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A review of advertisements of select FMCG products from 1970 to 2020

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Abstract

Advertisement is an important medium to send information about products to public at large and create awareness of using these products in the best possible manner. The short commercial may make or break potential customers besides retaining the loyal ones. The content and production must thus be adjusted to be in match with philosophy, psychology, faith, belief and ethnicity of the prospective targets. The present study aims to analyze how the content and core message of advertisements of grooming range of FMCG products have changed from 1970 to 2000. Analyzing the transformation of advertisement over 50 years, it has been found that improvements in product quality have been made, specific customer oriented models have been adopted, awareness building among customers (especially women) has been emphasized, and satisfaction of customer's specific needs have been attempted.

Keywords: Advertisement, grooming product, beauty, tagline, sales, customer

Introduction

Advertisement is the promotion of a product, brand or service to viewers in order to attract interest, engagement and sales. It is an important medium to send information about products to public at large and create awareness of using these products in the best possible manner. Effectiveness of advertising for FMCG products, especially the grooming products, depends on convincing consumers that the product can improve their personality, appearance or appeal. Sellers may use different methods to persuade individuals to make purchases through advertisements. The channels used may be one or a combination of mediums such as Display Ads, Social media Ads, Newspapers and Magazines, Outdoor Ads, Radio and Podcasts, Direct Mail and Personal Sales and TV Commercial Ads etc.

The present study aims to analyze how the content and core message of advertisements of grooming range of FMCG products have changed from 1970 to 2000. The grooming products usually target the second gender among population but they have the males in consideration as well. As the powerful message reaches millions, the contents and features displayed have a significant impact on overall market performance. The short commercial may make or break potential customers besides retaining loyal ones. The content and production must thus be adjusted to be in match with philosophy, psychology, faith, belief and ethnicity of the prospective targets. Grooming products mainly use the carrot and stick principle where either the customer is influenced by the goodness that the product can deliver to them or he is made aware of the consequences that he might suffer by not opting for the product. The carrot principle is deemed as positive alternative and is used in advertisements of grooming products in the form of refreshing smell, soft skin, jovial relationships, fresh feelings, spotless skin, silky hair etc. The negative stick principle is used by advertisements of grooming products to install fear thereby making the product a necessity in life and is used in the form of grey hair associated with social rejection, body odor associated with social shame, dull skin associated with frustration etc. The contents, visuals and messages are designed according to the perceived demand of target audience. They also change from time to time, place to place and situation to situation.

Existing literature show that advertisements are primary influencers in effecting sales. Researcher Sonkusare (2013) [2] concluded that T.V. advertising has a great impact on buying behavior of women customers. Potential customers, before purchasing any product, collect information about FMCG products from advertisements.

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Women customers are more influenced by the information that they receive from advertisements shown by some star on TV. Shukre and Dugar (2013) ^[1] studied the effect of celebrity endorsements on consumers’ decision making processes and said that using celebrity endorsers in advertisements of FMCG products have a significant favorable impact on purchase intentions of customers. Anbumalar *et al.* (2019) ^[5] found that online advertising performs its role in making sale of goods to the customers; and with attractive offers and discounts it helps to retain such online customers for a long time. With the birth of Internet, business world became more customized and many people started to buy their products online, which made their work easier and faster. Koshy and Manohar (2017) ^[3] studied the most preferred medium of advertisement for cosmetic products and tried to identify the influence of TV ads on purchase of cosmetics. They found the influence of demographic factors like age and gender on various elements of advertisements. It is inferred that consumers give most priority to the promised effects followed by storyline, brand name, model or actor in advertisements, research claims, color scheme and jingle/music used in the advertisement respectively. Swadia (2018) ^[4] conducted research on young males and females who use different

brands of cosmetics to check the influence of advertisement on their buying behavior while creating awareness and building perception. It is concluded that cosmetic companies should use attractive and informative content to create the awareness in the consumers and they should not rely only on the advertisement for changing perceptions.

Data and Methodology

For the purpose of this study, grooming range of FMCG products was taken into consideration. The advertisements of grooming products along with the tagline and focus area of advertisement were viewed and taken note of it. Eight different grooming products namely Lux Soap, Sunsilk Shampoo, Fair & Lovely Cream, Pond’s Powder, Dabur Amla Hair Oil, Vaseline Lotion, Clean and Clear Face Wash and Vasmol Hair Darkener are studied and advertisement of these products as they featured in 1970, 1980, 1990, 2000, 2010 and 2020 are presented. Transformations of advertisement of these products during the past 50 years starting from 1970 to 2020 were analyzed and conclusion formed thereon. Year wise primary features of these advertisements with tagline and product wise assessment were evaluated in this study.

