A PROJECT REPORT ON

A STUDY ON THE IMPACT OF MAYBELLINE COSMETIC ADVERTISEMENTS ON WOMEN (ABOVE THE AGE OF 40) IN MUMBAI SUBURBAN

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Abstract : This study was carried out by the researcher to find out how cosmetic advertisements impact a specific age group, here the age group being women above the age of forty. Not a lot of research has been conducted on how specific cosmetic company's advertisements affect this target group, and the researcher decided to choose Maybelline, as it is one of the most widely used cosmetic brand among women. Along with that, this study will be helpful not only to Maybelline, but also other cosmetic companies who wish to make their advertisements more sensitive and relatable to this target age group.

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Chapter 1. Introduction

1.1. Cosmetics

Cosmetics are products which are usually used for your body or your face, to help look after your skin and to also enhance your features and make it look more attractive. Whenever the word cosmetics is used, the only thing that people think it comprises of is makeup. However, cosmetics also include products that benefit your skin, such as toners, cleansers, balms, body wash, shampoo and moisturizers etc. Cleansers are used for removing germs and dust from the skin surface and is also used to wash off makeup. Toners and moisturizers are used to hydrate the skin, keep it soft and supple and to restore the pH value of the skin to balance it out and to restore freshness and brightness to the face. (Wikipedia, Cosmetics, 2020)

1.2. History of Cosmetics

Earlier, the application of cosmetics on the skin by humans caused lots of deformities, loss of eyesight or even death as compared to now, because there was a lack of an established system for the regulation of the usage and the manufacturing of cosmetics and presence of appropriate knowledge for the same.

Egypt in the ancient times was one of the earliest to use cosmetics. They used a dark kohl liner, usually black, along with red, blue or black shadows for the eye. They also used balm in the form of castor oil.

The women in the Indus Valley Civilization also took advantage of makeup as they used it as a lipstick to make their lips look red. Cosmetics underwent a lot of controversies around the 19th century as it caused a lot of lead poisoning due to the chemicals used to produce it. In the 16th century, it was also deemed as inappropriate and indecent by Queen Elizabeth. By the 20th century, cosmetics were extensively used by women all across the world. (Wikipedia, History of Cosmetics, 2020)

1.3. Cosmetic Industry

The industry which produces and distributes cosmetic products is called the cosmetic industry, and it is a very profitable industry which will never die down as there is always a constant demand for cosmetics. Some of the leading cosmetics companies in India are Maybelline, Lakme and L'Oréal. Europe is currently the market leader in the cosmetic industry and is expected to remain so for the next two years as well. The global beauty industry is approximately worth $532 billion dollars. Skincare has been said to be the most profitable amongst all the other cosmetic products this year. (Wikipedia, Cosmetic Industry, 2020)

1.4. Makeup

Makeup is a type of cosmetic which is used on the face to accentuate and magnify the beauty. It includes foundation, concealer, eyeliner, mascara, lipstick, eyeshadow, blush, and much more. Foundation and concealers are used to set an even skin tone and to conceal any dark spots or pigmentation. Blush is used to add a colour to your cheeks to make it look flushed. Eyeliner, eyeshadow and mascara are all products for the eyes to make it more appealing and attractive whereas lipstick, as the name suggests, is a product used for adding colour to the lips, which would help in instantly grabbing attention. It is used for different things such as personal use, fashion shows, films, dramas etc. It is an everyday necessity for most women nowadays. Be it a work meeting or a fancy dinner, or a casual day out, it is needed by every woman. It also helps a person feel more confident and helps boost one's self esteem. (Wikipedia, Cosmetics, 2020)

1.5 Cruelty-free makeup

Testing makeup on animals is something still many cosmetic brands do. This is cruel and therefore consumers and becoming more conscious and want to shift to using brands that do not do so. Hence, the brands that do not test makeup on animals are called cruelty-free brands and the makeup is said to be cruelty-free. The animals are treated inhumanely and various tests like testing whether the makeup is causing irritation to the skin, whether it is sensitive or whether it is causing irritation to eye is done on them. Since these brutal tests are done on animals, consumers like to shift to brands that do not do so therefore they should prevent purchasing from brands that do so, in turn reducing the demand for non-cruelty free products. Cruelty-free products are preferred not only in makeup, but also other cosmetics such as skincare and haircare. (Wikipedia, Cruelty-free cosmetics , n.d.) Some of the cruelty free makeup brands in India include Wet n Wild, The Body Shop, Plum Goodness and Colorbar cosmetics. Maybelline, unfortunately, is not a cruelty free brand.

1.6 Vegan makeup

Vegan refers to not consuming an animal derived product. The same concept is applied to cosmetics, and therefore vegan makeup refers to any kind of makeup that does not include any ingredient which is obtained from animals. So, ingredients like beeswax or gelatin, or even honey would not be included in vegan makeup as these ingredients are by products of animals. These types of products are also considered to be healthier and preferable to regular cosmetics as they do not cause rashes and inflammation on skin as opposed to normal cosmetics which have the tendency to. (Superdrug, n.d.) There are quite a few vegan cosmetic brands in India. These are Soulflower, Plum Goodness and The Body Shop. Neither is Maybelline cosmetics cruelty free, nor is it vegan.

1.7 Herbal Cosmetics

Herbal cosmetics, as the name suggests, are cosmetics made from natural or botanical ingredients. These cosmetics are different from normal cosmetics as these are better for the skin. These are secure ingredients are suitable for all kinds of skin as opposed to other cosmetics which might have an allergic reaction or which=ich might be produced with a lot of chemicals or by testing the products on animals. These herbal cosmetics are relatively cheaper than regular cosmetics and they also have no adverse effect on an individual's skin. (Joshi & Pawar, 2015) They contain various ingredients from various sources of nature, therefore help the skin become better. Products for hair and body can also be made from herbal ingredients. Herbal cosmetics can also be made at home by individuals and are quite accessible. Aloe Vera, Thyme and Tea Tree oil are supposed to be one of the best herbal ingredients for the skin and to be used in cosmetics. (Growing Plants, Flowers, and Herbs for Skincare , 2020)

1.8 Emerging Community of Beauty

The cosmetics and makeup industry has come a long way. It all started off from the Indus Valley civilization and the Egyptians as they used a black kohl liner under their eyes. Now, that is just a part of a 10-step makeup routine that an individual would probably have. People have extensive makeup routines in today's age. Therefore, makeup has come a long way and has emerged immensely. It is now become a necessity for many individuals. The beauty community is also increasing by a margin almost every day as to the amount of people using makeup is increasing. A lot of individuals have also started taking makeup as a profession, and it is an increasingly famous one. The demand for the cosmetic industry will never go down, even in a pandemic as we have seen. Hence, this is also considered to be a good industry to be a part of professionally. In 2018, L'Oréal was the leading brand in the cosmetic industry followed by Unilever and Estée Lauder. (Ketabchi, n.d.) There is also a term which is derived from the beauty industry which is called the Lipstick Effect. This effect basically means that when the economy is in a downfall or a recession, the consumers of the cosmetic industry will still tend to purchase small extravagant or luxurious items, which they consider to be tiny indulgences. As they do not have enough finances to buy more expensive products, they end up buying the smaller luxurious products, thus making profits for the cosmetic companies even during recession. This term is famously known as the Lipstick Effect. (Hayes, 2019)

1.9. Maybelline Cosmetics

Maybelline is a large multinational cosmetics company which was founded in 1915 in Chicago, by Thomas Lyle Williams. The name was derived when Thomas's sister used a mixture of Vaseline and Mabel on her eyelashes for a fuller and darker look, which was then sold under the name of Lash-Brow-Ine. And that's how this famous company got its name, as Lash-Brow-Ine was later renamed to Maybelline by Thomas. Maybelline became a subsidiary of L'Oréal in 1964, which is a French cosmetics company. The headquarters are in Manhattan, New York City. (Wikipedia, Maybelline, n.d.) The famous cosmetic company first came to India in 1998 and has been a huge hit among women since then. It has a very wide product range, right from base makeup which includes primers, foundations, concealers and setting powders, to eyeshadow palettes, mascaras, eyebrow pencils, eyeliners, kohl pencils, blushes, highlighters and a setting spray. It also has a wide range of lipsticks and nail paints. Some of its most famous products are the Colossal Kohl Pencil, the Fit Me Foundation, the Maybelline colour Sensational Lipstick and the Maybelline Lash Sensational mascara.

1.10. Marketing Mix

Marketing is one of the most important functions of a business. Without marketing, there is no proper communication between the producer and the consumer, and the business will not be able to provide to the consumer what would satisfy his needs. Therefore, to achieve the perfect marketing strategy, there needs to be a good marketing mix. Marketing mix consists of seven elements, which are price, product, place and promotion, people, physical evidence and processes. Out of these, product, price, place and promotion

are most important elements to a marketing strategy. Product refers to the product that is to be sold by the business, which the consumer demands for satisfying his or her need. Product includes the all the physical attributes of it such as the size, colour, the packaging, the labelling, the product ranges and also the price ranges. Branding is also a part of the product mix. When we talk about product mix, the product being referred to here can either be a tangible product or an intangible product i.e., a service. Coming to price mix, price means the amount of money that a consumer would be willing to pay to purchase that product or service. Price is a very important factor when it comes to purchasing a product. Price mix would include the strategies used for the pricing of the product, the discounts or rebates allowed, it also includes the method in which the payment can be done, which could either be on a credit bases or cash basis. Place mix is the place i.e., the market at which the products will be bought by the consumers. Producers should make these products available at such a place or a market where it's the most convenient for the consumers to buy them. Place mix includes how far the warehouses are from the point of selling, it includes how much inventory is left at a given point of time, what products are reaching what markets. It also includes the distribution channels and whether the distribution of the products is intensive, exclusive or selective. Franchising is another thing that comes under place mix. (Wikipedia, Marketing Mix, n.d.) Franchising means that the owner of a particular business would let another individual start his own business on the basis of using the original owner's expertise and ideas regarding on how to run the business. (What Is a Franchise? And Is Franchising Right for You? , 2014) Last but not the least, promotion mix. Promotion as we know is the process of promoting a particular product in order to increase its sales and to overall, increase the brand and product recognition. Under promotion mix, we have public relations, sales promotion and advertising. Public relations mean maintaining a good relationship with the overall public. There are different kinds of public relations such as media relations, employee relations and shareholder relations, to name a few. Sales promotion is very short term, and it is used to generate sales instantly. It is not a long-term strategy used by a business. Advertising on the other hand, is a process through which a product or a service is promoted to the public, who are the potential consumers. Advertising can help a lot when you need to increase your sales and make people more aware and give them knowledge about your brand. It helps in building a brand name and a wider customer base. A perfect promotional mix would have a balanced mixture of all these three – advertising, public relations and sales promotion. Promotion mix focuses on what message is to be communicated and promoted to the public. It also wants to make sure that the message is being communicated and promoted at the right time, and the exact message to be promoted also needs to be decided. The frequency of how much the message needs to be communicated is also of importance. Lastly, the business even needs to figure what individuals do they need to focus on for the promotional marketing. The target audience needs to be decided and accordingly, the message needs to be promoted. (Wikipedia, Marketing Mix, n.d.)\

1.11. Maybelline's Marketing Mix

The product range of Maybelline is very vast, and it ranges from foundation to lipsticks, eyeliners and eyeshadow. It also has lip balms. Therefore, it has a very wide range of products so there is a larger choice for the consumers. The price of Maybelline cosmetics is also affordable as compared to other cosmetic brands offering the same line of products. It has kept in mind the consumers from different price groups therefore have priced its products in such a way, that it can reach all consumers and is accessible for all. Maybelline is a global company and has its roots internationally as well. The company has global presence, and its products are available in a large number of widespread countries and is not only limited to the United States. Last, Maybelline has done a lot of promotional advertisements in the past years and have continued to do so. It has done a large number of magazines covers, collaborated with famous models and influencers and also done a lot of print and television advertisements. It also has a good social media presence on various social media platforms such as Instagram and Facebook. (Bhasin, Marketing Mix of Maybelline - Maybelline Marketing Mix, 2019)

1.12. SWOT Analysis of Maybelline Cosmetics

SWOT analysis refers to an analysis which helps us realis ethe strengths, opportunities, weaknesses and threats of a company. Strengths usually refer to what the company does best and what are its strong points as opposed to its competitors, whereas weakness refers to where the company is lacking in its operations and where its competitors have an edge over them. Both of these are internal factors of the company and can be controlled. Opportunities refer to what a company can take advantage of and get a first mover advantage over its competitors whereas threats refer to any developments in the external environment that the company may not have control over, which may affect its business and give the competitors a better advantage. Both of these are external factors to a company's environment, and they have no control over it. SWOT analysis is usually a good way of comparing one company from

the same industry to another. Maybelline can also be examined through a SWOT analysis. Some of its strengths include that it has a vast product line, therefore there is a product for every person. It also makes its products very high quality, thereby receiving praises from its customers. Since Maybelline is owned by the parent company L'Oréal, that also is a major strength for the company. Its weaknesses are that the makeup that it produces has been created with too many chemicals and that its social media strategies are not as good as compared to the other competitors in the market. Its opportunities are that because there is an upshift in the working class of women, they will resort to buying more cosmetics therefore it can increase its customer base. It can also focus on increasing their customer base as more and more people have started using cosmetics now and are more open to the idea of it. Last but not the least, its threats are the major competitors in the cosmetics markets such as Lakme and Revlon. It also faces competition from major drugstore international brands which are now available in India such as Wet n Wild. Another threat would be that because Maybelline is one of the many companies that still test products on animals, a lot of consumers refrain from buying their products. Therefore, this is a major disadvantage for the brand and therefore they should work on becoming a cleaner brand to attract more customers. (Bhasin, SWOT analysis of Maybelline , 2018)

1.13. Advertisements

Marketing Mix consists of four P's, which are product, price, place and promotion. Under promotion, we have advertising. Advertising is essentially a means through which a product or a service can be promoted to the consumer. It is done through various means such as a newspaper article, television, radio, or even social media. One of the costlier forms of advertising is television advertising. Online advertising can also be done by an ad server. Radio advertising first started off in the early 1920's in the form of slogans or jingles whereas television advertising started in the early 1930's. Internet advertising become one of the most famous forms of advertising from the 1990's. Branding is also an important part of advertising as it helps create a brand name for the company by associating its name or its product with certain qualities. (Advertising, 2020)

1.14. Traditional Media Advertising

Media advertising includes newspaper, television, radio, magazine etc. Newspaper advertising is pliable and easily covers a specific area thus helping in promoting and selling the product in that area. Television advertising is an expensive means of advertising, but it helps reach consumers quickly at any given point of time whereas radio advertising is cheaper than television advertising. The benefit of radio advertising is that the advertisement can be directed to a specific territory. Magazine advertisements last longer than newspaper advertisements, as newspapers are printed daily, and magazines are printed at specific times of the month only. A downside to magazine advertisements is that the advertisement can get lost if not catchy enough or placed well enough. (Hsu, n.d.)

1.15. Pros of Traditional Media Advertising

One of the major advantages of using a traditional form of media advertising is that you can get access to the local people and reach out to them very quickly and efficiently. With the help of local newspapers and radio stations, information can be spread fast. It is also very uncomplicated and straightforward to understand, and it doesn't require internet. It can also have tangible value as the flyers and adverts can be kept in the form of articles in the newspapers as well. (PROS AND CONS OF TRADITIONAL MARKETING VS DIGITAL MARKETING, 2018)

1.16. Problems of Traditional Media Advertising

With the rapid growth of internet and the digital world, traditional media advertising started to lose its revenue and digital advertising and marketing started to gain more momentum and traffic. It was more profitable to use the internet for advertising the company's products than using traditional media. Moreover, the ad placement cannot be controlled fully while using traditional media advertising as compared to social media advertising.

Traditional media advertising also has a very short life span and it is tedious to choose and target a particular group of consumers. (PROS AND CONS OF TRADITIONAL MARKETING VS DIGITAL MARKETING, 2018)

1.17. Social Media Advertising

Social media is an electronic tool which helps the user to generate, design and exchange content with other users and the general public. Social media includes applications like Facebook, Instagram, Twitter, WhatsApp and many more. Social Media Advertising primarily uses these social media applications and websites to build a customer base, connect with them, create a bigger brand name and expand sales. It helps create personalized ads and target a specific audience based on their likes, dislikes, interests etc. It helps you to extend to a bigger audience, and not only your existing customers. Through social media, you can not only come into contact

with customers and potential customers, but you can also reach out to brands for a collaboration. Companies can either use a passive or an active approach when it comes to social media advertising. (What is Social Media Marketing?, n.d.)

