects of the signs, symbols and the denotative as well as the connotative meanings increase the efficiency of web media advertising. The increased efficiency of the message delivery mechanism is dependent on what the audience wants to click on, how much information does the audience decide to get and also decides whether to take the denotative or the connotative meanings or else both. The advertisements depicted above offer information to the audience related to the products advertised in them. It is dependent on the audience to click on the advertisements once or more number of times if more information is needed. The message theory can be brought into practice in web advertising due to its interactive nature. The quantity and the range of the information required regarding the products advertised in these advertisements depend on the needs of the audience so the nature of these advertisements are interactive that provides independence to the users in terms of accessing the information related to the advertised products.

5. CONCLUSION

This research was a study on the impact of advertising beauty products. For this purpose, three independent variables, entertainment provided through advertisements, familiarity of advertisements, and social imaging in advertisements were considered. Based on the analysis it can be concluded that advertisements have significant impact on consumer buying behaviours. This study can be helpful for marketers to understand what triggers a consumer's intention to purchase a product or a service. They can determine which element in advertising is most effective and on the contrary, which element has



comparatively lower impact.

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