Table 1: Findings

Product	Year	Tagline	Primary feature of advertisement
Lux Soap	1970	Expanding the notion of beauty	Most advertisements are in printed forms due to absence of TV and they feature stars like Natalie Wood and Brigitte Bardot. Beauty is focused in a natural way to enable every ordinary girl to relate themselves with film stars. In this era, the new Cream Enriched Lux Soap is launched with different colors like blue, pink, yellow and green instead one white color of it. Focus: Exciting colored soaps for purifying skin and enhancement of beauty.
	1980	Owning the category space	The Bombay film stars were projected through print and audio-visual medium for promotion of Lux. It was mainly focused on the skin care and complexion of the skin. In the printed advertisement Lux put the pictures of film stars like Hema Malini to convey messages to customer that Lux beauty soap gives flawless complexion and keeps skin glowing and lovely. The dream girl provided impetus to buyers. Focus: Women’s aspiration to become beautiful was targeted.
	1990	An Alluring Prospect	Lux soap made bonanza offer of 22 carat gold star hidden in packs for lucky customers. The advertisement featured an old lady with her grandson opting for Lux as the latter had itching in his hand indicating favorable luck. This is a link between aspiration role models and real life with the campaign. Focus: Increase customers by offering free doles to lucky ones.
	2000	Advanced skin benefits	Famous Bollywood actress and former Miss World Aishwarya Rai encouraged every lady to take more active stance on beauty with Lux having versatile characteristics like moisturizing, deep cleansing and sun protection. In 2005, Lux celebrated its 75th anniversary and projected Shahrukh Khan, the first male ambassador, who endorsed Lux. Bringing the male ambassador into Lux aimed to reach entire population. Focus: Enhanced the ability of beauty treatment in Women and projecting the product necessary for men too.
	2010	Aroma of women speaks	Lux emphasizes more power on elegance of women where they can use their femininity in other way. The advertisement shows Lux with its exaltation power makes the charming woman overwhelm with joy, makes her husband lively again and that merriment spread immense joy to each other. Focus: Over freight of fragrance enriched immense quality of women to enamor.
	2020	More than you can see	Lux intensifies its caliber and made a young lady confident and bold with its “7 tatva” feature. With time, Lux focuses not only to women’s beauty but the right to express her beauty against all the social judgments. Lux inspires women to bloom and display ravishing look. Focus: Augmentation of Product through women’s confidence.
Product Assessment: Lux soap shows transformation of advertisement in these 50 years. From exciting color soaps in 70s, to dream girl’s secret beauty recipe of 80s, to golden dole for lucky buyers of 90s, to enhancement of gender base of 2005, back to charming fragrance of 2010 and finally confidence to defy social malpractices of 2020s.			
Sunsilk Shampoo	1970	Expedient Hair Care	Sunsilk shampoo was launched to condition hair and brings out natural beauty with different natural ingredients for dry, normal and oily hair. Focus: Enrichment of hair in natural way.
	1980	Exploration of International Experts	Taking a shot in a beach was annoying to film stars because her hair gets dry. Meanwhile the famous hair stylist Dusty Fleming turned up with the new Sunsilk moisturizing shampoo and galvanized her.