1.18. Pros of Social Media Advertising

One of the biggest pros of social media advertising is the exposure that one's brand gets by using it. Since the brand is exposed to a number of social media platforms and can be viewed by anyone who stumbles across it, it has a possibility of getting immense traffic and large number of potential customers as compared to the traditional advertising methods. It also helps building the reputation of the brand and helps in increasing the awareness by merely just interacting with the public that comes across the social media pages of these brands. There is a higher chance of converting the potential customers into actual customers by social media advertising and marketing. It is also relatively more cost effective and cheaper than traditional forms of marketing and advertising. You can also personally interact with each and every customer of yours through comments and personal messages thereby also helping to create a strong brand loyalty. (PROS AND CONS OF TRADITIONAL MARKETING VS DIGITAL MARKETING, 2018)

1.19. Problems of Social Media Advertising

The major problem when it comes to social media marketing and advertising is that there is invasion of privacy as the information of the company is open for all to view on a public platform. Many a times, this information may be misused by employees, or they might also end up sharing too much information with the public which would cause a problem. Because of its fast-spreading nature, any information that may be put out even by mistake can cause damage to the company. (PROS AND CONS OF TRADITIONAL MARKETING VS DIGITAL MARKETING, 2018)

1.20. Influencer Marketing

An influencer is a person who, as the name suggests, has the ability to influence the audience. They need to have a large audience and following and need to be able to leave behind an impact on the people following them. There has been a large increase in the number of influencers because of the emergence of social media platforms. Social media platforms such as Instagram, Twitter, Facebook and Snapchat are used widely by everyone and is an easy way to reach out to a large number of people conveniently and cost-free. Since there is no cost involved in setting up a social media profile, people can easily put themselves out there and build an audience. However, there is also an option of promotion and marketing at an additional cost. Since there has been a rise in influencers, cosmetics brands have taken this to their advantage and started promoting their products through these influencers. That way, a much larger audience can be reached, and the brands are able to increase their customer base and increase the brand name as well. This strategy was also used by Maybelline cosmetics and it has worked out well for them. By partnering up with various influencers, the brand recognition has also increased, and more people are aware of its wide range of products. It is also a good way to stay in the public eye and stay relevant at all times.

1.21. How advertisements can be misleading

Advertisements are a very good way of communicating to the public and put across a point of view. It is a very strong form of communication and can cause an impact on millions of people. That is the reason why advertisers need to be very careful about the content that they are going to put out, and strategically plan their advertisements before airing it or printing it. Coming to the cosmetics industry, advertising here is the main source of increasing sales and increase the brand recall and recognition. Nevertheless, there are still a lot of wrongdoings while making advertisements. These wrongdoings include editing of the images used in the ad, mainly airbrushing and photoshopping them. This tends to often mislead the consumers. Consumers can also be misled when the advertisement portrays the product in such a way that it can offer more than what it is actually capable of. Advertisers need to know the limit to stop as to when a persuasive advertisement becomes a misleading advertisement. Misleading advertisements, as defined by the Competition and Consumer Protection commission, can be any advertisement which includes false or deceptive information that may lead to a normal consumer to react in a way they usually would not. (Lewis, n.d.)

1.22. Airbrushing and Photoshopping

To make the photograph look perfect and without any flaws, very often advertisements are edited and airbrushed to make it look like the product has helped them look like that. This, in turn, helps in misleading the customers and also creates a wrong and false

impression of what beauty is actually supposed to look like. Photoshop, on the other hand is an editing application which helps you alter an image with respect to how a person is looking. It can be used in advertisements to alter the way a woman's body looks and to make it look thinner to make it look more appealing, as the ideal image of beauty is a thin, tall woman. However, Photoshop can also be put to good use. It can help create a number of great, creative advertisements if utilized in the right way. (Myers, n.d.)

1.23. Self Esteem

Self Esteem is a huge part of any individual's personality and is very important to have. It is the amount self-worth or self-appreciation that a person has. Without self-esteem, a person may feel very low in life and may have a feeling of inferiority of incapableness to achieve anything, be it in any field or any aspect of life. It is important to have a high amount of self-esteem in order to help you reach any goal in your life. Therefore, it is very important to have good self-esteem. But it is affected by a lot of factors existing the world, one of them being advertisements. (Cherry, 2019)

1.24. How Self Esteem is affected by cosmetic and beauty advertisements

Since the topic being spoken about in detail here is related to cosmetics, advertisements in cosmetics majorly affect the self-esteem of people, primarily women and young girls. This is due to the fact that these advertisements show exceptionally high standards of beauty, and try to portray women in a deceiving manner, as most of the advertisements are airbrushed and photoshopped. Such advertisements illustrate the image of product in such a way that it seems to the women, that after using that product, they would also attain the 'perfect' skin or body that the model or the celebrity in the advertisement has. After viewing them, women, especially girls, since they are younger and more vulnerable, tend to think that they are not beautiful enough or they are not attractive enough, which takes a toll on their self-confidence and self-esteem. This ultimately goes on to affect other things in their life, as self-esteem and confidence is the epicenter of everything. Women would also consider getting all kinds of surgeries done in order to look like the models shown in the cosmetic advertisements and there is also a rise in the amount of food disorders suffered by people as they think that by 'dieting' or by hardly eating anything at all, they too will be able to achieve the bodies of the models that are showed in the advertisements.

1.25. Beauty Myths

The biggest beauty myth prevailing is that pimples and acne are caused by makeup. A lot of the times, women get acne, or random inflammations on their skin after applying beauty and skin products. On the basis of this, it is assumed that the makeup that was used caused it. It is possible that a few ingredients used in creating that product would've likely caused it, but that depends on person to person and is very subjective. A skincare or a beauty product may suit one's skin, whereas it will not suit someone else. Therefore, under this assumption, people think that all kinds of makeup cause acne and therefore steer away from it, but that is not true. There is no scientific evidence to back this assumption, thereby nulling out this myth. Another beauty myth that still prevails is that higher priced cosmetics are finer and superior to cheaper ones. This is not accurate at all as the price of a particular product is not related to its quality. Many a times, people use price as a quality of index in judging products, but that is not true when it comes to cosmetics. What the quality depends on is the ingredients used to make the products, therefore even a cheaper product as compared to a more expensive one can be better. (20 BEAUTY MYTHS, n.d.)

1.26. Cosmetic Industry in COVID'19

The cosmetic industry is one of the largest in the world and it is constantly growing as there is going to be a continuous need for cosmetics as it is used daily by people. However, when the COVID'19 pandemic hit, the cosmetics industry has been affected majorly. As stated by a report by McKinsey, the sales of the cosmetic industry in China have also fallen to about 80% as compared to the previous year. There has been a change from buying more expensive products to lesser expensive products, and a lot of beauty and cosmetics brands have also started selling sanitizers in order to keep up with the pandemic by providing their loyal consumers with necessities needed for the pandemic. As it is not wise to go shopping and buy products directly from the beauty store, there has been a surge in online sales as everyone has started using the online platform to shop and buy cosmetics. This shows that even during a pandemic, cosmetics are important to women and that their need for cosmetics will never die down. (Padma, 2020)

1.27. Consumer Buying Behavior

This refers to all the steps taken by the consumers right before purchasing something, be it a acquiring a service or buying a product. It includes all the steps taken by the consumers both on offline platforms as well as online platforms. There is a process that goes into the consumer buying behavior. It starts off with having a difficulty or a problem and wanting to solve it. After recognizing what the problem is, the next step that the consumer would take is finding out information and knowledge about the problem is available in order for them to solve that problem. After finding out different alternatives of solutions for the problems, the consumer will evaluate and choose which alternative would give them the best result and maximum satisfaction. They then make a decision. to purchase that particular product. After purchasing the product, the consumer will they evaluate how much the product satisfies them and acts as a problem solver and then make the next purchase decision accordingly. (T, n.d.) Consumer buying behavior plays a very important role when it comes to purchasing products because businesses need to do the maximum that they can to have an impact on the consumers in order to sway their opinions and get them to buy the company's products. Therefore, the company should market their products in a way that makes the consumer feel it is personal to them. There are a few factors that come to in to play which affect the consumer buying behavior which include social, cultural, psychological and personal factors. Personal factors can be an individual's income, age, morals. Social factors will include the individual's personal surroundings and environment. Cultural factors, as the name suggests, includes the individual's culture, their religion, their beliefs and the psychological factors would include that individual's condition of the mind and their mental state while seeing the advertisements portrayed by the company. (Team, 2020) Normally, whenever consumers are shopping, they could make either of the four decisions while buying. They could either be buying their regular, routine products which they need on a daily basis, they could be making decisions which are limited or unlimited, or they can do impulsive buying. Impulsive buying usually means buying on the spot. It means that the buyer had no intentions or decision of buying it earlier, but on seeing it, has bought it on the spot. (Jones, 2014) Therefore, companies should be very conscious of how they are going to be influencing the potential consumers and in what way.

1.28. Buying Behavior of women in India

When it comes to buying behavior of women in India, the factor which plays the utmost importance would be whether the women are working or not. As stated by reports, around 25.6% of women is said to be from the working class of the society. Therefore, they can make their own decisions while buying, be it as small as a personal care item, or it being a huge investment like a house. They can take care of themselves and are more financially independent as compared to women in the earlier generations, when working was considered a taboo for them. The buying behavior of women also depends on various factors which include their occupation, religious beliefs, age etc. (Sharma & Singh, 2020)

1.29. Buying Behavior of women with respect to cosmetics in India

Cosmetics play a huge role in a woman's life, be it from any part of the world. It is equally important to each and every woman, and it is something which is required by all and the demand for cosmetics will never die down. Coming to the buying behavior of cosmetics in India, it is highly reliant on the growth of the cosmetics industry. The current growth rate of the cosmetic industry in India is around 15 to 18%, which is greater than the other cosmetic markets such as the European or the United States market. (India's cosmetics market to grow by 25% to $20 billion by 2025, 2018) The market is divided into segments, mainly the premium and economy segment. The premium segment contains individuals who are not that price conscious and normally would refer to higher middle class and high-class individuals. The economy segment would contain individuals who are very price conscious and would look at the price first before purchasing any product. The biggest cosmetics company in India, would be L'Oréal, Revlon, and Lakme, to name a few. (Shukla, Jain, Arora, Mishra, & Jandial, n.d.) A lot of parts in India still consider women working to be forbidden and refrain them from doing so as a woman's only job should be taking care of the house. This also affects some of these women's buying behavior. The higher-class individuals are more brand conscious and would prefer using products from cosmetic brands which are high end and extravagant as compared to middle class individuals who are not that brand conscious and would be more likely to use products from cosmetic brands which are of lower cost and less expensive.

1.30. The changing trends of Cosmetics Usage

Due to cosmetics increasing importance in everyone's life, its utilization has increased which has also led to a creation if lot of new trends. Trends are something which helps people be innovative and get creative. It helps people try new things and give an edge to normal daily looks. Due to the increase in utilization and consumption of these cosmetics, there has also been an increase in the

number of trends surrounding cosmetics. There have been major changes in trends since a few years in the Indian cosmetic industry. Earlier, people didn't prefer using that many skincare products, but with the increase in pollution and dust around, everyone has started using more skincare products and including over 3-4 products in their skin care regime. Even when it comes to different skin shades for base makeup such as foundations and concealers or lipsticks, there is a much wider shade range to choose from now, so there is something for everyone, which represents inclusivity in the beauty industry. This is highly appreciated by the consumers. There has also been an increase in the shift from traditional cosmetics to herbal cosmetics among Indian consumers. (Lim, 2019)

1.31. Today's Successful Beauty and Cosmetics Brands

As we know, the cosmetics and beauty industry are ever-growing. Everyone is in constant need of cosmetics in their daily lives. The beauty industry is massive and is still continuing to grow. It is growing at a rate of 13 to 18%. Some of the biggest cosmetics companies in the world include L'Oréal cosmetics. It was established in the year 1909 and has grown and come a long way since then. It branches into various categories such as makeup, skin and hair, along with perfumes. L'Oréal cosmetics has brands like Maybelline and Garnier under it. Its sales are more than 30 billion US dollars every year. Unilever is also among the leading brands. It is a massive FMCG company but has also managed to make it big in the cosmetics industry. It has brands like Dove, Vaseline and Sunsilk under it. Estee Lauder is also among the largest and leading brands. It was established in the year 1940 and has managed to only grow since then. It has made major contributions to the beauty industry and has remained a constant since years. (Top 10 Cosmetics Companies in the World 2020, 2020)
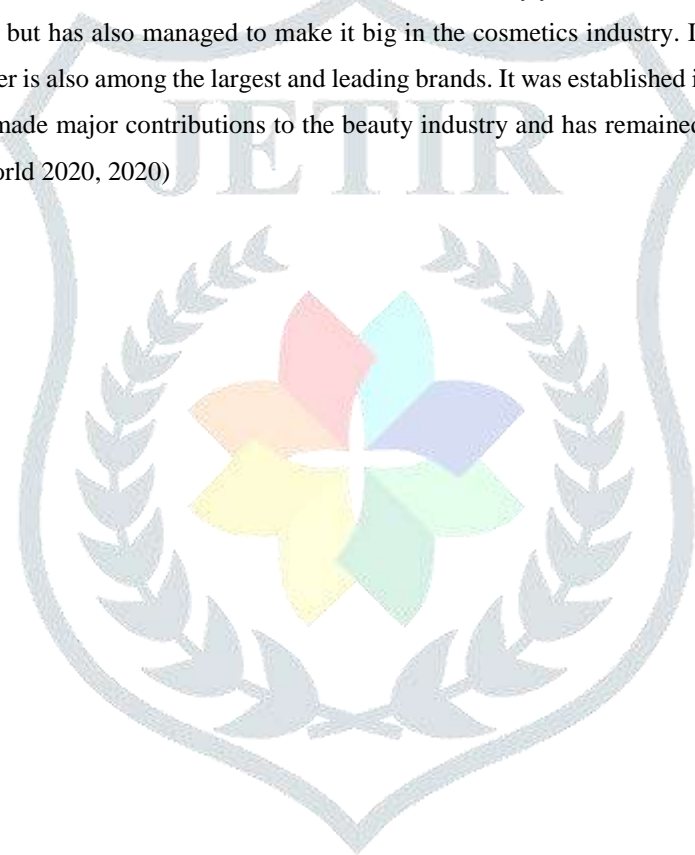
Chapter 2. Research Methodology

Research Methodology is the part of a research which mentions the method that was used by the researcher to conduct it, which included identifying and selection of the research problem, the process and techniques through which it was collected, and how the analysis of the data was done. This part of the research merely answers the questions of why, what and how of conducting the research.

2.1 Objectives of the study

1. To find out the extent to which the cosmetic advertisements affect the purchase decision of the women

2. To find out if the advertisements have a positive or negative impact on the women

3. To find out whether these advertisements portray an unrealistic standard of beauty

4. To find out the importance of makeup in older women and to analyze so what extent the impact of these advertisements has on their self confidence

2.2 Scope of the study

The importance of cosmetics in women is increasing daily. Almost every woman is using cosmetics now, be it for daily use, or even for certain events. Advertising of these cosmetics play a huge role in creating a perception about those cosmetics in women, and also have an effect on their purchase decisions. This study analyses how a particular brand, Maybelline Cosmetics' advertisements have an impact on women above the age of forty, in the Mumbai Suburban region. The scope of the study was defined, and the respondents were surveyed using the questionnaire method. The responses were collected from 192 women aged above forty, therefore the sample size was specific.

2.3 Limitations of the study

1. Due to geographical constraints, the researcher was able to conduct the research only in the Mumbai suburban region

2. There were time constraints as the researcher, being a third-year college student, could not dedicate all their time to conduct this research

3. Given that the researcher was a student, there were monetary constraints that restricted the student from acquiring information that was only accessible through paid subscriptions

4. In-person interviews and any form of in-person data collection was not possible due to the current social distancing norms

2.5 Significance of the study

This study was carried out by the researcher to find out how cosmetic advertisements impact a specific age group, here the age group being women above the age of forty. Not a lot of research has been conducted on how specific cosmetic company's advertisements affect this target group, and the researcher decided to choose Maybelline, as it is one of the most widely used cosmetic brand among women. Along with that, this study will be helpful not only to Maybelline, but also other cosmetic companies who wish to make their advertisements more sensitive and relatable to this target age group.

2.6 Selection of Research Problem

Cosmetic advertisements mainly focus on women in their early and late twenty's. Not a lot of advertisements are focused on the older age groups. This is where the problem arises. Therefore, the impact of such advertisements on women from the older

age groups is unclear. This study would give more clarity as to how these advertisements affect them, to what extent they affect them, and what kind of impact they have on them. It also focuses to gain knowledge on whether these advertisements have a significant impact on their purchase power.

2.7 Sample Size

To get an in-depth analysis of the impact of Maybelline cosmetic's advertisements on women above the age of forty in Mumbai suburban, an adequate number of responses were needed. Therefore, the sample size of this research was 192 respondents. A benefit of collecting a large number of responses would also help in discovering a trend in the responses, therefore helping the researcher to understand better and to conduct various analysis and to draw conclusions.

2.8 Data Collection

Two types of data were collected, primary and secondary data. The primary data was collected by the researcher through a questionnaire created on google forms which was then circulated among women above the age of forty in the suburban Mumbai region. The questionnaire included questions which were directly related to the research problem and were well-structured and defined, which would help the researcher to draw conclusions. It also included questions which were easy to understand and answer, thereby reducing any confusion that would be caused. Likert scale questions were also included to make the quantitative analysis easier.

The secondary data was collected through articles and research papers published online which were surrounding the topic itself, or around similar research problems. However, throughout the research process, the researcher realized that the topic in focus was relatively unexplored.

2.9 Techniques and Tools used

Quantitative and Qualitative analysis, both were used in this particular study. Qualitative analysis techniques were used in the form of distributing a survey to understand the thinking of older women seeing these advertisements better. Descriptive statistical techniques were then applied to calculate the mean, median, mode and standard deviation to help understand the respondent's answers better.

