

**A
RESEARCH REPORT**

ON

“EFFECT OF ADVERTISING ON CONSUMER MIND”

**FOR THE PARTIAL FULFILLMENT OF EDUCATION CURRICULAM
OF**

BECHOLAR IN BUSINESS ADMINISTRATION.

SUBMITTED BY

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T.Y.B.B.A (6th Sem.)

UNDER GUIDENCE OF

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SUBMITTED TO

VEER NARMAD SOUTH GUJARAT UNIVERSITY

SURAT

**AMBABA COMMERCE COLLEGE, MANIBA INST. OF
BUSINESS MGT & B.C.A COLLEGE-SABARGAM**

DECLARATION

I, **PATEL RAVI A.** hereby declare that the project report entitled **“A STUDY ON EFFECT OF ADVERTISING ON CONSUMER MOND”** under the guidance of **Mr. NISCHAL BARAD** submitted in partial fulfillment of the requirements for the award of the degree of **Bachelor of Business Administration to Veer Narmad South Gujarat University, Surat** is my original work – research study – carried out during **1st January, 2012 to 28th February, 2012** and not submitted for the award of any other degree /diploma/fellowship or other similar titles or prizes to any other institution/organization or university by any other person.

Place:

Signature:

Date:

ACKNOWLEDGEMENT

There is always a sense of gratitude which one expresses for others for their help and supervision in achieving the goals' too express my deep gratitude to each and every one who has been helpfully.

I would like to special thanks to, Director Sir & principal sir of Maniba institute of business management, and also my project guide Mr. Nischal Barad who have give me excellent and invaluable guidance during the course of preparation of this project report.

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards this industry in coming future.

I would also thankful to my family and friend to give me a marvelous support.

Ravi Patel
T.Y.B.B.A.

EXECUTIVE SUMMARY

The topic I have undertaken in my training project is COSMETIC PRODUCT'S "ADVERTISE EFFECT ON CONSUMER MIND" in Surat city.

The most important aspect of training report is research methodology and data collection technique. I have used questionnaire as a research tool in order to collect primary data. I have used simple random sampling method and have adopted the percentage method to analyze and interpret the data.

The first part of my project involves the study of how to affect an Advertise in customer minds. For this I used the method of personal interviews and questionnaires.

At the same time, how much cosmetic product's aware a customer and which product Advertise seen frequently.

For this a sample of 100 consumers was taken and a factor analysis was carried on to find the decision making factors.

Finally certain conclusions were drawn and some suggestion has been given to management, some of the conclusions were related to make effective Ads and adding a more feature in the cosmetic Ads.

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CHAPTER-1

INTRODUCTION OF ADVERTISING

- Description or presentation of a product, idea, or organization, in order to induce individuals to buy, support, or approve of it.
- Advertising is the nonperson communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.
- Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action.
- The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful.
- Technically, advertising is only one way of promoting your business, and you will want to be sure that whatever form of advertising you choose fits in with your marketing plan and overall marketing strategy.



HISTORY OF ADVERTISING AGENCY

- The origins of advertising lie thousands of years in the past. One of the first known methods of advertising was an outdoor display, usually an eye-catching sign painted on the wall of a building. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travellers to a tavern situated in another town.
- The first acknowledged advertising agency was William Taylor in 1786.
- Another early agency, started by James 'Jem' White in Fleet Street, London, in 1800,
- In the 1880s a new era of advertising began: New methods of Manufacturing led to greatly increased outputs and decreased costs for the Producers of consumer goods. The products at that time could be packaged at the plant itself. Moreover, the telegraph network came into existence and a Network of rail - roads, had also crisscrossed the continent. All these were the Factors, which allowed a nation-wide distribution and nation-wide advertising. This state necessitated the growth of advertising agencies and dictated their activities. The most widely advertised consumer products at that time had been the patent medicines.
- In 1812 George Reynell, an officer at the London Gazette, set up another of the early advertising agencies, also in London. This remained a family business until 1993, as 'Reynell & Son,' and is now part of the TMP Worldwide agency (UK and Ireland) under the brand TMP Reynell. Another early agency that traded until recently, was founded by Charles Barker, and the firm he established traded as 'Barkers' until 2009.

**The History of advertising might be divided into six
Periods or stages as follows:**

- Pre-printing period, prior to the Fifteenth century.
- Early printing period from the Fifteenth century to about 1840.
- Period of expansion, from 1840 to 1900.
- Period of consolidation from 1900 to 1925.
- Period of scientific development, from 1925 to 1945; and
- Period of business and social integration from 1945 to the present.

List of Top Advertising Agencies in World

1.	<u>Leo Burnett India Pvt Ltd</u> http://www.leoburnett.com
2.	<u>Saatchi & Saatchi of New York</u>
3.	<u>180 Amsterdam</u> http://www.180amsterdam.com/#page=home%3A%20BY%20YEAR
4.	<u>R/GA of New York</u> http://www.rga.com/
5.	<u>Abbott Mead Vickers of London</u> http://www.amvbbdo.com/HTML/About/introduction.html
6.	<u>Academy Productions Ltd</u>
7.	<u>Bartle Bogle Hegarty of New York</u> http://www.bartleboglehegarty.com/
8.	<u>Crispin Porter+ Bogusky of Miami</u>
9.	<u>Fallon London of London</u> http://www.fallon.co.uk/
10.	<u>George Patterson Partners of Melbourne</u> http://www.gpyr.com.au/

HISTORY OF ADVERTISING AGENCY IN INDIA

- There has been a long tradition of advertising in India since the first newspapers published in India in the 19th Century carried advertising.
- The first advertising agency was established in 1905, B. Datram and Company, followed by The India-Advertising Company in 1907,
- The Calcutta Advertising agency in 1909, S.H.Bensen in 1928,
- J. Walter Thompson Associates through its Indian associate, Hindustan Thompson Associates in 1929, Lintas (Lever international Advertising Services) in 1939 and McCann Erikson in 1956.
- The first advertising appeared on state television in 1976.