			Focus: Promoting the brand name with Top International Film Hair Stylist.
	1990	Analysis on Nourishment	The power of nutrient complex in Sunsilk shampoo made a woman more beautiful and confident starting from her Graduation Day to Interview Day. "Edida Hair Institute" developed the Sunsilk products in accordance to market research. Focus: Enhancement of hair beauty in Scientific way.
	2000	Advancement in Vogue	Indian girls with black hair amplified its natural shine with Sunsilk Black Shine shampoo. Focus: Augmentation of market in the region of Asian type dark hair including India through entering into hair colorant market feature.
	2010	Co-creation collaboration	Sunsilk has brought together world's 7 best Professional Hair Experts and each hair issue links to its experts with specialized knowledge. For instance Jamal Hammadi from Paris a Hollywood 'Shine Expert' had Co-created Sunsilk Black Shine for long lasting shine in hair featured by Bollywood star Priyanka Chopra. Focus: Retaining brand name with co-creation for expert-touched hair.
	2020	Enthralling Offers	Along with thick and long feature in Sunsilk shampoo it also gives bonanza offers and chances to win ladies accessories like ornaments, beauty cosmetics, branded outfits etc in free of cost. Focus: Fascinating Products by providing free accessories and exciting offers.
Product Assessment: Through different modes of advertisements Sunsilk shampoo achieved great success all round the world from its focus on natural beauty in 70s; to consulting hair experts in 80s; to accomplishing women's needs scientifically in 90s; to developing added features in 2000; to endorsement of professional experts in 2010; and with exciting offers 2020.			
fair and lovely cream	1970	Innovation of Fair and Lovely	The vintage print advertisement showed that fair and lovely makes noticeably fairer in nature's own gentle way. Fair and lovely vitamin-formula cream launched as the world's first lightening cream for women who desired fairer and even-toned skin. Focus: Exploring skin pigmentation with vitamin B3
	1980	Endowment of fairness	Vintage TV advertisement of Fair and Lovely showed that the only demand from groom's side was a fair bride and by using Fair and Lovely continuously for 2 months, the girl became compatible to the boy. Focus: Beauty of a girl comes through fairness.
	1990	Gleams of beauty	The unique Fair and Lovely cream was endorsed by Bollywood star Juhi Chawla and came up with new feature that has the potency to hold back darkness of skin from inside and also protect it from sun. Focus: Additional feature of sunscreen along with mild fairness.
	2000	Revelation of Beauty	Elder sister does not hesitate to share her actual beauty secret of using Fair and Lovely to her younger one and also suggests her to use it to lighten her skin gently and naturally along with sun protection. Focus: Brighten up of skin without bleach.
	2010	Perpetual Caliber	Corresponding to mother-daughter strong bonding the multi-vitamin formula of Fair and Lovely presents a woman glow eternally that made an ordinary girl to a best award winner. In 2007, Fair and Lovely's Max Fairness cream for Men's tougher skin was launched. Focus: Along with creating ladies emotional space enhancement of men's fairness.
	2020	Inspiration with Fair and Lovely Career Foundation	Fair and Lovely has raised with variant elements of Advanced Multi-Vitamin Face cream, Winter Fairness Face cream, Ayurvedic Face cream, Make-up Finish BB cream and many more. Along with beautification Fair and Lovely also gives versatile opportunities like Scholarship, Career Guidance, Job Courses etc to inspire women with Fair and Lovely Career Foundation. Focus: Touching the sky of respect with beauty and bringing positive social changes with career foundation.
Product Assessment: Starting from invention of Fair and Lovely in 1970 advertisement displays its noticeable beauty with sun cream in 1980, gentle and mild skin care method in 1990, liberality of beauty in 2000 to men's tough skin care in 2010 and inspiration of every woman in 2020.			
Pond's powder	1970	Enduring Freshness	The vintage TV advertisement showed one lady speaking over telephone and gladly sharing her day's works along with using Pond's Dream-flower Talc. The freshness of the powder makes her so comfortable that she is not annoyed after hard work. Focus: Enhancement of early morning freshness that last all the day long.
	1980	Fondness with Fragrance	Unique Freshness with Fragrance of Pond's Dream-flower Talc infuses love and fondness in the mind of all family members. Not only ladies but Pond's Dream-flower Powder is used by all. Focus: Natural freshness and fragrances approaches all.
	1990	Instant Face Beauty	The advertisement of unique Pond's Angel Face Powder presented additional element of sunscreen with skin conditioner that brightens and softens the skin in just 30 seconds. Focus: Unique face powder that brightens the look and future of a lady.
	2000	Magic Of Fragrance	Aroma of Pond's Magic diverts attention of a painter every time the stranger lady appears and made the painter fall in love with her. Focus: Enchantment in versatile fragrance.
	2010	Express Love with Beauty	New Pond's Dream-flower enables a young lady assistant to express her love to her boss in a new way. The patent pink color with vitamin formula of sunscreen evinces the hidden love. Focus: New Ponds with brightening nature assist to unveil secret love.
	2020	International Perfume Touch	The bold young ladies are fond of Pond Starlight Perfume Talc where there is no difference in Perfume and Powder, and featured by Bollywood stars Kajal Aggarwal and Disha Patani. Focus: Preference of international perfume brought in Pond's Starlight Powder which has floral, vibrant and long-lasting aroma.
Product Assessment: Vintage print and TV advertisement presented ponds powder talc as everlasting freshness in 1970, family fondness with freshness in 1980, extemporaneous beauty with brightness in 1990, magical fragrance in 2000, Expression of love in 2010 and boldness			