Chapter 3. Review of Literature

Maybelline came up with a new campaign in 1996 which stated their products as "Just the latest and the greatest." It will also introduce and extensive product range, from lipsticks to eyeliner. The name of the product line was kept after the famous, best-selling Great Lash mascara. It also featured its famous jingle along with a song sung by a woman to represent empowerment and confidence amongst women. The campaign was created, keeping in mind to catch up with the youth and to make the brand seem more fresh and playful. Their earlier product line had not reached the mark and gave way. Therefore the main aim of this campaign was to help Maybelline recover its power in the industry. (Elliott, 1996)

Morrissey (2006) also spoke about how Maybelline came up with a new campaign on Myspace for its new makeup product line called Pure, and decided to give the customers, who are young girls and women, a chance to make their own content and share it with the public along with polls and quizzes, instead of trying to promote the product too much. They wanted to focus on the consumers, and wanted Maybelline to come off as a fun and young brand. The director of internet, Kristen Yraola, stated that, 'It is relying on visitors to spread word of the site to their friends to build an audience'.

Nivea had claims against one of its advertisements as it seemed to be misleading to the customers, as read in an article by Poulter & Edwards (2009). It came out with a product for the older generation of women, to help them achieve firmer and tighter skin with their DNAge Cell Renewal Day cream. The cream claimed to work in such a way that it would help renew the skin cells on the

surface skin, and that would in turn help in the skin looking firmer than before. This advertisement was brought to notice to the Advertising Standard Authorities because it was a misleading advertisement as the cream claimed to give a permanent solution for your skin looking firmer, whereas that wasn't the case. It was just a temporary solution. There was no evidence to back their claims as well. This led to the advertisement being banned.

Another study was conducted by some professors from Netherlands which showed that advertisements, of beauty products particularly, reduce the self-worth and self-esteem of the women watching it. Whether the beauty product is shown alongside a model, or is shown alone in an ad, it tends to have the same effect on women, one which is harmful for them. Ryan (2010) having read the research, also stated that they automatically think of themselves as less attractive after viewing these advertisements. Two types of products were shown to the consumers, out of which the consumers felt that the beauty enhancing products had a different impact on them when seen in an ad, and when seen otherwise. The products, when seen in an advertisement, had more of a negative impact than when seen otherwise. This shows that advertisements of beauty products tend to lower a woman's esteem.

Seeing the unrealistic body standards portrayed in cosmetic and beauty advertisements tend to create many body image issues among women, especially in the younger generation. Swinson (2011), the author of this article, also conducted a research and gathered over a 100 studies which showcased that such posters and advertisements about beauty products end up forcing the women to think that their body is imperfect and unattractive.

Another advertisement of Maybelline featuring their eraser foundation had been banned. These ads featured celebrities Julia Roberts and Christy Turlington. Again, these advertisements were misleading to the women and young girls and were also a contributing factor to them wanting cosmetic surgeries and having body image issues and self-esteem issues as they created an unrealistic standard of beauty. Even though there was a disclaimer at the bottom of the advertisement, it was still considered to mislead the consumers. Jo Swinson, who was a liberal democrat also mentioned that advertisers need to be start being true and fair to the kind of content they put out to be honest and sincere to the public. (Airbrushed make-up ads banned for 'misleading', 2011)

Britton (2012) did a survey surrounding mainly college students was carried out for recording the impact that beauty industry has on women, and the inferences drawn from this survey were that most of the college students were probable to make use of cosmetics on a daily basis, which highlighted the significance cosmetics hold in their lives. These college learners used only a few makeup products on a daily basis which included an eyeliner, mascara and powder, which they considered as necessities. An online platform and application called Pinterest seemed to have more influence on them as compared to traditional beauty journals. The conclusion also revealed that there was no direct relationship between the self-esteem of these women and their cosmetic buying behaviour.

Maybelline had come out with a print advertisement for a mascara in 2013. This advertisement featured a model called Freja Beha Erichsen, which showed her applying the new mascara Maybelline had come out with which claimed to give a women eight times fuller and darker lashes than what they already had. This advertisement came under the fire by the public because Maybelline tried to manipulate the public. The advertisement was misleading as the model had already worn fake eyelashes, which made her lashes look thicker than they were, and that wasn't because of the mascara that was being advertised. This was noticed by the National Advertising Division, and therefore the advertisement was taken down. A disclosure was given in very small print below the advertisement which stated that the model had worn fake eyelashes, but the board ruled it out saying that it is not adequate as it is still misleading the customer, who are not able to figure out by themselves that the model was wearing falsies, and will then buy the product and be disappointed with the results. However, this isn't the first brand whose advertisements for mascaras have been banned. Covergirl and Dior advertisements have also been banned previously. (Newman, 2013)

Pinho (2013) took a survey of 259 respondents for the study she was conducting on how women above the age of 50 feel after seeing beauty and fashion advertisements and whether these advertisements affect their purchasing power. The purpose of this study was to find out whether the existing advertisements of beauty and fashion are perceived well by older women and whether they feel that its inclusive. It also asked the question of how the women feel after seeing the advertisements and whether they related themselves to it. The main question asked is whether these older woman connect themselves to the young women used for the advertisements or if they would feel more comfortable if the advertisements showed women around the same age as theirs. After conducting the survey, a few inferences from it can be derived which are, that when the women were asked about whether or not they thought the advertisements were inclusive of all ages, they felt it wasn't. Even when asked about whether these ads had a strong influence on them, majority of them felt that it did not and that they did not compare themselves to the models that were shown in

the advertisements. To conclude, the discoveries from the study, when images of two different models, similar in everything except their ages, showed that the women resonated with the older model and the product she was promoting more than the more youthful model. This shows that age had a subliminal effect on women when it comes to advertisements, and that in a way, affects the range of the product's impact.

Maybelline has more than 10% engagement rate on Facebook. Dhingra (2014) stated that Maybelline's Facebook community is a place where all the customers discuss about makeup, their preferences and converse about tips and tricks regarding makeup as well. Maybelline India also has a 162k subscribers on YouTube, which is a video sharing platform. A large following on a video platform also helps reach the brand's video advertisements and campaigns become popular. Along with these social media platforms, they are quite prominent and well known on Instagram and Twitter as well.

An advertisement by L'Oréal has also been banned by the FTC and has asked the brand to settle few charges under the claims of false and misleading advertising. Once again, a cosmetic brand has made claims to reverse the aging effect in women. In this case, L'Oréal's Génifique and Youth Code cream claimed to restore the young skin that women had by boosting genes and accelerating the proteins that would help with youth. This called out the FTC's attention and they made L'Oréal agree to settle a few claims which included that henceforth, they would not mention that their products could help with anti-ageing by boosting genes unless it is backed with a scientific study. They are also restricted from stating claims that falsely represent the results of tests or studies about these products. (L'Oréal Settles FTC Charges Alleging Deceptive Advertising for Anti-Aging Cosmetics, 2014)

Maybelline advertisements have changed over the past 100 years, but it shows that its roots still remain the same. Thicker lashes and eyebrows have remained a constant for women since the 1920's. The company started out with selling only one product named Lash-Brow-Ine and went on to produce and sell more eye products such as eyeshadows, eyebrow pencils, and mascaras over the years. It also launched lip products in the year 1974. The very famous slogan "Maybe she's born with it. Maybe it's Maybelline' also came into existence in the 1990's and is still remembered. Maybelline's earlier advertisements have tried to portray the brand as one being elegant and confident. . (Wischhover, 2015)

Bureau (2015) spoke about how Maybelline India introduced a new line of its Baby Lips products especially for the Indian skin tone. It came up with a campaign called #SwipetoSpice which involved the Indian consumers to use the new Baby Lips Spiced Up, and post videos of the recreating their favourite Bollywood movie dialogues. This was a great marketing plan by Maybelline India, as Hindi movies are loved by everyone and this product was specifically created for the Indian consumers.

Maybelline India wants to make women feel more confident, aspiring, determined after using their products. Therefore, they join hands with people who they think will help represent the brand better and convey their brand values effectively to the public. For this reason, they have gotten Athiya Shetty on board to be one of their brand ambassadors alongside Alia Bhatt. (Alves, 2015) Both are celebrities that the women of the country admire and look up to and will definitely contribute to Maybelline's sales as it is a good marketing strategy that will work.

According to a study conducted by Dr Carolyn Mair and Soljana Cili on how cosmetic products and their advertisements impacted older women, it was found that a large percentage of the women, around 62% used makeup on an everyday basis whereas around 3% used it to feel more youthful. The sample size was over 500 women including women above the age of 40 and below the age of 89. They stated that older women were affected in a bad way after seeing these advertisements as it influenced their self-confidence and made them feel inferior about themselves. False imagery and airbrushing of the advertisements didn't help them feel better about themselves either. An effectful way of having a good impact on women would be to make advertisements that help embrace women as they are, and make them feel good, instead of showcasing how they can change their appearance. (BPS, 2016)

Advertisements are very impactful, therefore they need to be very carefully planned and carried out, for different customer groups and people. Each advertisement must be specially modified for different groups of people to make it easily understandable to them and easy to process. According to a study by Reams (2016), advertisements should be very carefully planned when it comes to elderly people. They should focus more on the old generation as their buying capacity is increasing rapidly. The advertisements must be made in such a way that it is easy for the elderly to understand and comprehend. They must put in proper disclosures related to the products they are advertising and the companies must make more attempts towards this.

The primary purpose of the study by Davies (2016) was to understand how the beauty advertisements in today's generation showcases women and how that has an effect on the women consumers watching these advertisements, both on their self-esteem as

well as their buying behaviour. After conducting the study, it was found that these advertisements affected all age groups of women, the most affected being pre-teens. They compared themselves to the beauty advertisements and that seems to take a toll on their self-esteems. However, women above the age of 40 preferred to stick to using less cosmetics and procedures to look good. Davies suggested that advertisements should not resort to portraying edited images and videos in advertisements and should rectify the idea of beauty representing the inherent qualities of a woman which in turn would help improving the self-confidence of women.

The objectives of carrying out the research by DeBelen (2016) on the topic 'How Advertising Cosmetics Affects Consumers' were mainly focused on finding why women buy cosmetics, what are their utility models and how they react to these advertisements surrounding cosmetics. It was found that more than advertisements, a lot of other things come into play which have an impact on the consumers purchases. These also include reviews by bloggers and influencers, which have a vital role in today's time. Celebrity endorsements also impact the customers purchase decisions up to an extent. Suggestions include doing thorough analysis on discovering different methods of advertising and marketing the cosmetics which is best suitable for the customer.

Due to regulations, social media is now taking over traditional media advertisements Jaywant Singh, who is a marketing teacher at Kingston spoke about how social media uses the platform to showcase beauty advertisements which portray a deceiving image of beauty. The most important challenge of the cosmetic industry is to market their products in a way which is not self-deteriorating for the women consumers, as said by Dr Cui Su. (Petter, 2017)

Rajendrah, Rashid, & Mohamed (2017) elaborated on how a lot of the advertisements portray stories in such a way that only attractive and good-looking women will have a happier and more positive life as compared to other women. They look at cosmetic advertisements and invariably compare themselves to the models that are in the advertisement, which leads to these women to have a complex about their looks and get appearance anxiety. More advertisements surrounding positivity and embracing women of all kinds of body and skin types should be made and there is a need to put an end to the airbrushing of photographs.

According to a case study on Maybelline by Caecilia, Kindangen, & Tumewu (2017), its different social media platforms were analysed to see which social media platform does it perform best on and on which platform is there maximum impact on the consumer buying behaviour. After conducting this study, it was found that the least effective social media platform for Maybelline's advertisements was Facebook. Therefore, new advertising strategies for that platform should be devised in order to attract more traffic. The most engaging and popular platform for Maybelline's advertisements was YouTube. Since YouTube is an online video streaming platform, it influenced the consumer buying behaviour the most, as along with the influencer marketing strategy adopted by Maybelline, the influencers would post reviews and swatches of the products of Maybelline on YouTube, which would thereby increase the overall sales and brand name of Maybelline. Instagram is closely followed, after YouTube, to be the second most effective for their advertising strategies. The conclusion of this study was that while Instagram and YouTube have a large effect on the buying behaviour of the consumers, Facebook fails to do so, therefore an improvisation in their Facebook strategies should be made. Other recommendations also made during this study was that Maybelline needs to have straight forward communication with its customers and should aim at promoting their products by posting advertisements at a time which it would attract the most traffic. Maybelline New York is a very customer friendly brand which is mostly focused on online marketing rather than offline. However, it still manages to get customers and sales offline as well, and that is because of its exceptional social media tactics. It also partners up with big celebrities and models such as Gigi Hadid, Deepika Padukone, Alia Bhatt, occasionally to increase their engagement and expand their customer base. Maybelline's offline brand sharing as well as its online brand sharing has shown a growth since the past three years. As also stated in earlier articles, they also use influencer marketing to make their products more known among the general public. (Fay, 2018)

A pharmaceutical company based in the US called CVS is focusing on creating a new way to make women who are buying cosmetics come to the realisation that the products that they might be buying which claim to reduce wrinkles or to remove cellulite are not the products that they should be buying as it is preventing them from embracing their real body. Engeln (2018) expressed how they have decided to redesign their cosmetic aisles and have brought in a 'CVS Beauty Mark', which is essentially a tiny heart which is fragmented by linear lines. This logo would be put on images that are not digitally altered and edited, to make women feel good about themselves and to make them realise about the misleading photos that cosmetic brands actually use. A lot of cosmetic brands do also give imagery warnings, however they are strategically placed near areas which are digitally altered, thereby leading the

customers into buying the product. More so, studies show that this initiative taken by CVS may not truly receive the success that it may be expecting.

Not all beauty advertisements and campaigns make perfect sense. The problem surrounding such beauty ads is that they try to portray a problem on an already perfected skin and body. If we have to take an example, most of the brands that sell razors or shaving creams, in their advertisements, show women who have no body hair. This shows how ashamed people are and how they think it is repulsive for women to have body hair. Another example of such advertisements is when they show the need of a cream or oil to remove cellulite or stretch marks from your body on a model who has neither. It is about time that advertisers should be more open minded while making these advertisements and start normalising natural processes and things. (Batchelor, 2018)

Simpson & Craig (2018) voiced how in this era; everything has almost turned to digital. Every single thing can now be handled through e-commerce and is much more convenient too. Advertisements are no exception to this. Consumers build a personal relationship with brands as they are able to communicate with them directly, and form a deeper connection instead of just buying their products. This also helps instilling more brand loyalty compared to other forms of advertising. Because of technology being constantly upgrading into newer and newer things, it is made very easy and accessible to consumers to switch to new fashions, try new things. Along with the amount of new brands, the products they have to offer have also increased massively as it is more than just concealers and mascaras now, and consumers want to try new and fresh things such as glitter eyeshadows, glosses and even highlighters.

The findings of a case study conducted in Kuala Lumpur by Vam, Rahilah, & Rohizan (2019) to find out if cosmetic advertisements affect women's self-esteem and buying behaviour have also shown that 67.1% out of 216 respondents that were women between the age of 18 and 24 have compared themselves to the models and celebrities that are portrayed in cosmetic advertisements. These advertisements tend to create a false image of what women are supposed to look like, thereby lowering the self-confidence and self-esteem of the women watching these advertisements. These women consider the models in the advertisements to be the epitome of beauty and that if they buy the products they are using, they would look like the models. Therefore, such advertisements also affected the buying behaviour of these consumers to some extent.

Free (2019) vocalised how a lot of beauty and fashion advertisements are objectifying women's bodies, which in turn has an adverse effect on the people watching them. Most of the advertisements are edited and resemble an unrealistic body type, but on seeing such an advertisement, the women population consider that as an index of perfection, thereby harming themselves in the way of attaining that perfect body type, which in reality, does not exist. Sexualization of the woman body is also a very common thing among beauty and fashion advertisements.

Gone are the days of women not embracing their beauty without makeup. Now a days, social media is become a necessity and everyone is constantly posting about everything. In this era, no makeup photographs have become a huge trend and women are supporting women in showing their bare face photos and are instilling confidence in each other. In such a generation, where women are extremely aware, they like to steer away from brands that are promoting their products with false claims and imagery by editing and photoshopping, instead of being accepting and welcoming of a woman's natural beauty. Beauty brands should celebrate all cultures and diversity and be inclusive of every single person instead of trying to create an fake illusion of what beauty should look like. (Digital Inclusion, 2019)

According to Research and Markets, it is a huge opportunity to be able to provide cosmetics that cater to older women, more so over the age of 50, for all the cosmetic companies in the world. There is going to be a huge upscale in the market for products which help in anti-ageing to nearly 80 billion dollars in the coming 5 years. As half of the women population of Japan consists of nearly women above the age of 50, it has become the perfect place for product-testing of cosmetics which shall be made for older women. More than talking about what is wrong with ageing, the products should focus more on how to look even better at that age, and how to celebrate that age, says Yuki Kawai, who is Shiseido's brand manager. While making cosmetics for older women, you also have to remember how to design the product in a way that would be easier to use for the them. The packaging should be such that it is simpler to read, simpler to use. Shiseido also has a product line especially for elderly women, which includes waterproof products as well, as they tend to sweat more often. Another Australian company also used the targeted marketing approach for selling makeup products for older woman by using pop-up advertisements when potential consumers search certain keywords.