Concrete Advertising History begins with classified Advertising

- Horlicks becomes the first 'malted milk' to be patented on 5th June 1883
- 1931- National Advertising Service Pr. Ltd. Bombay set up
- 1936- Indian Broadcasting Company becomes All India Radio (AIR)
- 1978 -First television commercial seen
- 1990-Marks the beginning of new medium Internet
- 1991- First India-targeted satellite channel, Zee TV starts broadcast

TYPES OF ADVERTISING AGENCIES

1. Advertising agencies vary in size so can be small, medium, large independent ad agencies, multi-national, multi-agency conglomerates. Most of the large ad agencies have creative department, account, media, production and personnel department.
2. Ad agencies come in all sizes and include everything from one or two-person shops (which rely mostly on freelance talent to perform most functions), small to medium sized agencies such as Traction (agency), large independents such as SMART and multi-national, multi-agency conglomerates such as Omnicom Group, WPP Group, Publicis, Interpublic Group of Companies and Havas.

List of Top Advertising Agencies in India

1.	<u>JWT</u> J Walter Thompson India http://www.jwt.com/
2.	<u>O & M</u> Ogilvy & Mather Pvt Ltd www.ogilvy.com
3.	<u>Mudra</u> Mudra Communications Pvt Ltd www.mudra.com
4.	<u>FCB-Ulka Advertising Ltd</u> http://www.fcbulka.com/
5.	<u>Rediffusion-DY&R</u> www.rediffusiondyandr.com
6.	<u>McCann-Erickson India Ltd</u> www.mccann.com
7.	<u>RK Swamy/BBDO Advertising Ltd</u> http://www.rkswamybbdo.com/noflash.html
8.	<u>Grey World Wide (I) Pvt Ltd</u>
9.	<u>Contract</u> www.contractadvertising.com

CHAPTER-2

RESEARCH METHODOLOGY

- **Introduction of research**
- **Research problem**
- **Objectives of the study**
- **Research design**
- **Sample design**
- **Data collection**

Introduction of Research

Research in common parlance refers to a search for knowledge. Research is systematized effort to gain a new knowledge. Some people considered a research is a movement, a movement from the know to the unknown.

It is actually a voyage of discovery, when the unknown confronts us, we wonder and our inquisitiveness makes us probe and attain full and fuller understanding of the unknown.

This inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be term as research.

RESEARCH PROBLEM

In research report, the first and foremost step happens to be that of selecting and properly defining the research problem. A researcher must find the problem and formulate it so that the it becomes susceptible to research.

Like a medical doctor, a researcher must examine the all the symptoms (presented to him or observed by him) concerning a problem before he can diagnose correctly.

To define a problem correctly, a researcher must know: what is a problem is:

In my project report the problem is;

“EFFECT OF ADVERTISING ON CONSUMER’S MIND”

OBJECTIVES OF STUDY

The purpose of research is to discover answer to questions through the application of scientific procedure. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose and objectives.

In my project report, there are main two types of the objectives, **primary objective** and **secondary objective**. Following are the objectives of my project report.

A. primary objective:

- To know, what is the Advertising effect on consumer mind.

B. secondary objective:-

- The respondent reaction about the cosmetic product's Ads.
- What the customer think when they seen cosmetic product Ads.
- To knowing customer's satisfaction level while seeing the cosmetic Ads.
- To know the suggestion and expectation of the customer's to improvement in the cosmetic product Advertising.
- To knowing the customer's which form of advertise seen.

RESEARCH DESIGN

- “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”
- An **EXPLORATORY RESEARCH** focuses on the discovery of new idea and is generally based on secondary data. It is preliminary investigation which does not have a rigid design. This is because a researcher engaged in an exploratory study may have to change his focus as a result of new ideas and relationship among the variables.

SAMPLE DESIGN

- A sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques or procedure the researcher would adopt in selecting item for the sample. Sample design may as well lay the number of item to be included in sample.

Types of sampling	Simple random sampling
Sampling unit	City level
Sample size	100
Sample area	In surat

DATA COLLECTION

TYPES OF DATA:

- The task of data collection begins after a research problem has been defined and research design is chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind the two **types of data: primary and secondary.**

- **Primary Data**

Primary data are those which are collected a fresh and for the first time and thus happen to be original.

- **Secondary Data**

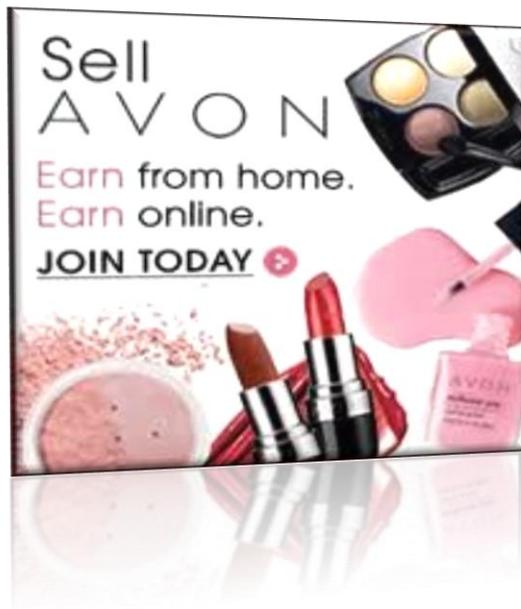
Secondary data are those which have already been collected by someone else and which have been already been passed through the statistical process.

SOURCES OF DATA FOR PROJECT:

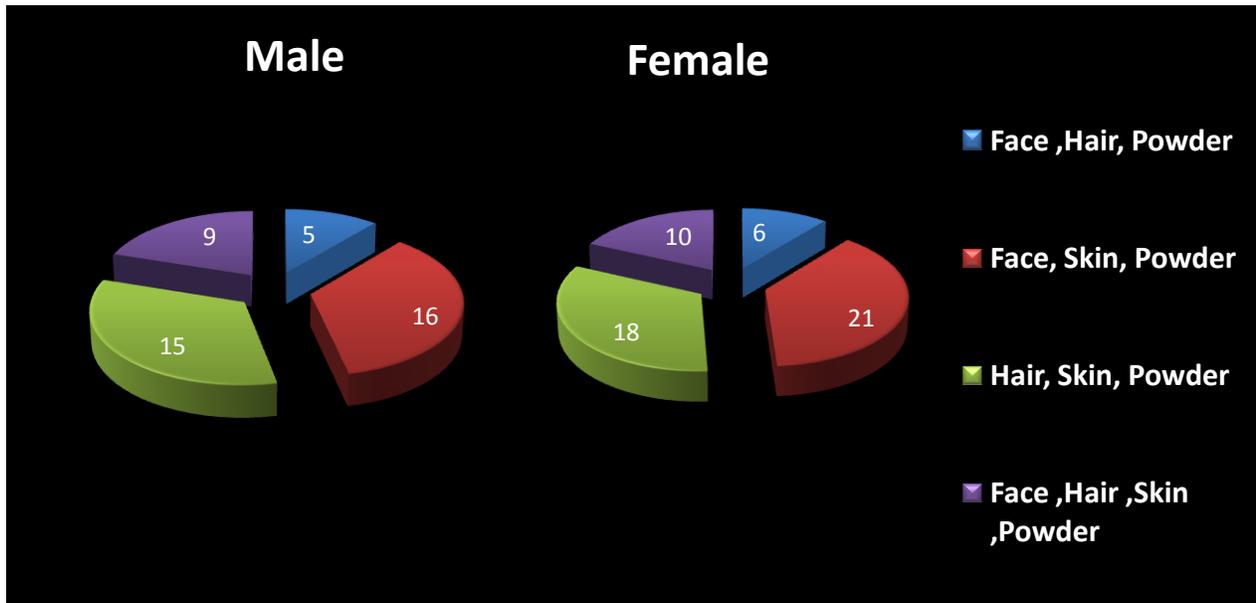
- Primary data: Through personal interviews.
- Secondary data: From books and internet.

CHAPTER – 3

DATA ANALYSIS



Q-1 which kind of cosmetic product you are aware about?



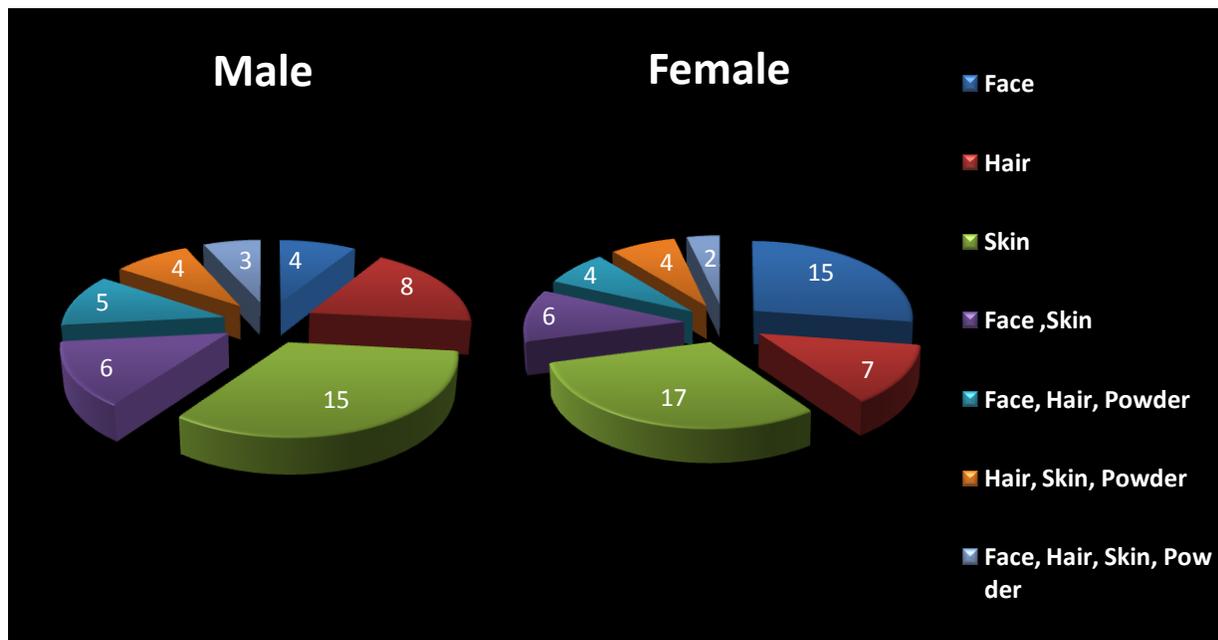
EXAPLANATION:

- Face cream, hair care, powder 5 male and 6 female are aware about the product.
- Face cream, Skin care, powder 16 male and 21 female are aware about the product.
- Hair care, Skin care, powder 15 male and 18 female are aware about the product.
- Face cream, Hair care, Skin care, powder 9 male and 10 female are aware about the product.

ANALYSIS:

- 11% Male and Female are aware about the face cream, Hair care, Powder.
- 37% Male and Female are aware about Face cream, Skin care, powder.
- 33% Male and Female are about Hair care, Skin care, powder.
- 19% Male and Female are about Face cream, Hair care, Skin care, powder.

Q-2 which cosmetic products advertise you see frequently?



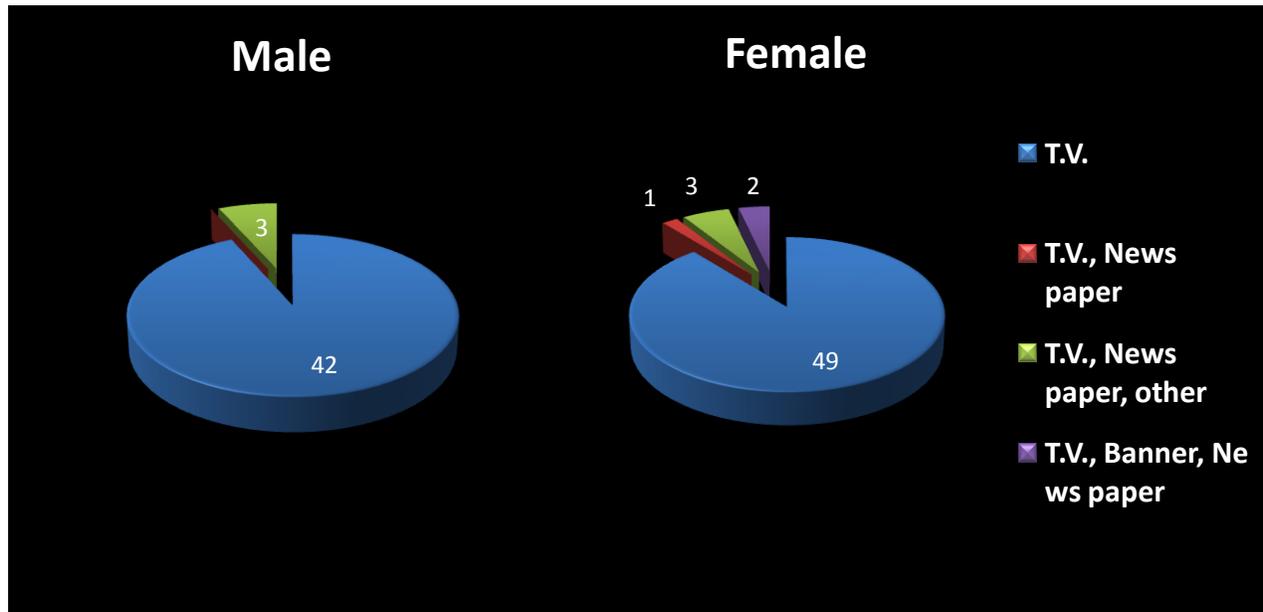
EXAPLANATION:

- 4 Male and 15 Female are Face cream advertises seen frequently.
- 8 Male and 7 Female are aware Hair care advertises seen frequently.
- 15 Male and 17 Female are Skin care advertises seen frequently.
- 6 Male and female are Face cream and Skin care advertises seen frequently.
- 5 Male and 4 Female are Face cream, Hair care and Powder advertises seen frequently.
- 4 Male and Female are Hair care, Skin care and Powder advertises seen frequently.
- 3 Male and 2 Female are Face cream, Hair care, Skin care and Powder advertises seen frequently.

ANALYSIS:

- 19% Male and Female are Face cream advertises seen frequently.
- 15% Male and Female are aware Hair care advertises seen frequently.
- 32% Male and Female are Skin care advertises seen frequently.
- 12% Male and female are Face cream and Skin care advertises seen frequently.
- 9% Male and Female are Face cream, Hair care and Powder advertises seen frequently.
- 8% Male and Female are Hair care, Skin care and Powder advertises seen frequently.
- 5% Male and Female are Face cream, Hair care, Skin care and Powder advertises seen frequently.

Q-3 which form of Advertise you seen?



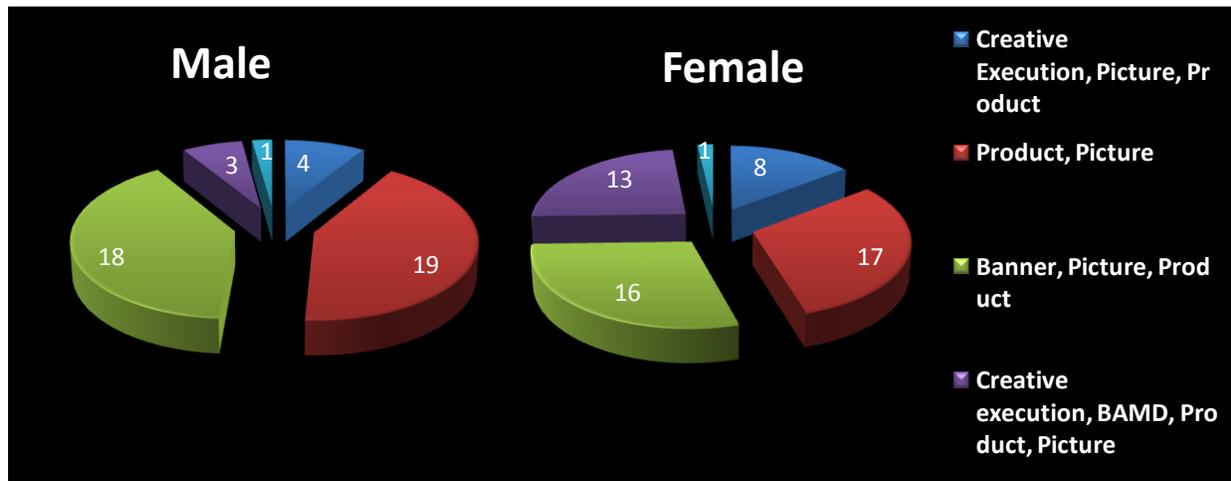
EXPLENATION:

- 42 Male and 49 Female are seen Advertise on T.V.
- Only 3 Male and Female are seen Advertise on T.V., News paper and other.
- Only 1 Female is seen Advertise in T.V. or News paper.
- Only 2 Female are seen Advertise on T.V., Banner, And News paper.

ANALYSIS:

- 91% Male and Female are seen Advertise on T.V.
- 6% Male and Female are seen Advertise on T.V., News paper and other.
- 2% Female are seen Advertise on T.V., Banner, And News paper.
- Only 1% Female is seen Advertise in T.V. or News paper

Q-4 what you like most in cosmetic product's Ads?