of beauty with international perfume touch in 2020			
Dabur Amla Hair Oil	1970	Old is Gold	Vintage old advertisement showed the famous star Jayaprada got surprised to see one lady with long gorgeous hair and got to know from her that the secret of her hair is Dabur Amla that makes hair soft and beautiful. Focus: Mystery of beautiful hair revealed in primitive way.
	1980	Worthiness	The TV advertisement featured Bollywood star Shridevi and showed that using Dabur Amla Hair Oil makes her hair long and lovely, young and glowing, soft and silky, bouncy and blowing. Focus: Beautiful hair makes women beloved.
	1990	Glorification of Amla	The way defalcation happens to a tree, similarly hair loses its beautification due to lack of nutrition. Famous actress Juhi Chawla promoted Dabur Amla Hair Oil with the attribute of real Amla that makes hair black, long and bulky and also provides essential nutrients. Focus: Bringing the eminent quality of Amla that makes hair naturally beautiful.
	2000	Delightful Hair	Bollywood star Karishma Kapoor showed that the original quality of Dabur Amla makes hair not only gorgeous but also strong from its root. Focus: Women folks make their gorgeous hair with original Amla Hair Oil.
	2010	Captivating Quality	The advertisement featured Rani Mukherjee and showed that stunning hair is for enchanting but not for hiding. The triple advancement of Dabur Amla Hair Oil makes hair longer, stronger and more beautiful. Focus: Fascinating gorgeous hair with advanced quality.
	2020	Strong Bonding with Care	Bollywood stars Priyanka Chopra, Sonakshi Sinha and many more promoted Dabur Amla Hair Oil by creating emotional space in different ways. TV advertisement shows the way mother entangled the knot of gloominess of her daughter with extra care, daily use of Amla Hair Oil facilitates extra care of hair to make it stronger. Focus: Daily endeavor of Amla Hair Oil enrich hair more beautiful.
Product Assessment: From the very beginning Dabur Amla Hair Oil is endorsed by various Indian Film stars as shown in Vintage TV advertisement to Current TV advertisement since 1970 to 2020. It has displayed Bollywood actress Jayaprada's concern for secret of hair beauty in 1970; graceful star Shridevi's pleasure by using Amla Hair Oil in 1980; Black, Long and Bulky hair of actress Juhi Chawla got adequate nutrition in 1990; actress Karishma dancing with her strong hair open without any trouble in 2000; ordinary girls were attracted and seeking fashionable like Rani Mukherjee with her beautiful silky open hair in 2010; and Strong relation with strong hair that entangled every knot of life in 2020.			
VASELINE LOTION	1970	Intensive Care	New Vaseline Intensive Care Lotion was launched to moisturize the hands which dry out and become like a leaf being chapped by sun and wind. Focus: Chapped hands can be brightened and smoothened.
	1980	Lets the Healing Begin	Vintage TV advertisement shows every working hand in America really enjoying and cheering up with Vaseline Intensive Skin Care which relieves dryness, flaking, tightness, coarseness and makes rough hands smooth again faster. Focus: The healing power takes care and smoothen hands.
	1990	Daily Defense Lotion	The Commercial advertisement showed the skin which is vulnerable can be protected daily from raging UV rays by using Vaseline Intensive Care UV Lotion. Focus: Entire body can be protected from UV rays.
	2000	Healthy Skin Protection	New manifold of Vaseline Intensive Care is now with Anti-Bacterial Lotion along with Triplet Complex of VC3 that has 12 hours germs protection power to make a loving family. Focus: Anti-Bacterial power protects skin all the day.
	2010	Healthy White Care	The daily use of Vaseline Healthy White body Lotion has the ability to resist the aloofness of body color and helps it to glow like face. Focus: The product withstands the body color and keeps it healthy.
	2020	Deep Restore	Dryness of skin in winter cannot be deeply moisturized with ordinary coconut oil but Vaseline has deep restoring caliber that work all day long against dryness. Focus: Different variants of Vaseline Body Lotion like Vaseline Cocoa glow, Vaseline Aloe Fresh Heal can moisturize and nourish the skin.
Product Assessment: Vintage TV advertisement showed that Vaseline Body Lotion has transformed from hand care skin cream in 1970 and 1980, to entire body care cream along with UV protection in 1990, the VC3 formula protecting from germs in 2000, whitening the body in 2010 and launching new variants that deeply moistures in winter compared to ordinary coconut oil in 2020.			
clean and clear facewash	1970	Creamy Lather Rinses-off	Vintage black and white printed advertisement showed that Clean & Clear leaves skin lotion-soft yet perfectly clean. The Pink rinse-off formula is for normal and oily skin and White tissue-off for extra dry skin. Focus: Light and Greaseless, soften like cream and freshness like soap to enhance beauty.
	1980	Cationic Cleanser	The new Cationic feature of Clean & Clear reach to five cells deeper for cleansing and provide a dirt free skin which cannot be done by any ordinary soap or cream. Focus: Attracting makeup and grime out of 5 cell layers of skin.
	1990	Under control Cleansing	The commercial advertisement presented the new Clean and Clear Under Control in two variants. Persa-gel works as the acne-medicine and Daily Pore Cleanser scrubs the pores of the skin smoothly. Focus: Two different ranges of Clean and Clear elevate the face
	2000	Continuous Cleanser	The advertisement shows the Clean and Clear Under Control present that daily cleanser which helps to hide acne cell and clean into the pores which keeps working continuously after washing and gives an elegant face. Focus: Dual variant in one product.
	2010	Deep-Action	Along with different variants Clean and Clear came up with Deep-Action Cleanser for removal of