(Du, 2019)

According to Pawar (2019), who conducted a study on the different social media campaigns of different cosmetic brands, came to the conclusion that Maybelline, as a cosmetic brand, does not rely on using hashtags to promote its products normally. Getting famous models on board such as Gigi Hadid and Adriana Lima, it reaches out to more people and expands its brand name. They also collaborated with supermodel Gigi Hadid and came out with a limited edition product line which was promoted by the hashtag #GigixMaybelline. Because she is a role model for a lot of women, out there, this would help Maybelline increase their sales as they partnered up with the right person. Maybelline also utilised the hashtag method of promoting itself during New York Fashion Week. As per this study, Maybelline also has a large number of following on social media platforms such as Instagram and YouTube. It is also the brand with the most number of followers as compared to the other brands under this study. In conclusion, the researcher suggests that the brand do more campaigns relating to social media to grow its reach, and to use hashtags for various other special days such as Women's Day and Mother's day ,and to also use their platforms to support other movements such as the Me too movements and the LGBTQ community.

Nirmala (2019) carried out a research based in Puducherry about how television advertisements affect the buying behaviour of women. The main aim of carrying out the research was to measure the influence that these advertisements have on the women in Puducherry and to identify the different elements of beauty advertisements which contribute to the buying behaviour of the different age groups of women. The results of the study show that there is a vital role played by television advertisements in having an impact of the purchase behaviour of women, especially in the age group of 40 to 50 years.

Khattri (2019) says the reason for performing the study was to discover why cosmetics and beauty products are vital in a woman's life, how their advertisements have an impact on the women and also influence their purchasing behaviour. It also covered the question of how skin whitening creams and products affect the self-esteem of a woman. The findings of the study showed that majority of the women bought the cosmetic products after viewing advertisements, and these advertisements were such that it took a hit on the self-confidence of these consumers. It also revealed that many female consumers prefer buying products which are made using natural ingredients over products which are not. The importance of cosmetics was also high among women, and that their income was directly proportional to their spending's on cosmetics.

A Maybelline company analysis case study (2019) states it is a well-known brand all over the world and has massive global presence, especially after the company was taken over by L'Oréal. It has a unique way of spreading awareness about its products through campaigns and advertisements which helped build a good brand name. A few ways for Maybelline to grow its brand would be through target marketing. It could target the age group which uses these cosmetics the most, which would be teenagers through various social media platforms. Other ways could also be using positioning themselves as a brand strategically in the market and also to solidify their existence in the market.

Cosmetic advertisements portray only what they want the consumers to see the product as, and this may lead to providing only half information of the cosmetics, and can also mislead the consumers into thinking something that the product may not actually be. Warc (2020) talks about how advertisements that include scientific jargon, and contain certain claims about the products can also be deceptive for the consumers as they are very ambiguous, and the details of the products indistinct are very and not clearly mentioned. Hence, concluding that these advertisements should avoid such jargon and claims.

Why do consumers buy beauty products? The major reason behind this is that they want to look beautiful. The ideal image of a beautiful person was defined by clear skin and a thin body. Celebrities are the most common face used by cosmetic advertisements to advertise their products. This is because people look up to them. Seeing their favourite celebrity use a product, might also make them think that it would help them attain their level of beauty. The way a person looks can have a considerable amount of effect on the way a person may behave towards you, so advertisers may try to attach a feeling to the product to make it sell more. Even though products make certain claims about making the consumer look good and more appealing, the products may or may not suit every person. (Wikipedia, Wikipedia, 2020)

Since years, there has been a debacle over fairness creams and powders and their advertisements. Such ads helped promote a false ideology of how only women who were fair are considered to be pleasing to the eye and attractive as compared to dark-skinned girls. Alfonso (2020) expresses that such advertisements also created a fallacious sense of reality by showcasing that by being fair, you can get a job, a husband, or amusingly, can also turn you into a Caucasian female. Such advertisements were created by brands like Fair and Lovely, Ponds, 9x and even Garnier, which were perceived to be sexist and racist.

Maybelline is a huge name in the cosmetics industry now. It is one of the most loved brands and has extreme brand loyalty from most of its customers. Thomas (2020) articulates that along with getting influencers to promote their products, their new advertising strategies also include making them brand ambassadors to do promotions on all platforms. Maybelline is a step ahead of other brands as along with Instagram, it also creates new and specific content for different platforms, whereas other brands have not yet been able to do so and be successful in it. Creating content which is user generated also contributes to Maybelline's success in attracting more customers.

Due to the COVID situation at hand, 2020 has been a year of staying at home and not being able to go out and meet new people. But as things are starting to open up, and as people are going out more with their masks on, lipsticks, which essentially used to be the most important cosmetics for women, have now been replaced by eye products because those are the only features of the face visible under a mask. The sales of eye products have rocketed this year. However, brands are expecting a rise in the sales of lipsticks in the long run as well, by coming out with super long wear matte lipsticks which are smudge free, such as the Maybelline Super Stay Matte Ink transfer-proof lipsticks. Because of the dire situation everywhere, people are looking for things that would give them happiness and would indulge in small things, cosmetics being one of them. (Katiyar, 2020) This article gives us more insight into how, even during a pandemic, one of the important things for women is cosmetics, and it will always continue to be so.

Fashion week is an important way to increase brand awareness and strengthen presence in the market. This has been done gracefully by Maybelline cosmetics since the year 2009 and still continues to do so. It is a cheaper brand compared to other big brands like Christian Dior and Chanel, but has still managed to stay on top. Along with well-established designers, Maybelline also likes to work with up and coming designers. Its products are easily accessible to everyone at a great price and great quality, which makes it a highly appreciated brand. The products are trendy and are effortless to use for first time customers of makeup. (Corpuz, 2020)

As the 2019 COVID pandemic played out, it has taken a huge hit on most of the industries, the beauty industry being one of them. A lot of brands resorted to social media to market their products and used platforms like YouTube, Instagram, Snapchat instead of traditional media marketing which included television advertisements. Conferences over video platforms, using YouTube as a means to reach out to consumers and to address them and help them by posting tutorials. Dang (2020) focused and expressed on how Maybelline was one of these brands to do so. As wearing masks has become mandatory due to the virus, lipsticks would be less likely purchased by people, however brands also need to figure out a way to keep their sales up in an innovative way.

Leong (2020) said that even though it was founded years ago, Maybelline has worked its way through social media and has effectively handled and promoted its products through social media marketing and advertising. It also ran a campaign on Myspace, when it passed Google as the most visited website in 2006. Influencer marketing is also one of the strategies that is most used by Maybelline, along with creating video campaigns to spread more awareness and to differentiate itself from the other makeup and cosmetic brands. Larry Chan, who was the digital manager at L'Oréal, said that 'word-of-mouth in social media campaigns is key'.

Dang (2020) has spoken about how beauty brands have started restructuring their advertisements and promotions due to the major change in the industry which has occurred due to COVID'19. Many brands, have started focusing on advertisements through digital platforms as that is what everyone seems to have shifted to during the lockdown, due to not being able to move out or travel, or even go to work. Companies have tried to make their products seem more usable even during a pandemic by doing tutorials on grooming for meetings, virtual dinners and celebrations. They have managed to do so by using social media applications such as Youtube, Facebook, Instagram and Snapchat.

When it comes to cosmetic brands, there is very less loyalty towards a brand by a customer if there are better products available by other brands. They are not afraid to switch over to other brands. This shows that there is a constant need for women to look presentable and are always aware of their appearance. In a country like India, there has been a constant discussion since years about how a woman is beautiful only if she has fair skin. When it comes to such a sensitive topic, the advertising of such fairness products and creams can be taken in a wrong way and can cause a lot of issues among the public. Therefore, cosmetic brands should be very careful with their advertising and marketing, as anything can be interpreted in a wrong way and can face sever backlash from the public. (Circuit, n.d.)

Samuely (n.d.) addresses Snapchat as a very famous social media application wherein you can communicate with people via snapshots and videos. It's popularity is growing immensely and it is extensively used a large number of people from the younger generation. Therefore, advertising on such a platform is a good opportunity to expand the customer base and have a wider outreach.

Maybelline, along with Calvin Klein, which is a famous designer brand, has adopted this strategy of advertising during the New York Fashion Week. In the stories section on snapchat, users can see the stories which will be interrupted by advertisements occasionally. Maybelline featured its product advertisements here, also featuring its brand ambassador, and also a famous model, Gigi Hadid, applying one of Maybelline's mascaras to capture the attention of the younger crowd.

Maybelline has expanded into augmented reality advertisements, with the release of its new campaign for nail paints. Johnson (n.d.) states that the application used to help Maybelline with these kind of advertisements is Blippar. This augmented reality advertisement helps the customers to virtually try on the nail paints, if they cannot be there to buy it physically. They can do so by uploading a photo of their hand and then being able to select from a range of up to forty different colours. They can then save the image and share it on social media such as Instagram, Snapchat, Facebook and others. This word of mouth would help the campaign attract mire crowd and become famous. This is considered a huge step as not a lot of brands have expanded into this segment of advertising.

Maybelline featured an iAd campaign, by utilising the features that an iPhone provides. The campaign was created for its new lip range that it had come out with. This iAd helped customers to find out which lip colours would suit them the best, to watch videos to get tips on how to style each lip colour, see photos of others, and also share it with others. Maybelline has made use of advertising through mobile phones as well, and just not using advertisements that are constantly used otherwise, such as print ads. Using mobile advertising can help engage through audio and video , and motion as well and also help it reach more consumers and tap a new market as well. (Kats, Maybelline bolsters lipstick sales via iAd campaign, n.d.)

Maybelline has partnered up with Allure's mobile app to do promotions for its products. The vice president of Allure, Agnes Chapski, has said they Allure wanted to create a space where consumers can come and get a common place for all of the best beauty products. Allure is doing banner advertisements inside the iShopper app itself, which takes you to the specific brand, when pressed on its advertisement. That helps the consumer know more about the brands, and help them choose products which cater to their needs. The customers can also search their most loved products and the Allure app will show them where they are available and what is the nearest place you can get it at. Being specific to Maybelline, the cosmetic brand has created a small quiz for the consumers that click on its advertisements, and on finishing that, they would receive a text message from Maybelline stating which product would be the most suitable for them to use. (Kats, Maybelline sponsors Allure beauty app to promote products, n.d.)

Cosmetic advertisements push women to compare themselves to unrealistic beauty standards by portraying a false image of beauty, thereby leading the women to feel unhappy with their own body and looks. Thompson (n.d) explains that the amount of consumptions with regards to cosmetics has rapidly increased since a few years, and thus pushing women to cave into buying them so that they too can match up to the idealistic level of beauty. When marketing a product, these advertisements contribute to the women subconsciously comparing themselves to the model, thus being dissatisfied with their appearance which in turn leads to them purchasing the product, as stated in "Journal of Social and Clinical Psychology" by YWCA. A. The advertisements also use a lot of misleading techniques such as airbrushing and deprive the consumers of the scientifically required information about the product.

MSLK, which is a branding company for beauty and wellness brands, helped Maybelline overcome the problem of its print advertisements not lining up with its television advertisements. Therefore MSLK (n.d) suggested that the provide detachable postcards and foldout panels that people could carry with them in order to access the details about the product and the techniques for product application, anywhere, on the go. This helped align its television commercials with its other advertisements.

Review of Literature Gap

- There is not adequate research on the buying behaviour of women in India

- The information relating to the impact of the advertisements of Maybelline cosmetics on older women is limited

- There is lack of cosmetic advertisements that target an older group of women, thereby reducing the information needed for research

- The data for this particular research in Mumbai is not collected as much as compared to other countries or cities

- There is very less research on the impact cosmetic advertisements have on older women apart from anti-ageing creams or fairness creams

Chapter 5: Data Analysis, Interpretation and Presentation

5.1 Introduction to Data Analysis

Data Analysis is the process of screening and discovering data which would be useful for decision making in the business. It uses modelling, which is statistical in nature and converts raw, unorganized data into useful information. Data alone consists of numbers and figures but adding the process of analysis helps convert it into something more functional and applicable.

Data Interpretation refers to the process of forming conclusions and having an understanding and meaning about the figures mentioned in the data analysis. It requires and involves several processes to help us with understanding the significance of the given numbers and figures.

Data Analysis and Interpretation is not only needed by data scientists. It is beneficial for each and every business, and also for our day to day lives as it helps us make a lot of predictions and forecasts.

5.2 Demographic Profile of Respondents

		Frequency	Percentage
Gender	Female	192	
	Total	192	100.0
Age Group	40-45	58	30.2
	45-50	70	36.5
	50-55	41	21.4
	55-60	15	7.8
	Above 60	8	4.2
	Total	192	100.0

i.   Gender: The respondents of this research were strictly confined to females, given that the objective of the research is to determine the impact of Maybelline cosmetics' advertisements on women above the age of 40 in Mumbai suburban. Hence, the percentage of female respondents is 100%.
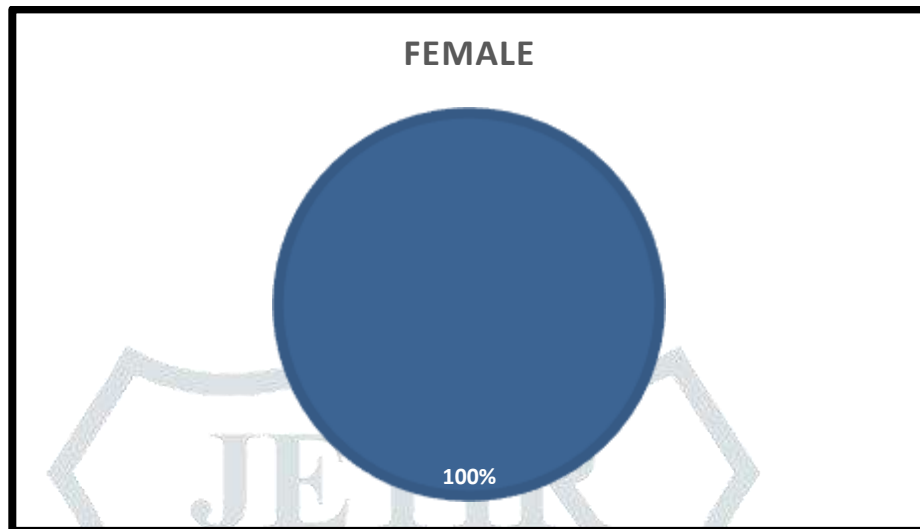
ii. Age Group: Age group was an important question to determine how much impact these advertisements have on women from different age groups. The age groups asked were 40-45, 45-50, 50-55, 55-60 and above 60.

The respondents belong to age groups which were above 40 years of age. The respondents between the years 40-45 were 30.2%, 45-50 were 36.5%, 50-55 were 21.4%, 55-60 were 7.8% and above 60 years of age were 4.2%. The highest number of respondents belonged to the age group of 45-50.
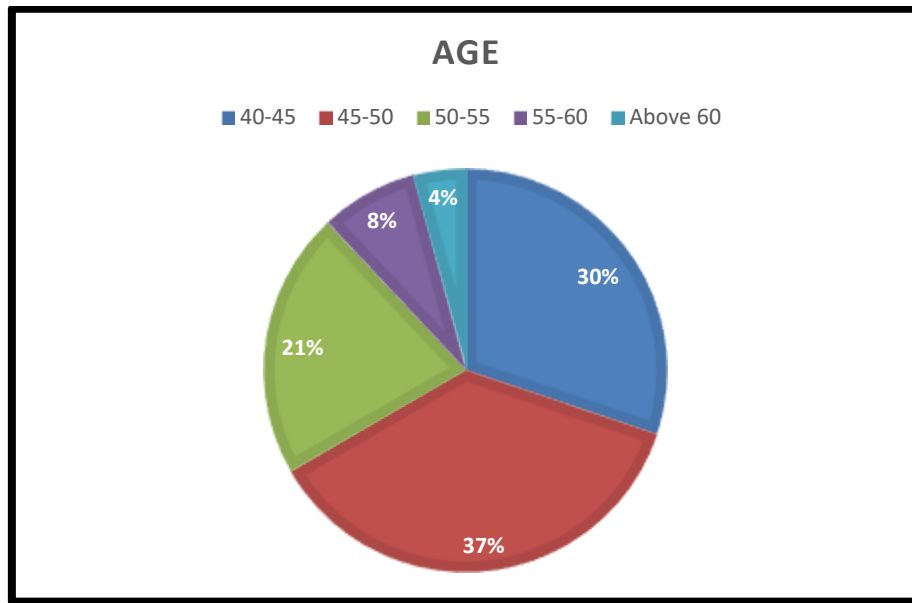
Sr No.		N	Mean	Median	Mode	SD
1.	Gender	192	1	1	1	0
2.	Age	192	2.19	2	2	1.08

Interpretation

1. The mean, median and mode, all are 1. This is because the gender of the respondents is female only, as the research is surrounding the impact of Maybelline cosmetic's advertisements on women. The standard deviation is 0, as there is no deviation in the responses of the 192 women.

2. The mean is 2.19, and the median and mode is 2. This means that the number and percentage of respondents in the age group 45-50, is the maximum. The standard deviation is 1.08.