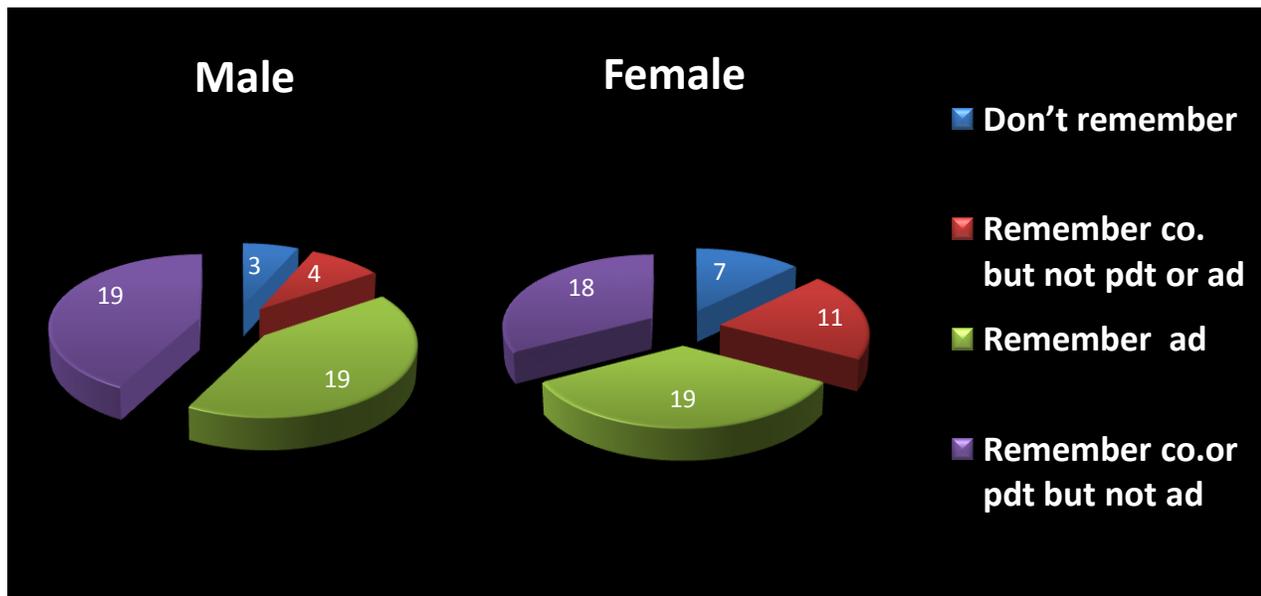
EPLANATION:

- 4 male and 8 Female are like cosmetic product's Creative execution, Picture and Product.
- 19 male and 17 Female are like cosmetic product's Picture and Product.
- 18 male and 16 Female are like cosmetic product's Banner, Picture and Product.
- 3 male and 13 Female are like cosmetic product's Creative execution, BAMD, Picture and Product.
- 1 male and 1 Female are like cosmetic product's Creative execution, Picture, Product, BAMD and Brand Recall.

ANALYSIS:

- 12% Male and Female are like cosmetic product's Creative execution, Picture and Product.
- 36% Male and Female are like cosmetic product's Picture and Product.
- 34% Male and Female are like cosmetic product's Banner, Picture and Product.
- 16% Male and Female are like cosmetic product's Creative execution, BAMD, Picture and Product.
- 2% Male and Female are like cosmetic product's Creative execution, Picture, Product, BAMD and Brand Recall.

Q-5 how well do you remember this advertises?



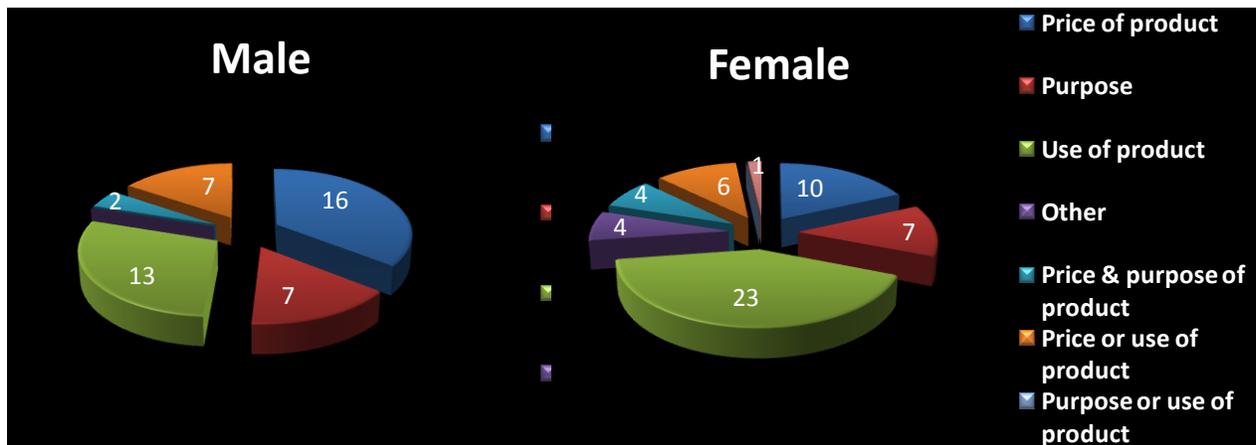
EXAPLANATION:

- 3 Male and 7 Female are don't remember Cosmetic product's Ads.
- 4 Male and 11 Female are Remember Co. but not product or Ads.
- 19 Male and Female are Remember Cosmetic product's Ads.
- 19 Male and 18 Female are Remember Co. or product but not remember Ad's of Cosmetic product's Advertise.

ANALYSIS:

- 10% Male and Female are Don't remember Cosmetic product's Ads.
- 15% Male and Female are Remember Co. but not product or Ads.
- 38% Male and Female are Remember Cosmetic product's Ads.
- 37% Male and Female are Remember Co. or product but not remember Ad's of Cosmetic product's Advertise.

Q-6 what you observe in cosmetic Ads?



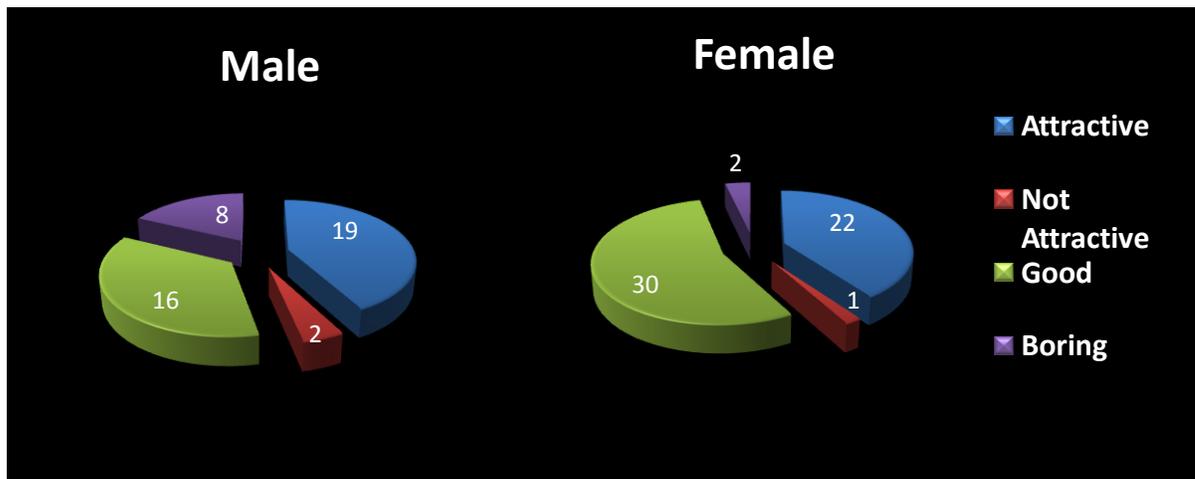
EXPLANATION:

- 16 Male and 10 Female are observed of price of product in cosmetic Advertisement.
- 7 Male and Female are observed purpose of product in cosmetic Advertisements.
- 13 Male and 23 Female are observed Uses of product in cosmetic Advertisements.
- Only 4 Female are observed other things of product in cosmetic Advertisements.
- 2 Male and 4 Female are observed Price and Purpose of product in cosmetic Advertisements.
- 7 Male and 6 Female are observed Price or Uses of product in cosmetic Advertisements.

ANALYSIS:

- 26% Male and Female are observed of price of product in cosmetic Advertisement.
- 14% Male and Female are observed purpose of product in cosmetic Advertisements.
- 36% Male and Female are observed Uses of product in cosmetic Advertisements.
- Only 4% Female are observed other things of product in cosmetic Advertisements.
- 6% Male and Female are observed Price and Purpose of product in cosmetic Advertisements.

Q-7 what is the image of cosmetic product Ads in your mind?



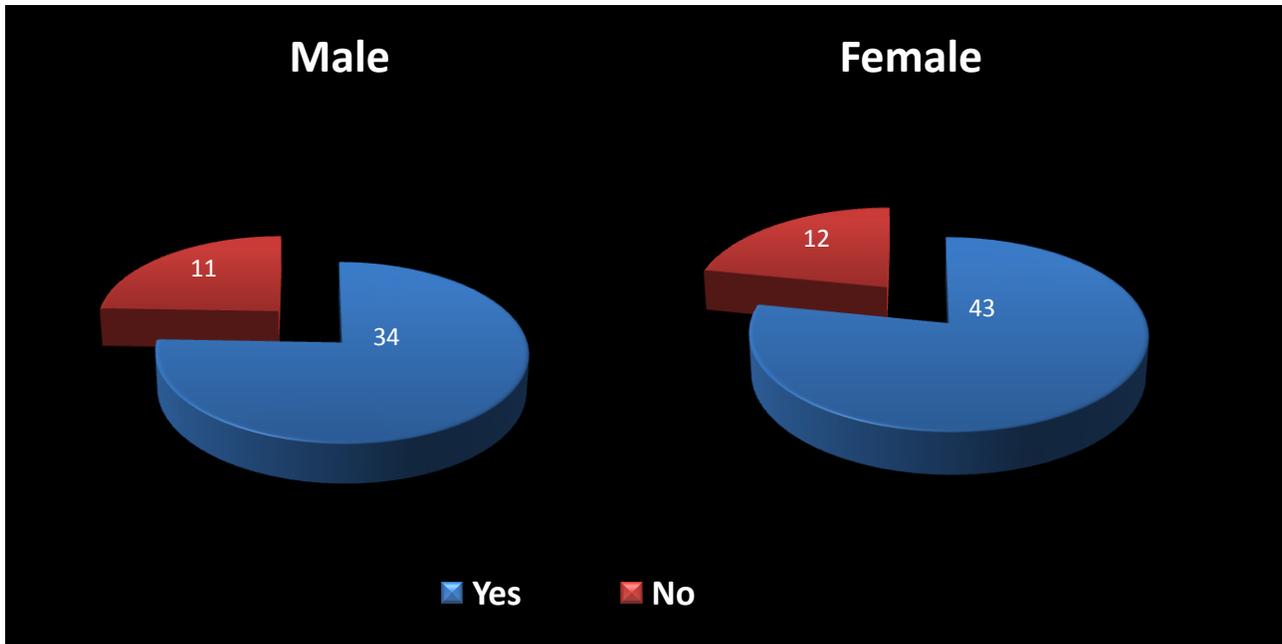
EXAPLANATION:

- 19 Male and 22 Female are thinking about the cosmetic product advertises is attractive.
- 2 Male and 1 Female are thinking about the cosmetic product advertises is not attractive.
- 16 Male and 30 Female are thinking about the cosmetic product advertises is good.
- 8 Male and 2 Female are thinking about the cosmetic product advertises is boring.

ANALYSIS:

- 41% Male and Female are thinking about the cosmetic product advertises is attractive.
- 3% Male and Female are thinking about the cosmetic product advertises is not attractive.
- 46% Male and Female are thinking about the cosmetic product advertises is good.
- 10% Male and Female are thinking about the cosmetic product advertises is boring.

Q-8 Do you think the role of brand ambd is important in Ads?



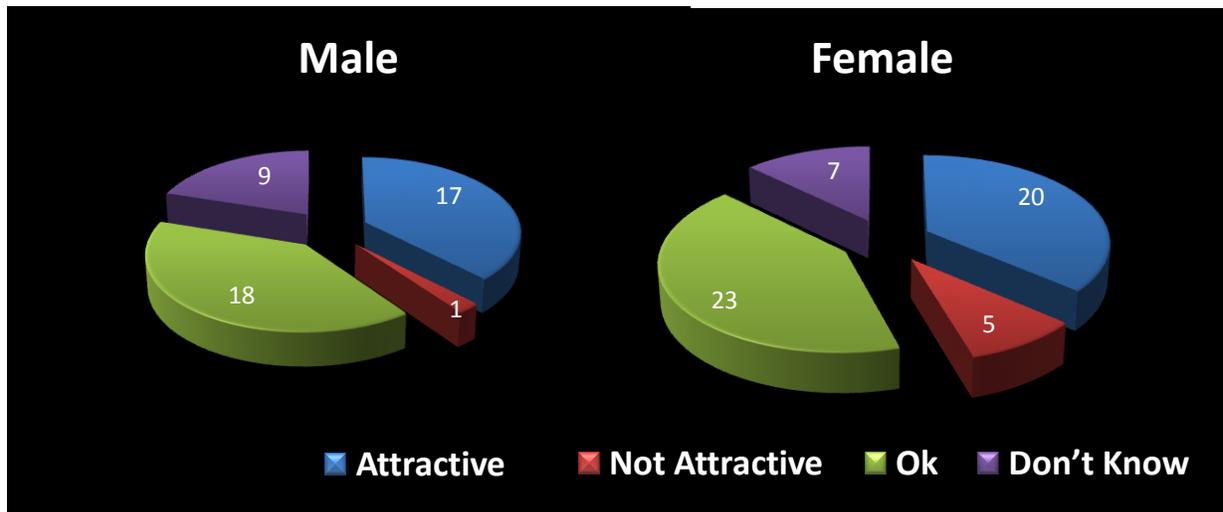
EXAPLINATION:

- 11 Male and 12 Female are think that the role of Brand Ambassador is not important in cosmetic product Advertising.
- 34 Male and 43 Female are think that the role of Brand Ambassador is important in cosmetic product Advertising.

ANALYSIS:

- 23% Male and Female are think that the role of Brand Ambassador is not important in cosmetic product Advertising.
- 77% Male and Female are think that the role of Brand Ambassador is important in cosmetic product Advertising.

Q-9 what do you think about the design & colors of cosmetic product?



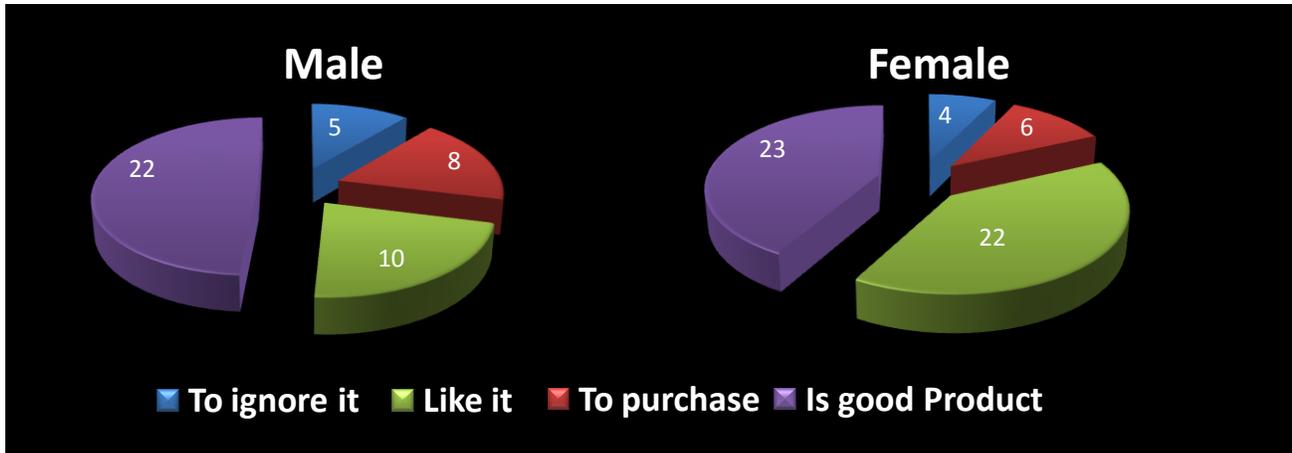
EXAPLANATION:

- 17 Male and 20 Female are think about the design and color are attractive in cosmetic product advertise.
- 1 Male and 5 Female are think about the design and color are not attractive in cosmetic product Advertise.
- 18 Male and 23 Female are thinking about the design and color are Satisfy with the cosmetic product Advertise.
- 9 Male and 7 Female are Don't Know about the design and color of cosmetic product advertises.

ANALYSIS:

- 37% Male and Female are think about the design and color are attractive in cosmetic product advertise.
- 6% Male and Female are think about the design and color are not attractive in cosmetic product Advertise.
- 41% Male and Female are thinking about the design and colors are Satisfy with the cosmetic product Advertise.

Q-10 when you see the same cosmetic product's Ad frequently, what comes in your mind first?



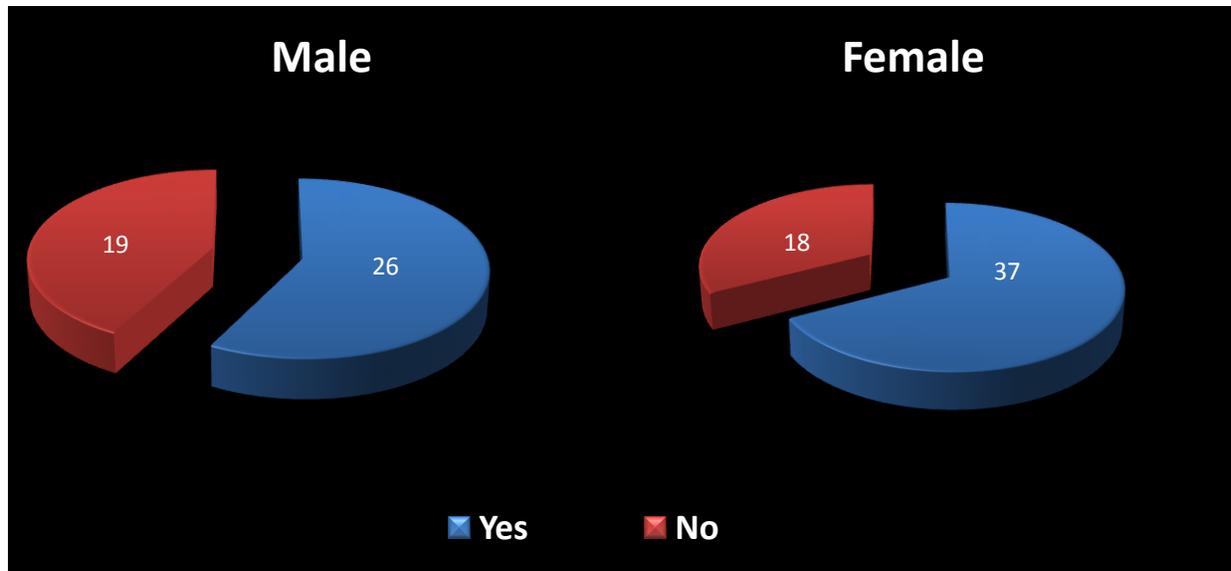
EXAPLINATION:

- 5 Male and 4 female are like to Ignore it when the seen same Advertise frequently.
- 10 Male and 22 Female are like Advertise when they seen same Advertise frequently.
- 8 Male and 6 Female are like to purchase when they seen same product Advertise frequently.
- 22 Make and 23 Female are think that it is good product When they seen same product Advertise Frequently.