		Cleanser	hidden oil from the faces and remains oil free for 8 hours. Focus: Stimulating oil free face to give confident look.
	2020	Unbottle the Swag	The advertisement shows every young girl rapping in her own style signifying that beauty is not limited only in face but also in impulse to live life cheerfully. Focus: Clean and Clear wash gives confidence to girls to live life freely.
Product Assessment: Clean & Clear Face wash has been seen in different modes of advertisement like black and white printed advertisement showing soap-water rinse off face in 1970, vintage black and white TV advertisement showing five layer deep cleanser better than any ordinary soap and cream in 1980, commercial advertisement showing acne and pore scrubbing in 1990 and 2000, many variants with oil free cleanser in 2010 and young girls' own way to be alive and jovial with Clean & Clear face wash in 2020.			
Vasmol hair darkener	1970	Hair Darkener	The vintage black and white printed advertisement written in non-vernacular language displayed two masculine faces which portrayed the potential of darkening hair. Focus: Vasmol helps black hair from turning to grey.
	1980	Indian Pomade	Vintage color printed advertisement showed that Vasmol Emulsified Hair Oil and Pomade promises to make hair darkener. The gentleman showing the transformation of grey hair to black that influenced people all over the world. Focus: Darkening the hair through its extra caliber of oil and pomade.
	1990	Trustworthy	Doordarshan Malayalam advertisement showed that Super Vasmol 33 Keshkala can be used by both men and women that abolishes grey hair and helps to look young. Focus: Intensifying the beauty of hair that won the trust of many people.
	2000	Hair Protection	The product with Ayurprash darkens the hair along with making it strong from roots which cannot be done by any ordinary hair dye. Focus: Super Vasmol 33 has taken the cornerstone of women segment.
	2010	Be Natural	Bollywood Actress Kajol promoted the product having Ayurprash along with Almond Protein that reduces hair fall and gives natural beauty of black hair. Focus: Women's beauty in natural black hair.
	2020	No Chemical Developer	The Vasmol Advance Creme has an Auto Oxidation Hair Dye that saves hair from damage, bleach and chemical developer and covers 100% grey hair to give natural black shine to hair. Focus: Advancement of product to protect hair from chemical damage.
Product Assessment: Vintage black and white and color printed advertisement came up with Vasmol Hair Darkener in 1970 and 1980 focusing male based product and then shifted to women segment in 1990 and become trustworthy. In 2000 TV advertisement showed Super Vasmol 33 with Ayurprash that protects hair and in 2010 Ayurprash with Almond that reduces hair fall. Finally in 2020 Advanced Vasmol Cream that reduces hair damage with unique formula and gives natural black shine.			