5.3 Descriptive Parameters Table

		N	Mean	Median	Mode	Standard Deviation
Do you use makeup?		192	1.0625	1	1	0.2426943
If yes, how often?		186	2.17741935	2	2	0.96742948
What makeup product do you use the most?		184	1.99456522	1	1	1.36904611
Rate the following based on importance (Britton, 2012)	How important do you think appearance is?	191	1.70680628	2	1	0.82583658
	How important is makeup to your appearance?	188	2.03723404	2	2	1.02571056
	How important is the right make-up to your self-confidence?	188	1.92553191	2	1	1.12567852
	How important is the right make-up to your comfort in social situations?	189	1.85714286	2	1	1.03949368
	How important is the right make-up in professional situations?	187	1.64171123	1	1	0.9187259
Which of the following factors have an influence on what brand of makeup you purchase?		186	2.0945946	2	2	1.18902979

Have you heard of Maybelline Cosmetics?		192	1	1	1	0
Do you use any products from Maybelline Cosmetics?		189	1.08465608	1	1	0.2791086
If yes, which ones?		177	3.02639296	3	1	1.83652682
Have you purchased any Maybelline product in the past year?		184	1.20652174	1	1	0.40591376
What factor influenced you to purchase their product the most?		178	2.34269663	2	2	1.74682198
How would you describe the pricing of Maybelline cosmetics?		186	1.9516129	2	2	0.49080472
Have you seen any advertisements of Maybelline cosmetics?		192	1.015625	1	1	0.12434383
On what platform have you seen these advertisements the most?		188	2.28191489	2	1	1.29593876
How would you describe these advertisements?		190	2.60344828	2	1	1.76411417
On a scale of 1 to 5, how influenced do you get by these advertisements?		191	2.68062827	2	2	1.04508455
What kind of an impact do these advertisements have on you?		192	2.25520833	2	3	0.80083331
If negative, do you think these advertisements have affected your self-esteem or confidence in a way?		165	1.61212121	1	1	0.71215817
Do you think their advertisements are inclusive?		190	1.78421053	2	1	0.79732566
Do you think the advertisements subconsciously make you compare yourself to the		192	1.58854167	1	1	0.72536249

actor or model in the advertisement?					
Does the celebrity endorsing the Maybelline product affect your purchase decision?		191	1.83157895	2	1	0.7988435
Do you believe that Maybelline's advertisements portray an unrealistic standard of beauty?		191	1.93193717	2	2	0.75433897
Do you think these advertisements pressurise you into having to look younger?		190	1.64210526	2	1	0.70396894

From the above table, we can interpret:

a) Asking the respondents whether they use makeup or not, is the base of the questionnaire as the researcher would be able to determine the objective only then.

93.8% of the respondents use makeup whereas the other 6.3% do not use makeup.

The mean is 1.06, the median and mode are 1, and the standard deviation is 0.24. This shows that majority of the respondents chose Yes and are users of makeup products.

The codes for the question are:

Yes – 1, No - 2
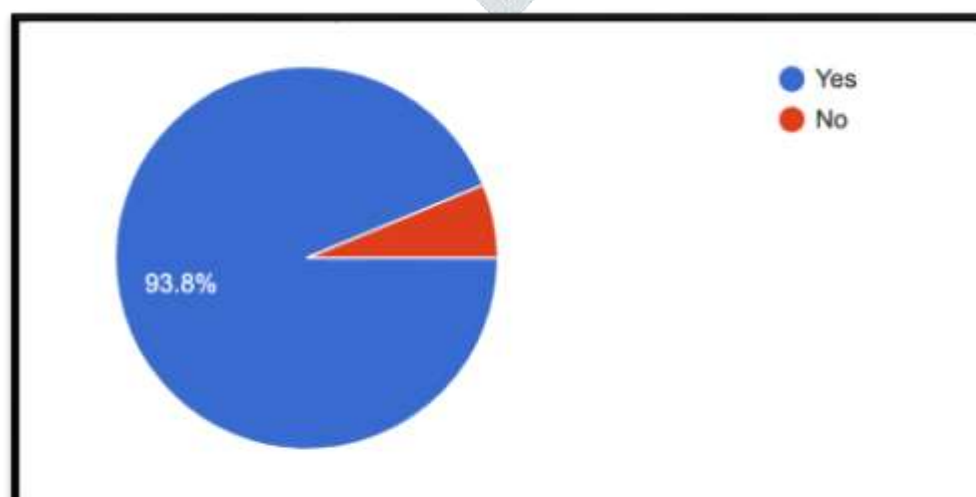
b) Knowing how often the respondents use makeup would help determine how reliable and dependent they are on using makeup.

27.4% of the respondents use makeup daily, 39.2% use it three times in a week, 21.5% use it once in a fortnight and 11.8% use it once in a month.

The mean is 2.18, the median and mode are 2, and the standard deviation is 0.97. Majority of the respondents chose option 2, which was thrice a week. This shows that the number of people using makeup thrice a week is more than the rest.

The codes for the question are:

Daily- 1, Three times a week- 2, Once in a fortnight- 3, Once in a month- 4
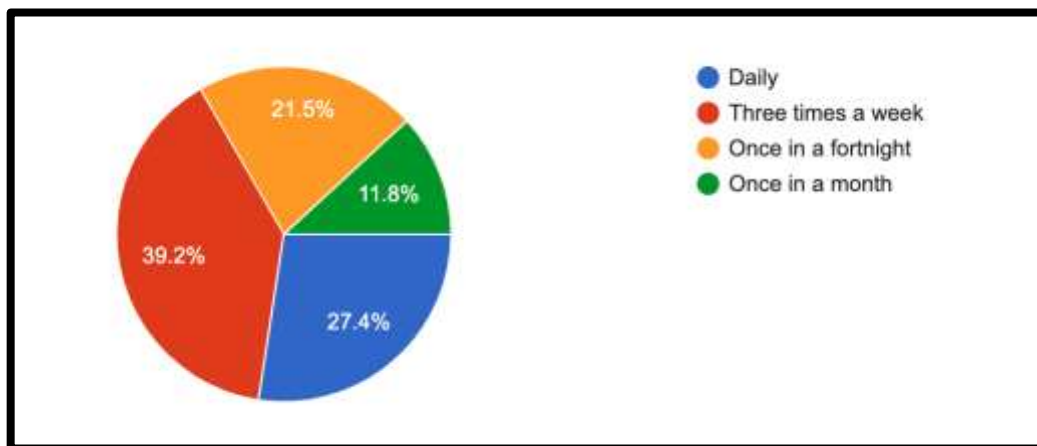
c) The purpose of asking what makeup products do the respondents use the most is that the researcher can understand what makeup product are they dependant on the most. It indirectly also tells the researcher what makeup products the respondents prefer and like using the most.

53.8% respondents chose lipstick as their most used makeup product, followed by 20.1% choosing eyeliner, 13.6% choosing blush and 9.8% choosing kohl liner. 1% used compact powder, 0.5% used foundation and mascara both, 0.5% used concealer and 0.5% used foundation.

The mean is 1.2, the median and mode are 1, and the standard deviation is 1.37. This shows that majority of the respondents chose option 1, which was lipstick. That is the most frequently used product by most of the respondents.

The codes for the question are:

Lipstick- 1, Blush- 2, Eyeliner- 3, Kohl Liner- 4, Compact Powder- 5, Foundation and Mascara- 6, Foundation- 7, Compact- 8, Concealer- 9
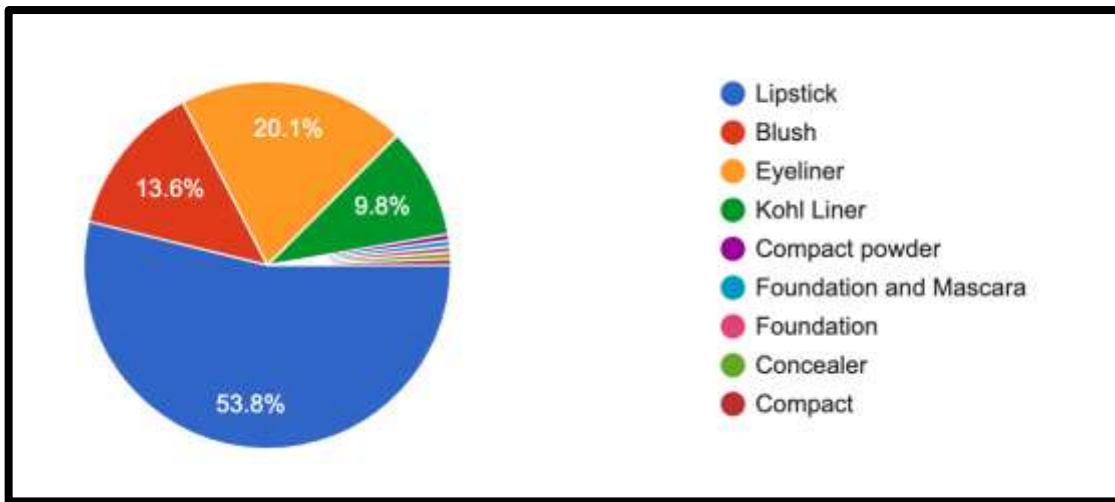
d)

i.   Appearance plays a crucial role in everyone's life. Often, how a person looks also contributes to how a person feels with respect to confidence. Therefore, asking the respondents how important they think appearance is is necessary to determine if they use makeup for that same reason.

45.5% respondents believe that appearance is very important, 44.5% think it is somewhat important, 4.7% are neutral to it, 4.2% respondents don't find it somewhat unimportant, 1.1% respondents find it very unimportant.

The mean is 1.70, median is 2, mode is 1, and the standard deviation is 0.83. This shows that maximum respondents think that appearance is very important.

The codes for the question are:

Very Important- 1, Somewhat Important- 2, Neutral- 3, Somewhat Unimportant- 4, Very Unimportant- 5
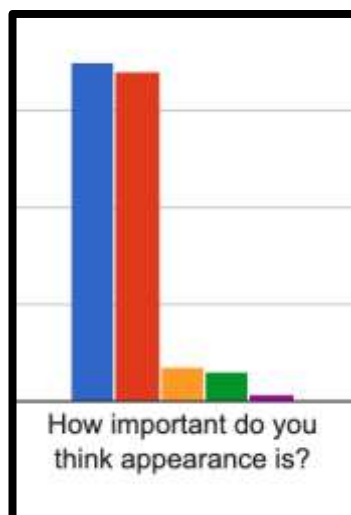
ii.   Makeup contributes in helping a person be more confident by enhancing their looks. It helps increase their self-confidence and esteem. Many people also like to use makeup for recreational purposes. Therefore including this question was necessary for the researcher to understand the respondents better.

33.5% respondents find makeup very important to their appearance, 43.1% find it somewhat important, 12.8% are neutral towards it, 7.4% of the respondents find it somewhat unimportant and 3.2% find it very unimportant.

The mean is 2.04, the median and mode are 2, and the standard deviation is 1.03. This shows that most respondents chose the second option, which is somewhat important, followed by other respondents selecting very important. So overall, mostly all respondents considered makeup important to their appearance.

The codes for the question are:

Very Important- 1, Somewhat Important- 2, Neutral- 3, Somewhat Unimportant- 4, Very Unimportant- 5

How important is makeup to your appearance?
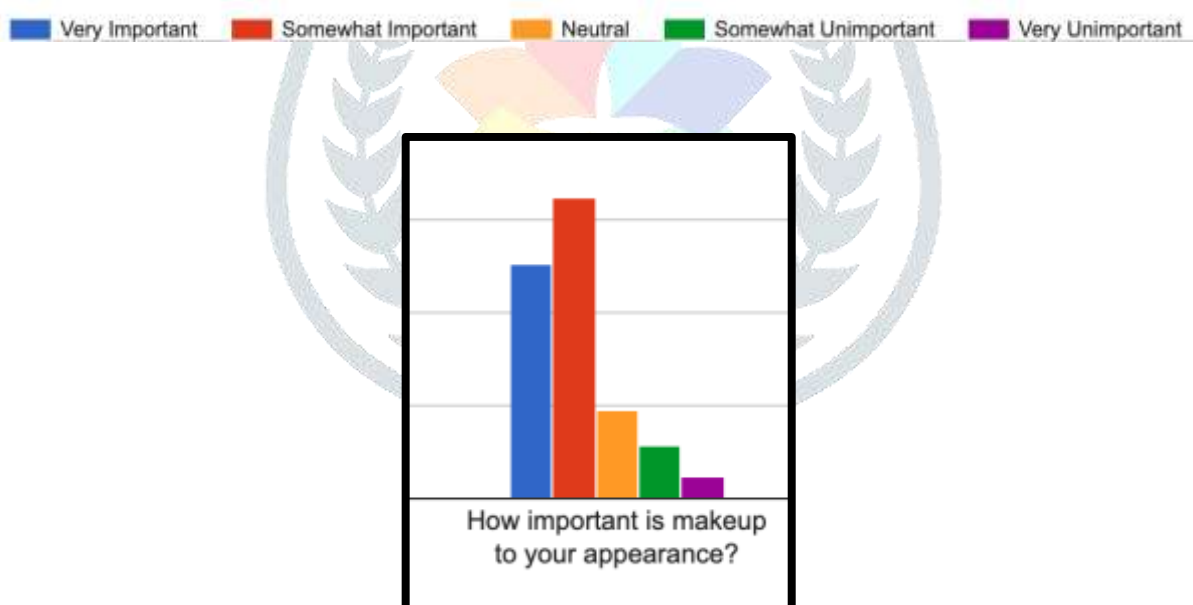
iii.   After a lot of research, the researcher can conclude that she came across a lot of studies and articles which state that makeup definitely affected a person's self-confidence, and helped them feel better and confident about themselves. However, that study was not specific to any age group. Therefore the researcher wanted to carry out a study which would help her understand the views and thoughts of women above the age of 40.

45.7% of the respondents think that the right makeup to their self-confidence is very important, 31.9% believe it to be somewhat important, 11.7% are neutral towards it, 5.3% of the respondents think it is somewhat unimportant. The remaining 5.4% believe it to be very unimportant.

The mean is 1.93, the median is 2, mode is 1, and the standard deviation is 1.13. This shows that most of the respondents have chosen option one, which is very important. Therefore we can say that most of the respondents think that the right makeup to their self-confidence is extremely important.

The codes for the question are:

Very Important- 1, Somewhat Important- 2, Neutral- 3, Somewhat Unimportant- 4, Very Unimportant- 5
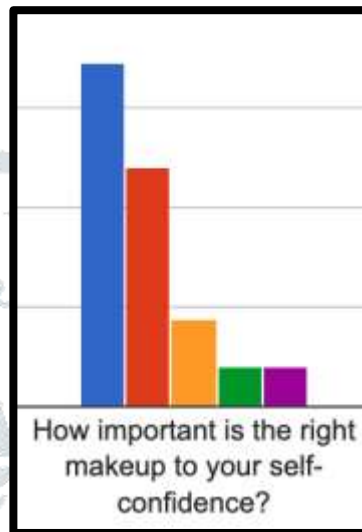
iv.   Women tend to feel much more comfortable when they think their appearance is good. Makeup tends to contribute to women feeling better about their appearance and help in making them feel more comfortable. The researcher wanted to understand how many older women feel the right makeup is important in social situations, to help carry out the study better.

44.5% of the respondents think right makeup for their comfort in social situations is very important, 39.2% find it somewhat important, 6.3% are neutral to it, 6.3% find it somewhat unimportant and 3.7% find it very unimportant.

The mean is 1.86, the median is 2, the mode is 1, and the standard deviation is 1.04. This tells us that most of the respondents have chosen the first option, that is very important. Therefore most of the respondents think that the right makeup in social settings is very important.

The codes for the question are:

Very Important- 1, Somewhat Important- 2, Neutral- 3, Somewhat Unimportant- 4, Very Unimportant- 5

How important is the right make-up to your comfort in social situations?
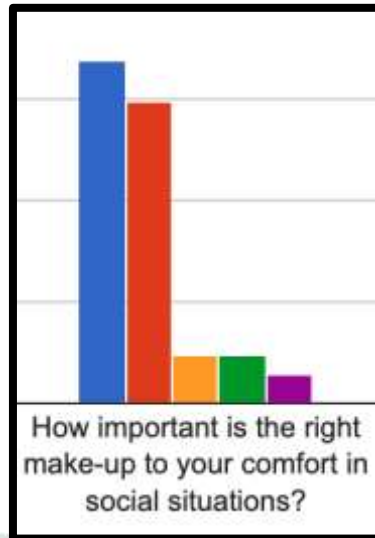
v.   Just like social situations, professional situations are also equally at par. This also is important for women to feel comfortable and confident. In a way, it would also affect their work and performance. Hence the researcher decided to ask this question to the respondents.

53.5% think the right makeup for their comfort in professional settings is very important, 38.5% find it somewhat important, 1.6% are neutral towards it, 3.2% find it somewhat unimportant and 3.2% find it very unimportant.

The mean is 1.64, the median and mode are 1, and the standard deviation is 0.92. This tells us that again, women chose option one, which is very important. So the importance of right makeup in professional situations is also very high.