ANALYSIS:

- 9% Male and female are like to ignore it when the seen same Advertise frequently.
- 32% Male and Female are like Advertise when they seen same Advertise frequently.
- 14% Male and Female are like to purchase when they seen same product Advertise frequently.
- 45% Make and Female are think that it is good product When they seen same product Advertise Frequently.

Q-11 would you like to purchase product by seen Ads?



EXPLANATION:

- 26 Male and 37 female are like to purchase product when they seen Advertisement.
- 19 Male and 18 Female are don't like to purchase product when they seen Advertisement.

ANALYSIS:

- 63% Male and Female are like to purchase product when they seen Advertisement.
- 37% Male and Female are don't like to purchase product when they seen Advertisement.

CHAPTER – 4

FINDINGS, SUGGESTION & CONCLUSION



FINDINGS

- More than 60% people are aware about face cream in cosmetic product.
- 100% people are aware about powder in cosmetic product.
- More than 40% people are Face cream advertises seen frequently.
- 12% people are Face cream and Skin care advertises seen frequently.
- 9% people are Face cream, Hair care and Powder advertises seen frequently.
- 8% people are Hair care, Skin care and Powder advertises seen frequently.
- 5% people are Face cream, Hair care, Skin care and Powder advertises seen frequently.
- 91% people are seen Advertise on T.V.
- Only 1% people are seen Advertise seen on T.V. or News paper.
- 36% people are like in cosmetic product's picture and product and 12% people are cosmetic product's Creative execution, Picture and Product 16% people are like cosmetic product's Creative execution, BAMD, Picture and Product.
- 38% people are Remember Cosmetic product's Ads and 10% people are Don't remember Cosmetic Product's Ads and 37% Male and Female are Remember Co. or product but not remember Ad's of Cosmetic product's Advertise.
- 26% people are observed of price of product in cosmetic Advertisement and 36% people are observed Uses of product in cosmetic Advertisements.



- 41% people are thinking about the cosmetic product advertises is attractive.
- Only 3% people are thinking about the cosmetic product advertises is not attractive.
- 46% people are thinking about the cosmetic product advertises is good.
- 77% people are think that the role of Brand Ambassador is important in cosmetic product Advertising.
- 37% people are think about the design and color are attractive in cosmetic product advertise.
- 32% people are like Advertise when they seen same Advertise frequently.
- 45% people are think that it is good product When they seen same product Advertise Frequently.
- More than 60% People are like to purchase product when they seen Advertisement.
- 37% people are don't like to purchase product when they seen Advertisement.

SUGGESTION

- Improvement its Design & color of cosmetic Ads.
- It is attractive but some time it has not truth so it follows to his promises.
- More Use of the Brand Ambassador in the cosmetic Ads.
- Make a simple Advertise, so customer are understand this Ads.
- It is important to when a seen cosmetic product Ads so it make perfect.
- Also few respondents suggest adding more features in Cosmetic Ads and attract more & more consumers.



Conclusion

- In our argument, we defined what should be considered new advertising and advertainment; we determined that technology is the driving force behind an arms race between consumers and advertisers. We determined that the prevalence of consumer-generated advertising and fan culture, which are forms of advertainment, have impacts on both consumers and companies. We determined that consumers are gaining more control over advertisers, which forces companies to change their advertising strategies.



- Determining what should be considered new advertising is problematic because today's advertising phenomena parallel existing and established precedents. It is necessary to look at underlying forces behind advertising creation and consumption. In the traditional media environment, consumers and advertisers had conflicting interests. These underlying tensions take form and are manifested by the technological innovations. Technology enables both advertisers and consumers to achieve their respective goals. Advertisers began to shift strategies from mass advertising to catering to consumer desires. This fundamental shift to advertising serving as entertainment through digital media technologies is characterized as advertainment. The nature and characteristics of advertainment contribute to various effects on society.

CHAPTER - 5

BIBLIOGRAPHY

Website:

- <http://en.wikipedia.org/wiki/Advertising>
- http://en.wikipedia.org/wiki/Advertising_agency
- http://www.chillibreeze.com/articles_various/advertising-firms.asp

CHAPTER – 6

ANNEXRES

QUESTIONNAIRE

My self RAVI PATEL, student of T.Y.B.B.A (6th SEM.), MIBM, SABARGAM. I am doing research project work on “**Cosmetic product’s Advertisement effect on consumer’s mind**” Please give me five minute to answer the following questions. This study is for academic purpose only. No information shall be disclosed anywhere.

DEMOGRAPHIC PROFILE

Name: _____

Contact No. _____

Age: _____

Occupation: _____

Gender: _____

Signature: _____



Which kind of cosmetics products you are aware about?

Face cream

Hair care

Skin care

powder



Which cosmetics products advertise you see frequently?

Face cream

Hair care

Skin care

Powder



Which form of advertise you seen?

T.V.

News papers

Banners

Others



Does, Ads attracts you?

Yes

No



What you like most in cosmetic product's Ads?

Creative execution

Picture

Brand Recall

Brand Ambd

Product



How well do you remember this advertises?

Don't remember

Remember Company but not product or AD

Remember AD

Remember Company and product but not AD



Your expected features are available in the Ads?

Yes

No



What you observe in cosmetic Ads?

Price of product

Purpose

Uses of product

other



What is the image of cosmetic product Ads in your mind?

Attractive

Not attractive

Boring

Good



Do you think the role of brand Ambd is important in Ads?

Yes

No



Are you Recalling product when you seeing brand ambd?

Yes

No



What do you think about the design & colors of cosmetic product?

Attractive

Not attractive

Ok

Don't know



When you see the same cosmetic product's Ad frequently, what comes in your mind first?

To purchase it

you like it

You ignore it

is good product



Would you like to purchase product by seen Ads?

Yes

No