Analysis of Findings

Most advertisements of 70s were in print media, black and white or color. The basic purpose served by the product was the focal point. Products like Sunsilk, Dabur Amla Hair Oil, Vaseline, Clean and Clear and Vasmol focused on their core product, promoted the basic features and opined that their product is as good as ones found in nature. Products like Lux focused on color variants and Fair and Lovely focused on presence of special ingredient.

In 80s, along with printed form emergence of TV produced both black and white and color version of advertisements globally. Beauty products focused on target consumers but mainly emphasized on women. The companies brought many national and international film stars to promote their products. The gender specific contents became clearly visible. Brands like Lux Soap, Sunsilk Shampoo, Fair and Lovely, Dabur Amla Hair Oil, and Clean and Clear distinctly focused on women's beauty while Vasmol focused on hair darkening for men and Pond's Powder and Vaseline targeted all consumers in general.

Advertising in 90s not only displayed the film stars' preference for products but also covered preferences of ordinary public interest as well. Core products were promoted with their uniqueness with additional features. Golden offers for few lucky customers were also provided by Lux Soap. Pond's Powder and Vaseline fully shifted their focus on women's beauty product whereas Vasmol started focusing on this segment. Sunsilk Shampoo, Fair and Lovely, Dabur Amla Hair Oil, and Clean & Clear increased their eminent quality.

From 2000, the emergence of internet helped advertisers to exploit the opportunities to reach more customers. TV ads showed multiple ranges of product variants that had the potential to fulfill the specific needs of customers like

Sunsilk Black Shine Shampoo, Sun protection power in Fair & Lovely, Versatile Fragrance of Pond's Powder, Real Amla's eminent quality, triple complex of VC3 in Vaseline Lotion, Dual variant in Clean & Clear and strength of Super Vasmol 33.

From 2010, theme based advertisement reassured brand value of products and focused more on femininity. Family and social acceptance were also made key reference points. The aroma of Lux Soap assisted women to enamor; experts' co-creation glorified the brand name of Sunsilk; Pond's Dreamflower unveiled the secret love of women; mother daughter bonding was exhibited in Fair & Lovely; captivating quality of Dabur Amla gave beautiful hair to women; glowing body color with Vaseline made women happy and charming; deep action cleanser of Clean & Clear made girls confident; and Vasmol gave natural black shine to women.

In 2020, along with advance features of product newer avenues of advertisement created emotional space for women. Beauty explored newer dimensions through advertisements beyond looks and social judgments. Different horizons of beauty were depicted by Lux Soap; knots of life can be entangled with care of Dabur Amla Hair Oil; liberty was depicted in the ads of Clean & Clear; scholarship and job opportunities were provided by the career foundation of Fair & Lovely; and Sunsilk Shampoo, Pond's Powder, Vaseline and Vasmol have enriched with numerous range of variants and fascinating offers.

Conclusion

Printed and TV advertisement of grooming products have great impact on consumers. The beautiful models displayed, features promoted, specialties mentioned, ingredients used and avoided during production etc. cumulatively persuade

the customer to opt for purchase. The present study found that these features were distinctly focused through advertisements for the last fifty years but the spotlight somehow shifted with passage of time. The still picture of film stars on printed advertisement in 1970s and 1980s shifted to motion pictures by bringing them on TV commercials in 1990s and 2000. The shift influenced all segment of customers. Grooming became synonymous to women and they solely stole spotlight in 2010 to 2020. There were great improvements in the product quality along with the theme of advertisement displayed with a catchy tagline. Through advertisement the core feature of products were initially depicted and gradually focus shifted to more advanced quality feature and then entered the customer's emotional space.

Analyzing the transformation of advertisement over 50 years, it has been found that improvements in product quality have been made, specific customer oriented models have been adopted, awareness building among customers (especially women) has been emphasized, and satisfaction of customer's specific needs have been attempted. The form of advertisements have been transformed from black and white print paper, journals and magazines in 1970 and 1980; to black and white and color TV commercial in 1990; to high picture quality in 2000 and 2010; to HD quality picture with standard digitalization in TV and mobile phones (internet) in 2020. Not only picture quality has improved but exciting offers of products are continuously displayed in an astonishing way. The mode of attractiveness has innovated methods such as dialing lucky numbers written behind the package of products, opportunity to meet film stars, scholarships and job opportunities and scope for world tour to provoke customers to purchase those products.

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