The codes for the question are:

Very Important- 1, Somewhat Important- 2, Neutral- 3, Somewhat Unimportant- 4, Very Unimportant- 5

How important is the right make-up in professional situations?
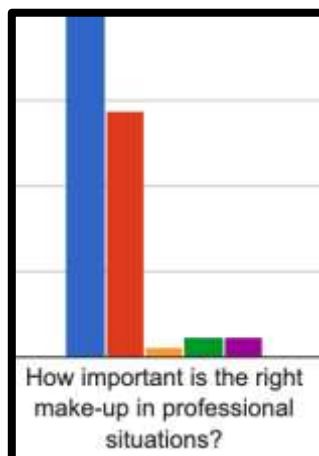
e) Knowing what factor influences a person on the brand if makeup they purchase was important for the researcher to know in order to determine what factor drove the respondents to buy the Maybelline products as well.

Majority of the respondents chose brand loyalty (73.1%) as the driving factor in influencing them on the brand of makeup they purchase, followed by cost (67.7%). Experimentation was chosen by 38.7% respondents and season by 12.4%. The other factors affecting and influencing the respondents included the fame of the brand, the quality, reviews by friends and family, formula of the product, and its ingredients.

The mean is 2.09, median and mode are 2 and the standard deviation is 1.19. This shows that Brand Loyalty is the factor that drives people to purchase a makeup product the most.

The codes for the question are:

Cost- 1, Brand Loyalty- 2, Experimentation- 3, Season- 4, Known contact's reviews- 5, How famous the brand is- 6, Quality- 7, The ingredients- 8, Quality and natural products- 9, Formula of the product- 10
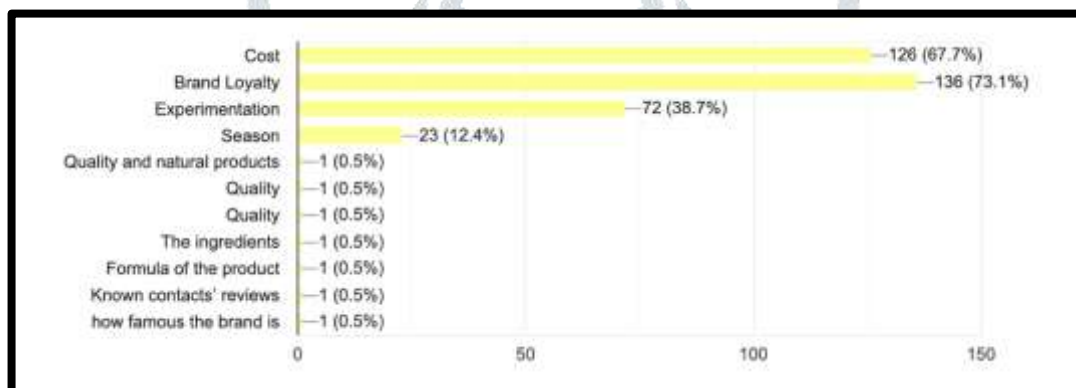
f) The research study focused on how a particular brand, Maybelline Cosmetics advertisements affect women above the age of 40 in Mumbai suburban. Therefore, knowing whether the respondents have heard of Maybelline Cosmetics makeup products was crucial information.

All 192 respondents (100%), have heard of Maybelline Cosmetics. The mean, median and mode are 1, and the standard deviation is 0.

This depicts that all women who took the survey chose Yes, and had heard of the brand Maybelline Cosmetics.

The codes for the question are:

Yes- 1, No- 2
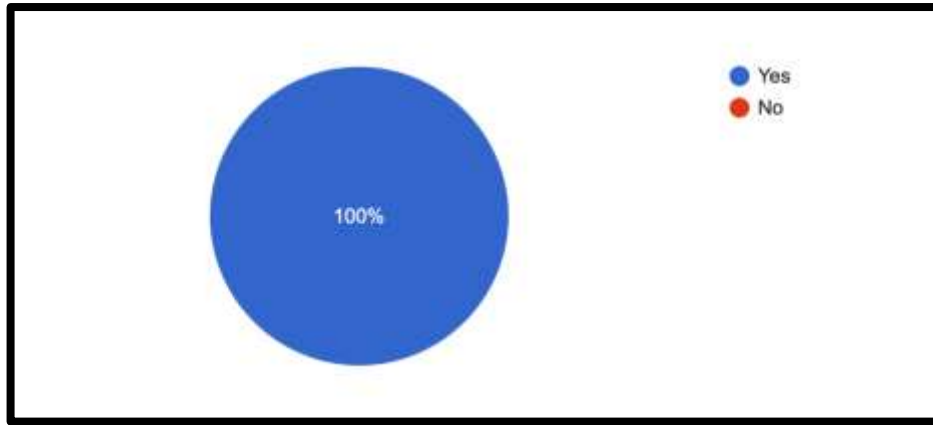
g) The research study focused on how a particular brand, Maybelline Cosmetics advertisements affect women above the age of 40 in Mumbai suburban. Therefore, knowing whether the respondents use Maybelline Cosmetics makeup products was crucial information.

91.5% of the respondents use products from Maybelline cosmetics. 8.5% of the respondents do not use products from there.

The mean is 1.08, the median and mode are 1, and the standard deviation is 0.28. This shows majority of the respondents chose yes, which depicts that they use products from Maybelline as opposed to the 8.5% of the respondents who do not use them.

The codes for the question are:

Yes- 1, No- 2
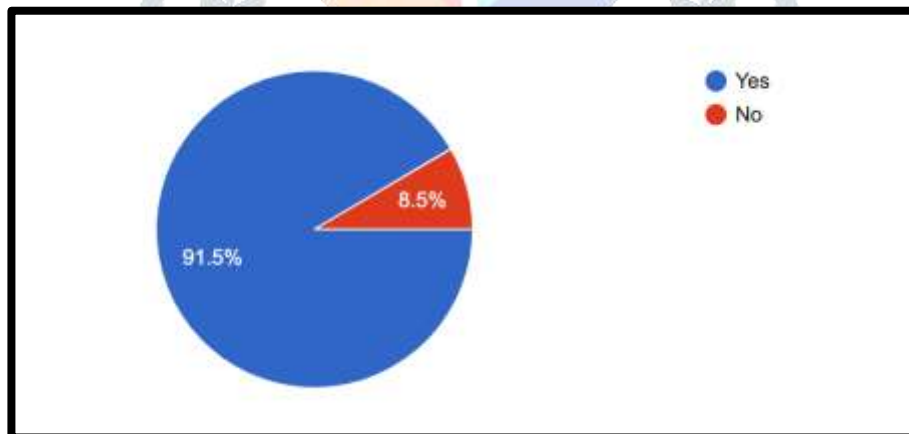
h) Lipstick was the most common product of Maybelline used by the respondents (67.2%), eyeliner being the second most common (48.6%). Foundation (42.4%) and kohl liner (32.8) were also chosen by quite a number of respondents. A very small percentage of respondents chose mascara (1.7%), highlighter (1.1%), compact powder (1.2%), concealer (0.6%), and powder (0.6%), mascara & loose powder (0.6%) and mascara & highlighter (0.6%).

The mean is 3.03, median and mode is 3 and 1 respectively and the standard deviation is 1.84. That means majority of the respondents have chosen Lipstick as their most used product from Maybelline cosmetics.

The codes for the questions are:

Lipstick- 1, Blush- 2, Eyeliner- 3, Kohl Liner- 4, Foundation- 5, Mascara- 6, Compact- 7, Loose powder- 8, Highlighter- 9, Concealer- 10, Powder- 11
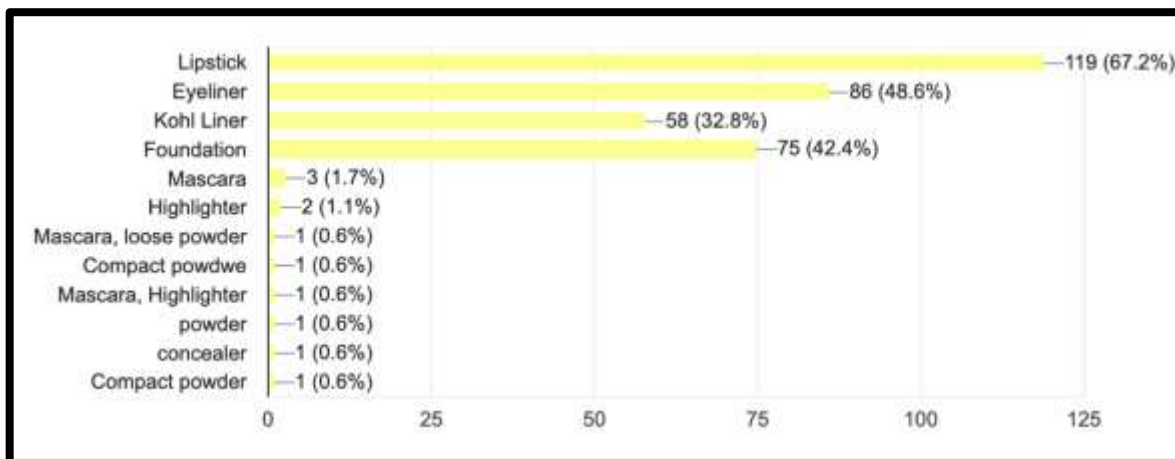

i) It was important to know if any person purchased a Maybelline product in the past year, to determine what factor must have influenced them to purchase that product.

Maybelline products were purchased by 79.3% of the respondents in the past year whereas the other 20.7% did not purchase any in the past year.

The mean is 1.21, median and mode are 1, and the standard deviation is 0.41. This means majority respondents have chosen Yes as their answer.

The codes for the question are:

Yes- 1, No- 2
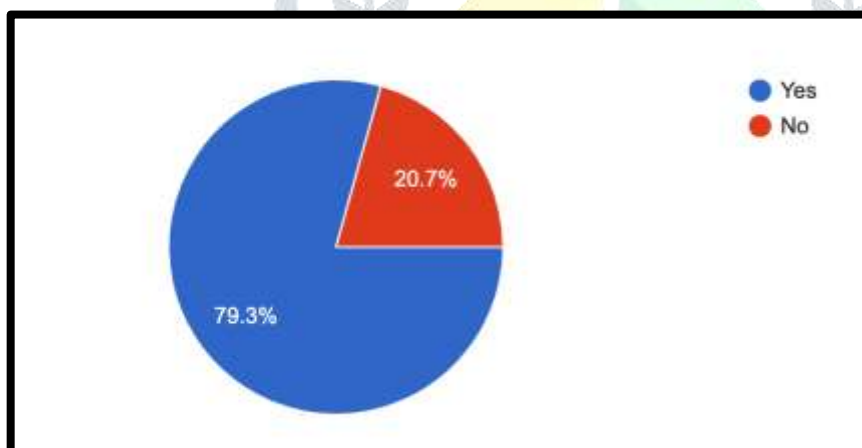
j) It is necessary to know what factor drove the respondents to purchase the Maybelline product in order to determine whether advertisements played a huge role in doing so or no. This indirectly shows how much of an impact advertisements would have on these women.

Advertisements was the response chosen by 45.5% of the respondents, which influenced them to purchase Maybelline's products. 30.9% of the respondents were influenced by friends or family, 15.7% respondents were influenced the most by influencer reviews and 2.8% of them by websites. 1.1% were influenced by user reviews, and the others (0.1% each) by discounts, it being a new product, tried and liked it for long lasting effects, experience and influencer reviews, the product on seeing, personal experience, and trial from family.

The mean is 2.34, median and mode are 2 and standard deviation is 1.75. This shows that majority of the respondents chose advertisements as the factor which influenced them to purchase the Maybelline product the most.

The codes for the question are:

Friends or Family- 1, Advertisements- 2, Website- 3, Influencer Reviews- 4, User reviews- 5, Tried and liked it for long lasting effects- 6, New product- 7, The product itself on seeing- 8, Trial from family- 9, Discounts- 10, Experience and influencer reviews as well- 11, Personal Experience- 12
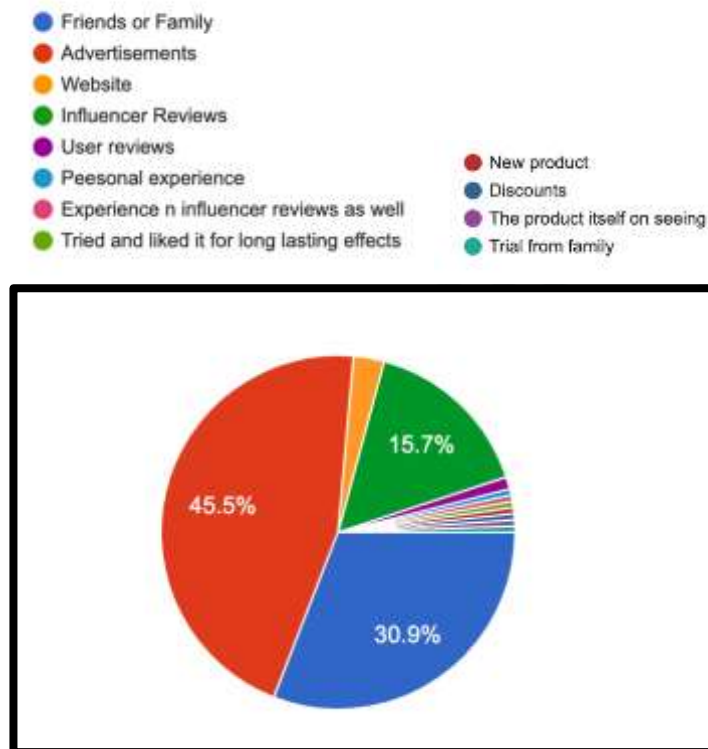
k) The importance of asking the respondents how they find the pricing of Maybelline Cosmetics reflects on how these respondents perceive the brand image to be.

Majority of the respondents (75.8%) found the pricing of Maybelline cosmetics to be affordable. 14.5% found it to be low-cost and 9.7% of the respondents found it to be costly.

The mean is 1.95, the median and mode are 2, and the standard deviation is 0.49. This shows that majority of the respondents find Maybelline cosmetics' pricing to be affordable, as opposed to a few others who thought it is either low-cost or costly.

The codes for the question are:

Low-cost- 1, Affordable- 2, Costly- 3
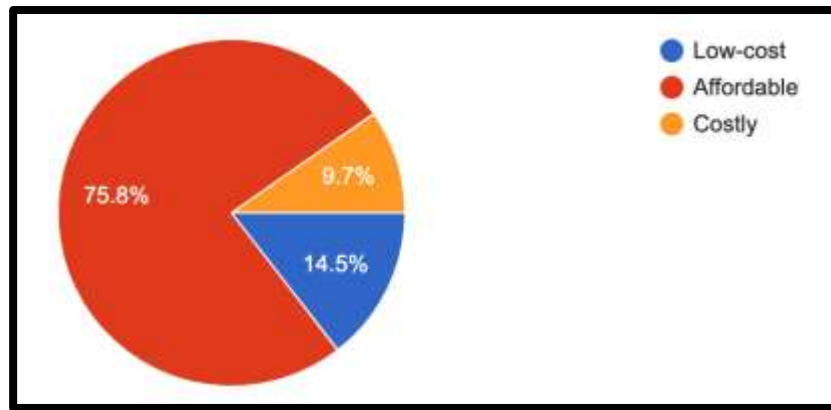
l) To determine if these advertisements impacted the women, it was necessary to know if they had seen these advertisements in the first place. Therefore this was an important question for the researcher.

Advertisements of Maybelline cosmetics have been seen by 98.4% of the respondents, and the remaining 1.6% have not seen any advertisements.

The mean is 1.02, the median and mode are 1, and the standard deviation is 0.12. On interpreting this, it tells us that majority respondents chose option 1, which is yes. This tells us that most of the respondents have seen advertisements of Maybelline cosmetics.

The codes for the question are:

Yes- 1, No- 2
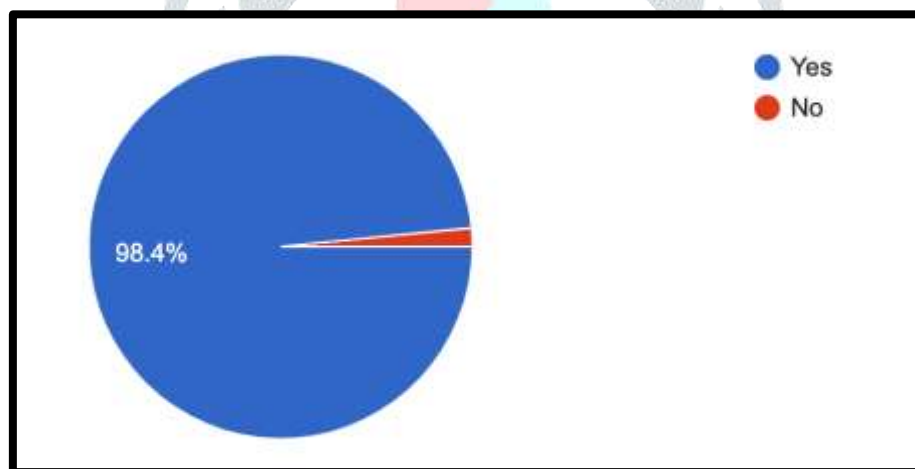
m) Knowing which platform the respondents saw the advertisements on would help determine which platform is the most effective in reaching people and impacting them.

Television advertisements were the most known among the respondents, seen by 41.5% of them, followed by social media which were seen by 27.1%, magazines and newspapers by 18.6% and hoardings by 11.7%. A small number of 0.5% had also seen the advertisements the most through website cookies.

The mean is 2.28, the median and mode are 2 and 1 respectively, and the standard deviation is 1.30. This tells us that television was the most selected option by the respondents, and that most of them viewed Maybelline cosmetics advertisements on the television.

The codes for the question are:

Television- 1, Magazines, newspapers- 2, Hoardings- 3, Social Media- 4, Website cookies- 5, NA- 6
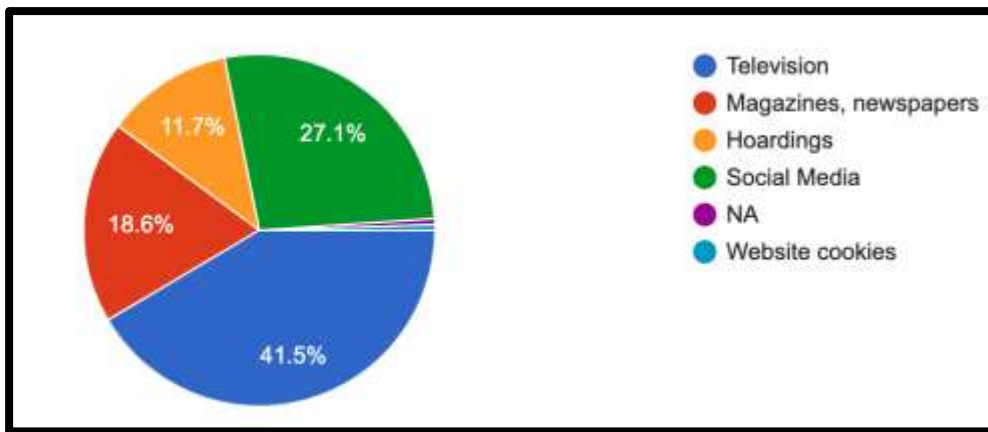
n) To understand how the people perceive these advertisements was crucial for understanding what kind of impact these advertisements would have on them.

Most of the respondents described the advertisements as informative (47.4%), followed by elaborate (38.4%), and relatable (40%). Some respondents also found the advertisements to be misleading (10%), confusing(6.8%) and boring (10%). The others also described these advertisements as interesting, attractive, not inclusive, generic and fun (all 0.5% each).

The mean is 2.60, median is 2, mode is 1 and standard deviation is 1.76. This means informative was how most of the respondents found the advertisements to be.

The codes for the question are:

Informative- 1, Elaborate- 2, Relatable- 3, Misleading- 4, Confusing- 5, Boring- 6, N/A- 7, Attractive- 8, Not inclusive- 9, Impactful- 10, Generic- 11, Fun- 12, Interesting- 13
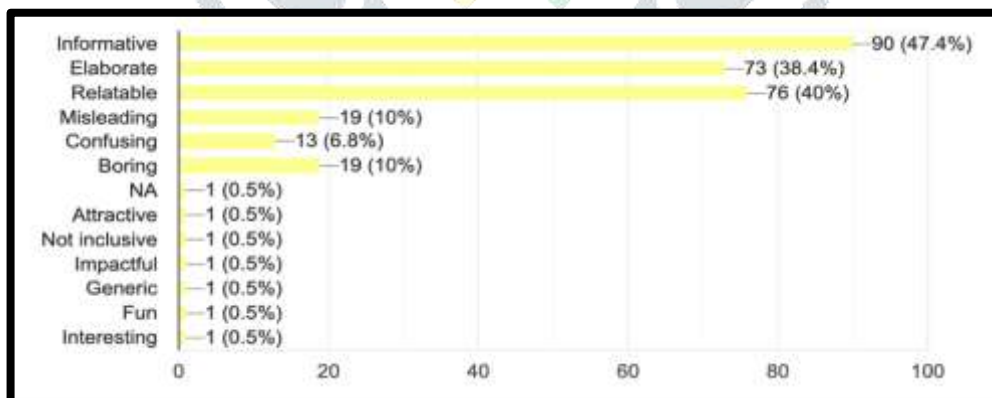

o) The main aim of this question is to know whether the respondents were influenced by these advertisements, in some way or the other or they weren't. This would then help determine in what aspect they were influenced, if they were at all.

The advertisements highly influenced 9.4% of the respondents, somewhat influenced 41.4% of the respondents. 26.7% of the respondents were neutral towards it, 16.8% were somewhat uninfluenced and 5.8% were not influenced at all.

The mean is 2.68, median and mode both are 2, and the standard deviation is 1.05. This means most of the respondents were somewhat influenced by these advertisements, in some way or another.

The codes for the question are:

Highly Influenced- 1, Not Influenced- 5
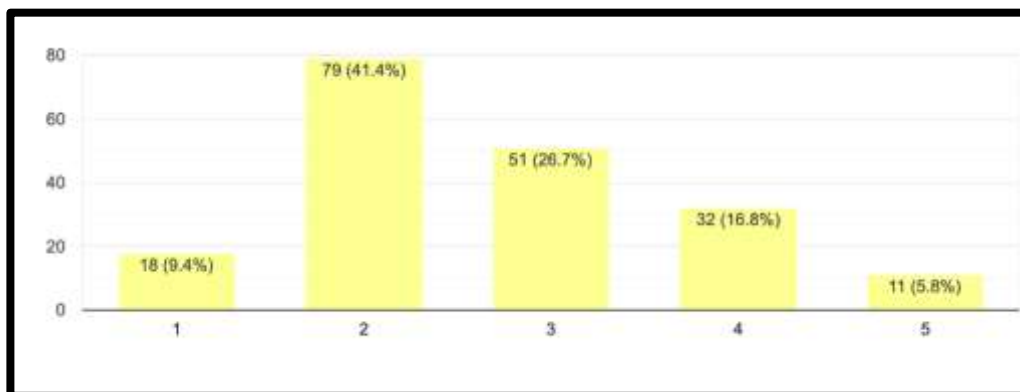
p) The main question to determine how these advertisements impact these older women, was to understand what kind of an impact it would be, positive, negative, or a neutral impact. This would help the researcher understand better how these women perceive these advertisements.

On having asked what kind of an impact these advertisements have on the respondents, 47.9% of them said it had a negative impact, 29.7% were neutral and 22.4% said it had a positive impact on them.

The mean is 2.26, the median is 2, the mode is 3, and the standard deviation is 0.80. This tells us that majority of the respondents chose option 3, which stands for negative. Therefore majority of the respondents felt that these advertisements had a negative impact on them.

The codes for the question are:

Positive- 1, Neutral- 2, Negative- 3
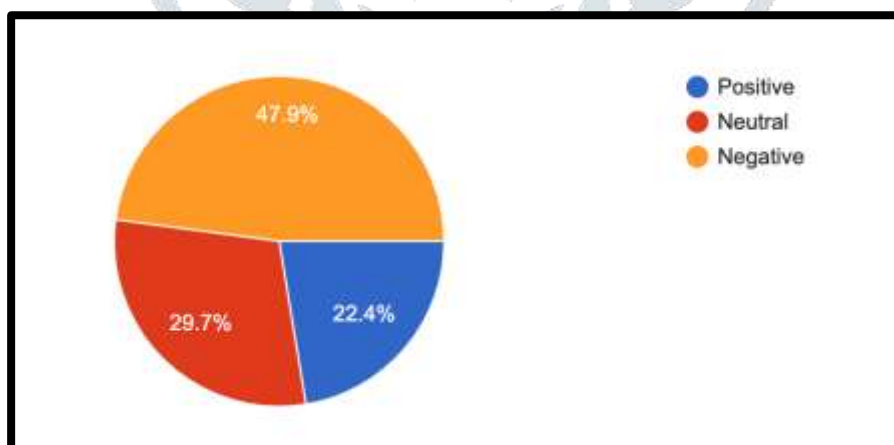
q) Advertisements either tend to have a positive, negative, or neutral impact. Positive impact means that the viewer has perceived the advertisement in a good way, and negative impact means that they haven't perceived the advertisement in a good way. Negative impact tends to have an effect on how the individual would think about themselves, and that might affect their self-confidence or self-esteem in a way. To get more clarity on it, the researcher asked the respondents this question.

52.1% of the respondents felt that the advertisements affected their self-esteem or self-confidence in a way, 34.5% didn't feel so, and 13.3% were neutral about it.

The mean is 1.61, the median and mode are 1, and the standard deviation is 0.71. This shows that majority of the respondents felt like it affected their self-confidence or self-esteem in a way.

The codes of the question are:

Yes- 1, No- 2, Maybe- 3
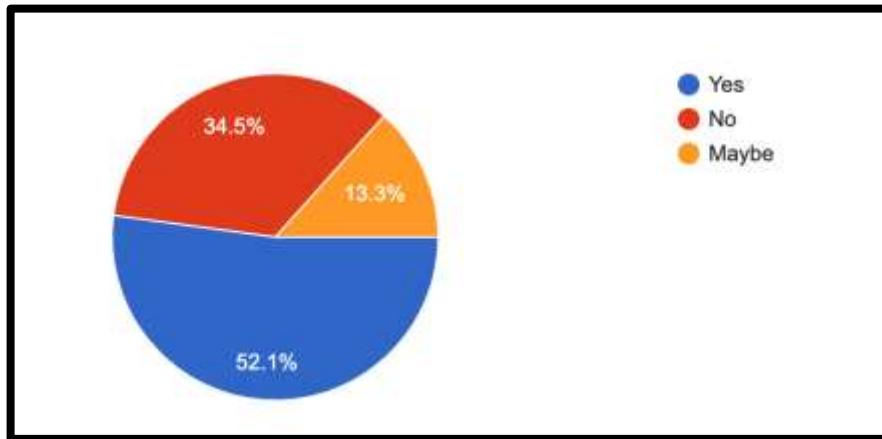
r) An advertisement to be inclusive, would mean every person could relate to it, and connect to it in some way. It meant including all kinds of people, regardless of their skin tone, ethnicity, age. It not being inclusive would also have an impact on the viewers.

The respondents were asked about if they felt the advertisements were inclusive, and 44.7% said yes, 32.1% said no and 23.2% said maybe.

The mean is 1.78, the median and mode are 2 and 1 respectively, and the standard deviation is 0.80. This means more number of respondents felt it was inclusive, and the other 32.1% did not. The remaining 23.2% unsure.

The codes for the question are:

Yes- 1, No-2, Maybe- 3
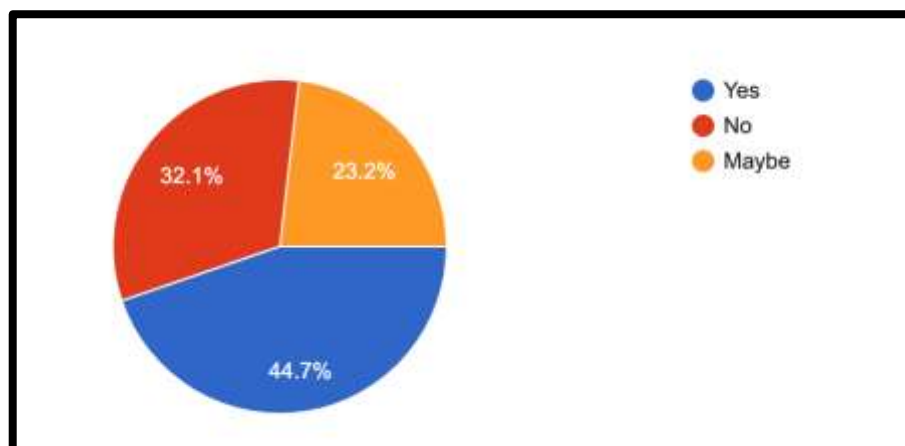
s) Often, the advertisements tend to impact your self-esteem and self-confidence, when you subconsciously compare yourselves to the actor or model portrayed in the advertisements. This makes you doubt yourself with respect to your appearance as well .The researcher wanted to know from the respondents if they tend to do so, in order to know the impact of the advertisements on a deeper level. 55.2% of the respondents agreed that the advertisements subconsciously made them compare themselves to the actor or model in the advertisements, 30.7% disagreed and 14.1% were not sure.

The mean 1.59, the median is 1, so is the mode, and the standard deviation is 0.73. This shows that majority of the respondents chose yes, that means they tend to compare themselves to the actor or model portrayed in the advertisements.

The codes for the question are:

Yes- 1, No- 2, Maybe- 3
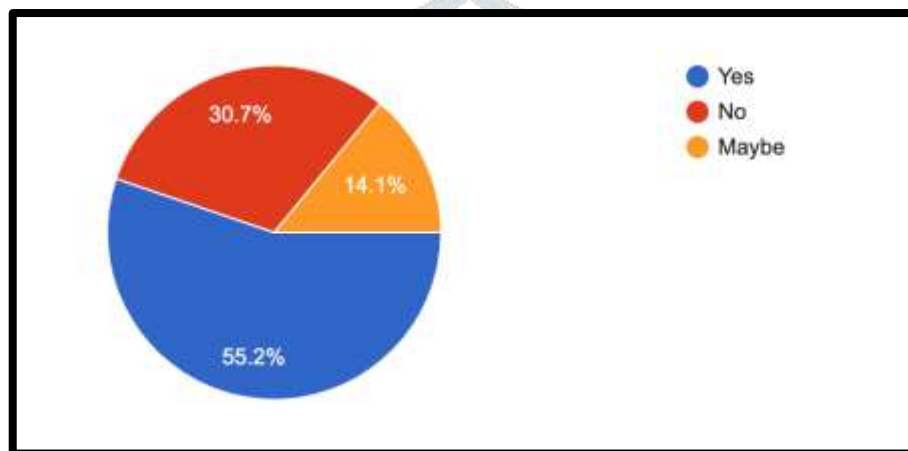
t) Apart from advertisements affecting a person's self-confidence or self-esteem, it also has an impact on the purchase decision of people. They can persuade or dissuade a person from buying that product. Celebrity endorsement affected 39.8% of the respondents purchase decisions, didn't affect 39.2% and the other 21.5% were unsure if it did.

1.83 is the mean, followed by the median being 2 and mode being 1, and the standard deviation being 0.80. That shows most respondents chose yes, that means after watching these advertisements, it affected their purchase decision.

The codes for the question are:

Yes- 1, No- 2, Maybe- 3, NA- 4, Never- 5
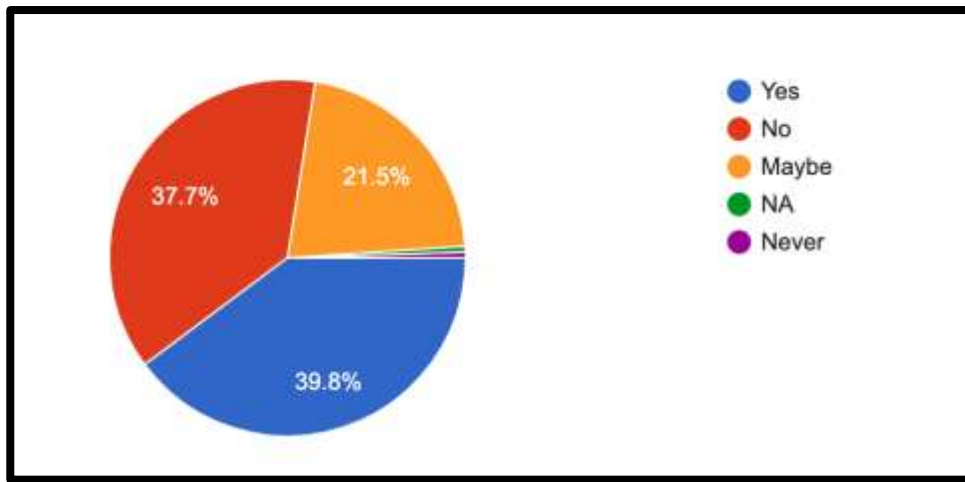
u) An unrealistic standard of beauty means portraying something which isn't existing in real life, it is, in simpler terms, not real, and not believable. Asking the respondents whether the advertisements portrayed an unrealistic standard of beauty was an important question for the researcher.

42.9% of the respondents felt Maybelline does not portray an unrealistic standard of beauty, 31.9% felt so, and 25.1% felt maybe it did.
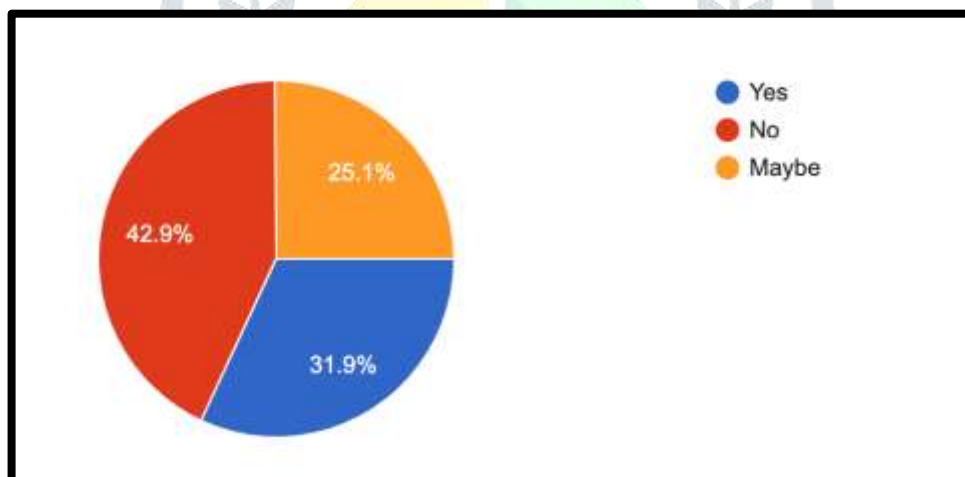
The mean is 1.93, median and mode are 2, and the standard deviation is 0.75. This shows majority of the respondents did not think Maybelline advertisements showed an unrealistic standard of beauty.

The codes for the question are:

Yes- 1

No- 2

Maybe- 3

v) Since the advertisements do not show a wider range of age groups, and most of the models and actors portrayed by them belong to a younger age group, this might affect the older age groups of women into thinking that they have to use these products in order to look younger, or they might feel pressurised in looking younger overall.

Majority of the respondents, being 48.9% thought these advertisements pressurised them into having to look younger, 13.2% said maybe and the remaining 37.9% felt it didn't.

The mean is 1.64, the median is 2, the mode is 1, and the standard deviation is 0.70. This means most of the respondents felt that the advertisements pressurized them into having to look younger.

The codes for the question are:

Yes- 1, No- 2, Maybe- 3
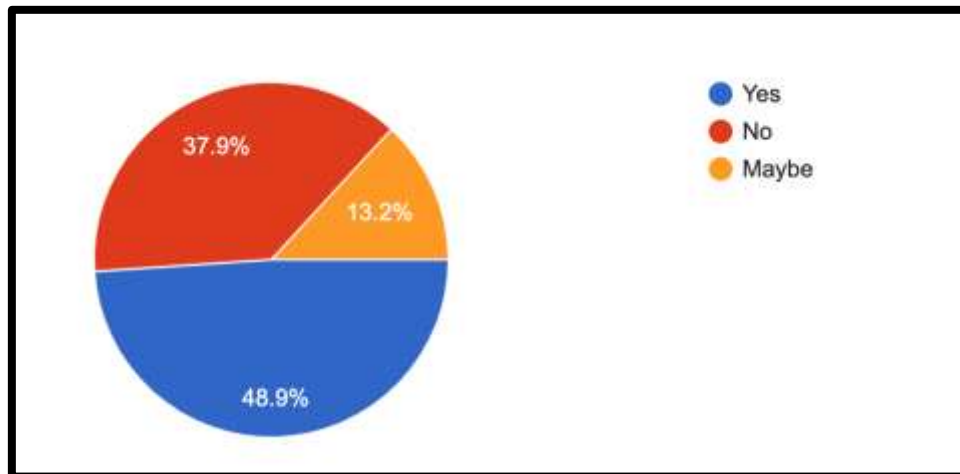
Chapter 5: Conclusions and Suggestions

Responses were collected from 192 women above the age of forty in Mumbai Suburban. A survey of 23 questions was circulated among them asking them questions related to how Maybelline cosmetics advertisements have affected them.

The **findings** of the study were as follows:

- The respondents of this research were strictly confined to females, given that the objective of the research is to determine the impact of Maybelline cosmetics' advertisements on women above the age of 40 in Mumbai suburban. Hence, the percentage of female respondents is 100%.

- A diverse range of age groups were questioned. The age groups asked were 40-45, 45-50, 50-55, 55-60 and above 60. The respondents between the years 40-45 were 30.2%, 45-50 were 36.5%, 50-55 were 21.4%, 55-60 were 7.8% and above 60 years of age were 4.2%. The highest number of respondents belonged to the age group of 45-50.

- 93.8% of the respondents use makeup whereas the other 6.3% do not use makeup. This shows majority of the respondents were users of makeup products.

- 27.4% of the respondents use makeup daily, 39.2% use it three times in a week, 21.5% use it once in a fortnight and 11.8% use it once in a month. The frequency of the women using the makeup products is the highest three times a week.

- 53.8% respondents chose lipstick as their most used makeup product, followed by 20.1% choosing eyeliner, 13.6% choosing blush and 9.8% choosing kohl liner. 1% used compact powder, 0.5% used foundation and mascara both, 0.5% used concealer and 0.5% used foundation. This shows that lipstick is the most frequently used product by most of the respondents.

- 45.5% respondents believe that appearance is very important, 44.5% think it is somewhat important, 4.7% are neutral to it, 4.2% respondents don't find it somewhat unimportant, 1.1% respondents find it very unimportant. This shows that maximum respondents think that appearance is very important.

- 33.5% respondents find makeup very important to their appearance, 43.1% find it somewhat important, 12.8% are neutral towards it, 7.4% of the respondents find it somewhat unimportant and 3.2% find it very unimportant. This shows that most respondents chose the second option, which is somewhat important, followed by other respondents selecting very important. Overall, mostly all respondents considered makeup important to their appearance.

- 45.7% of the respondents think that the right makeup to their self-confidence is very important, 31.9% believe it to be somewhat important, 11.7% are neutral towards it, 5.3% of the respondents think it is somewhat unimportant. The remaining 5.4% believe it to be very unimportant. This shows that most of the respondents have chosen option one, which is very important. Therefore we can say that most of the respondents think that the right makeup to their self-confidence is extremely important.

- 44.5% of the respondents think right makeup for their comfort in social situations is very important, 39.2% find it somewhat important, 6.3% are neutral to it, 6.3% find it somewhat unimportant and 3.7% find it very unimportant. Therefore most of the respondents think that the right makeup in social settings is very important.

- 53.5% think the right makeup for their comfort in professional settings is very important, 38.5% find it somewhat important, 1.6% are neutral towards it, 3.2% find it somewhat unimportant and 3.2% find it very unimportant. Therefore the importance of right makeup in professional situations is also very high for the respondents.

- Majority of the respondents chose brand loyalty (73.1%) as the driving factor in influencing them on the brand of makeup they purchase, followed by cost (67.7%). Experimentation was chosen by 38.7% respondents and season by 12.4%. The other factors affecting and influencing the respondents included the fame of the brand, the quality, reviews by friends and family, formula of the product, and its ingredients. This shows that Brand Loyalty is the factor that drives people to purchase a makeup product the most.

- The research study focused on how a particular brand, Maybelline Cosmetics advertisements affect women above the age of 40 in Mumbai suburban. Therefore, knowing whether the respondents have heard of Maybelline Cosmetics makeup products was crucial information. On conducting the survey, the researcher found out that all 192 respondents (100%), have heard of Maybelline Cosmetics.

- 91.5% of the respondents use products from Maybelline cosmetics. 8.5% of the respondents do not use products from there. This shows majority of the respondents chose yes, which depicts that they use products from Maybelline as opposed to the 8.5% of the respondents who do not use them.

- Lipstick was the most common product of Maybelline used by the respondents (67.2%), eyeliner being the second most common (48.6%). Foundation (42.4%) and kohl liner (32.8) were also chosen by quite a number of respondents. A very small percentage of respondents chose mascara (1.7%), highlighter (1.1%), compact powder (1.2%), concealer (0.6%), and powder (0.6%), mascara & loose powder (0.6%) and mascara & highlighter (0.6%). That means majority of the respondents have chosen Lipstick as their most used product from Maybelline cosmetics.

- Maybelline products were purchased by 79.3% of the respondents in the past year whereas the other 20.7% did not purchase any in the past year. This means majority respondents have purchased Maybelline products in the past year.

- Advertisements was the response chosen by 45.5% of the respondents, which influenced them to purchase Maybelline's products. 30.9% of the respondents were influenced by friends or family, 15.7% respondents were influenced the most by influencer reviews and 2.8% of them by websites. 1.1% were influenced by user reviews, and the others (0.1% each) by discounts, it being a new product, tried and liked it for long lasting effects, experience and influencer reviews, the product on seeing, personal experience, and trial from family. This shows that majority of the respondents chose advertisements as the factor which influenced them to purchase the Maybelline product the most.

- Majority of the respondents (75.8%) found the pricing of Maybelline cosmetics to be affordable. 14.5% found it to be low-cost and 9.7% of the respondents found it to be costly. This shows that majority of the respondents find Maybelline cosmetics' pricing to be affordable, as opposed to a few others who thought it is either low-cost or costly.

- Advertisements of Maybelline cosmetics have been seen by 98.4% of the respondents, and the remaining 1.6% have not seen any advertisements. This tells us that most of the respondents have seen advertisements of Maybelline cosmetics.

- Television advertisements were the most known among the respondents, seen by 41.5% of them, followed by social media which were seen by 27.1%, magazines and newspapers by 18.6% and hoardings by 11.7%. A small number of 0.5% had also seen the advertisements the most through website cookies. This tells us that television was the most selected option by the respondents, and that most of them viewed Maybelline cosmetics advertisements on the television.

- Most of the respondents described the advertisements as informative (47.4%), followed by elaborate (38.4%), and relatable (40%). Some respondents also found the advertisements to be misleading (10%), confusing(6.8%) and boring (10%). The

others also described these advertisements as interesting, attractive, not inclusive, generic and fun (all 0.5% each). This means informative was how most of the respondents found the advertisements to be.

- The advertisements highly influenced 9.4% of the respondents, somewhat influenced 41.4% of the respondents. 26.7% of the respondents were neutral towards it, 16.8% were somewhat uninfluenced and 5.8% were not influenced at all. This means most of the respondents were somewhat influenced by these advertisements, in some way or another.

- On having asked what kind of an impact these advertisements have on the respondents, 47.9% of them said it had a negative impact, 29.7% were neutral and 22.4% said it had a positive impact on them. Therefore majority of the respondents felt that these advertisements had a negative impact on them.

- 52.1% of the respondents felt that the advertisements affected their self-esteem or self-confidence in a way, 34.5% didn't feel so, and 13.3% were neutral about it. This shows that majority of the respondents felt like it affected their self-confidence or self-esteem in a way.

- The respondents were asked about if they felt the advertisements were inclusive, and 44.7% said yes, 32.1% said no and 23.2% said maybe. This means more number of respondents felt it was inclusive, and the other 32.1% did not. The remaining 23.2% unsure.

- 55.2% of the respondents agreed that the advertisements subconsciously made them compare themselves to the actor or model in the advertisements, 30.7% disagreed and 14.1% were not sure. This shows that majority of the respondents chose yes, that means they tend to compare themselves to the actor or model portrayed in the advertisements.

- Celebrity endorsement affected 39.8% of the respondents purchase decisions, didn't affect 39.2% and the other 21.5% were unsure if it did. That shows most respondents chose yes, that means after watching these advertisements, it affected their purchase decision.

- 42.9% of the respondents felt Maybelline does not portray an unrealistic standard of beauty, 31.9% felt so, and 25.1% felt maybe it did. This shows majority of the respondents did not think Maybelline advertisements showed an unrealistic standard of beauty.

Suggestions:

- Most of the Maybelline cosmetics advertisements showcase a model or an actor who is young. Therefore, to make women from older age groups feel more included and have them relate to the advertisements more, there should be advertisements made which displays a woman that age group as well.

- Maybelline in their advertisements, should embrace people, not only models and actors, to showcase their skin and body as is, without trying to create an unrealistic standard of beauty, or resort to editing and photoshopping. This would make the women watching the advertisements embrace their skin and body in return, and would not have an adverse effect on their self-confidence and self-esteem.

- Maybelline should also try and incorporate a woman who is above 40 as a brand ambassador for their campaigns and advertisements to represent the older women and to make them feel more included and connected to the brand.

- Since the disposable income of women above the age of 40 would normally be higher than the younger women, Maybelline can specifically target that age group by making separate campaigns and advertisements for them, driving them to purchase their products.

- Since Facebook is now more prominently used by a large number of women from older age groups, by marketing and building a stronger social media presence on Facebook, Maybelline cosmetics can have a greater reach and impact on women in the age groups above 40.

Conclusion:

Egypt in the ancient times was one of the earliest to use cosmetics. They used a dark kohl liner, usually black, along with red, blue or black shadows for the eye. They also used balm in the form of castor oil. The women in the Indus Valley Civilization also took advantage of makeup as they used it as a lipstick to make their lips look red.

Now known as cosmetic products, they have come a long way from the ancient times. There is now a wide range and variety available for each and every cosmetic product, and is used by almost every woman, be it a girl in her teen years or a woman in her 40's.

Makeup helps add to a person's self-confidence and women consider it very important to their appearance, even to help them feel more comfortable in social and professional settings. It is now a part of almost everyone's daily and weekly routines and is very hard to go by without.

Advertisements play a huge role in convincing a potential customer to buy a product or no. They are powerful in the sense that they hold an integral part in affecting a person's inception and image towards a brand.

Therefore, it is important for cosmetic companies like Maybelline to ensure that their advertisements are consumer friendly for all customer segments and cater to all their needs so as to make certain that the impact that they have on the women viewing these advertisements is positive.

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Annexure

1. What is your age?

40-45

45-50

50-55

55-60

Above 60

2. Do you use makeup?

Yes

No

3. If yes, how often?

Daily

Three times a week

Once in a fortnight

Once in a month

4. What makeup product do you use the most?

Lipstick

Blush

Eyeliner

Kohl liner

Other

5. Rate the following based on importance (1- Very Important) (5- Very Unimportant)

a. How important do you think appearance is?

b. How important is makeup to your appearance?

c. How important is the right makeup to your self- confidence?

d. How important is the right make-up to your comfort in social situations?

e. How important is the right make-up in professional situations?

6. Which of the following factors have an influence on what brand of makeup you purchase? (Tick all that apply)

Cost

Brand Loyalty

Experimentation

Season

Other

7. Have you heard of Maybelline Cosmetics?

Yes

No

8. Do you use any products from Maybelline Cosmetics?

Yes

No

9. If yes, which ones? (Tick all that apply)

Lipstick

Eyeliner

Kohl Liner

Foundation

Other

10. Have you purchased any Maybelline product in the past year?

Yes

No

11. What factor influenced you to purchase their product the most?

Friends or Family

Advertisements

Website

Influencer Reviews

Other

12. How would you describe the pricing of Maybelline cosmetics?

Low-cost

Affordable

Costly

13. Have you seen any advertisements of Maybelline cosmetics?

Yes

No

14. On what platform have you seen these advertisements the most?

Television

Magazines, newspapers

Hoardings

Social Media

Other

15. How would you describe these advertisements? (Tick all that apply)
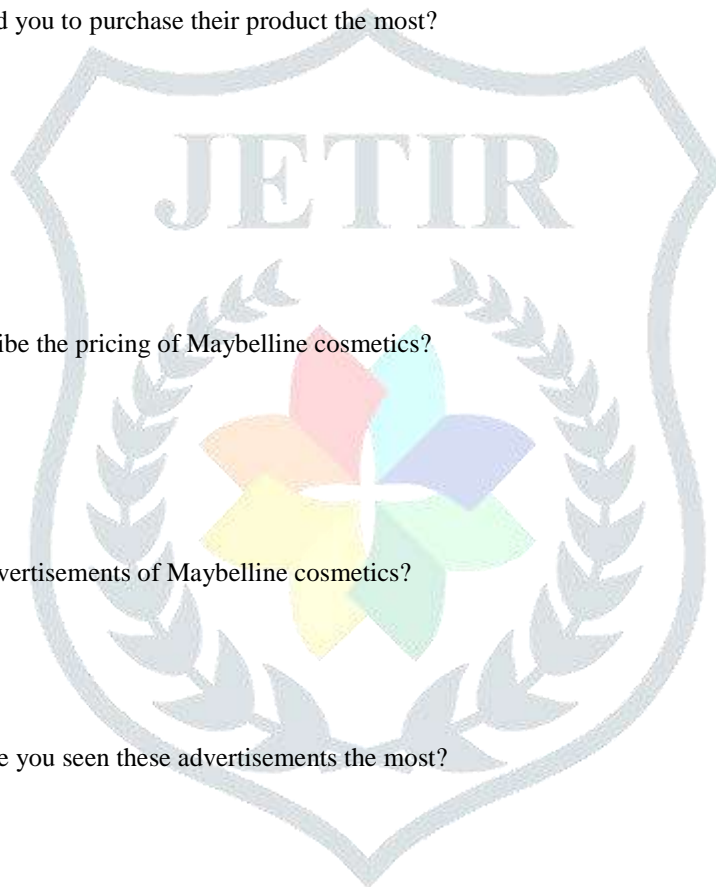
Informative

Elaborate

Relatable

Misleading

Confusing

Boring

Other

16. On a scale of 1 to 5, how influenced do you get by these advertisements?

    (1- Highly Influenced) (5- Not Influenced)

17. What kind of an impact do these advertisements have on you?

Positive

Negative

Neutral

18. If negative, do you think these advertisements have affected your self-esteem or confidence in a way?

Yes

No

Maybe

19. Do you think their advertisements are inclusive?

Yes

No

Maybe

20. Do you think the advertisements subconsciously make you compare yourself to the actor or model in the advertisement?

Yes

No

Maybe

21. Does the celebrity endorsing the Maybelline product affect your purchase decision?

Yes

No

Maybe

22. Do you believe that Maybelline's advertisements portray an unrealistic standard of beauty?

Yes

No

Maybe

23. Do you think these advertisements pressurise you into having to look younger?

Yes

No

Maybe