

# A study on the influence of television commercials on female

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## Abstract

This paper tries to study how beauty cream television advertisement affects consumer buying behavior and the impact of beauty cream advertisement on mental health of the consumers. The methods of research used were quantitative method and participant observation on 60 samples between the ages of 18 to 50 and a questionnaire was used as the tool of data collection. The findings that were determined showed the extent of affects of the product on consumer's buying behavior and their mental health.

**Keyword-** Advertisemnt, Fairness cream, consumer buying behaviour, influence.

## Introduction

Advertisement has been proved as an effective tool for altering consumer's buying behavior. Consumer are more attracted to a product which has been advertised vigorously. Thus, we are flooded with more displays advertisements, phone messages etc. Gone were the days when internet was free of advertisements, now with the introduction of SEO, no platforms have been spared.

There are many element that determine consumer purchasing behavior, such as

**Cultural factor-** every culture has its own ideas and belief and it majorly affects the consumer buying behavior. Every consumer keeps their culture in mind purchasing a product. Culture plays a vital role in developing ones behavior and even In interpreting, evaluating and judging a product

**Social factor-** social factor plays a trivial role in influencing consumer buying behavior. Every social group has a sub-social groups, social status, society .

**Personal factors-** personal factors involves price, package, preferences etc.

**Psychological factor-** it involves perception, attitude, learning and belief. These factors plays a vital role in influencing a consumer's behavior. A consumer will buy a product only when they feel motivated towards buy it.

Women have been stereotyped for centuries for height, color, race, body image etc. beauty product advertisement tries to cultivate the idea that ‘ beauty is measured by fairness’ and a girl needs to be fair, in order to get successful, pretty or to even get a marriage proposal. If you see every beauty cream advertisement, it starts with a girl who is either very unsuccessful in her life or her heart has been broken by someone. She feels very demotivated, until she finds the fairness cream. Her life completely changes after applying fairness cream, she gets fame, happiness and everything she ever desired for best example of this could be an advertisement of Fair & Lovely, where the ad starts with a father who is poorly dressed and sitting in a small house. He asks for a cup of coffee from his wife, to whom she replies that there is no milk and curses his husband for depending on his daughter financially. A brief cut shows, the girl is traveling in a crowded bus, she is very tired. She walks in while her father was wishing for a son and becomes upset. When her mother offers her a cup of coffee ,she says to give it to her father and runs aback in room and starts crying because she is not capable of proving her family sufficiently. In her room she circles an advertisement about air hostess. Then she looks her dark self in the mirror and feels demotivated. Next day she sees an advertisement of fair and lovely and she starts using the product. Her life turns upside down after using the product, she gets the job. Such type of advertisement is known as fear techniques. Beauty cream advertisement tries to manipulate consumer buying behavior by cultivating the idea that beauty is measure by fairness and a person has to be fair, in order to be successful in life. Obsession with white skin has been passed down to every generation. Even in ancient times people would use home remedy to lighten the skin. India is located in the tropical region because of which people are either dark or brown. Here people are been discriminated on the basis of color. And beauty advertisement cream sees it as an opportunity to corrupt consumer's mind. Most of the beauty cream advertisement promotes fairness and put dark people in a bad light.

## **Research Design**

Here survey, questionnaire method and descriptive research is used for the study.

## **Sampling Design**

Sampling is the technique used to approach target audience who will be sampled. Who is to be surveyed? I have covered my survey in potheri, Chennai

## **Sample size**

It is the sizable portion of the target audience, who is sampled, in order to get desired conclusion. Mostly, large sample is more reliable than small sample. The sample consists of 60 female respondent of Potheri, Chennai.

## Research instrument

Quantitative sampling (Questionnaire) was used. Questionnaire has been used in this study; questionnaire consists of close-ended questions, which can only be answered in yes or no. Closed questions also include the use of scale can also be used, which is used to measure qualitative behavior of respondent. 50 google forms were distributed among the women of Chennai.

## Research Parameters

Research parameter is a quantitative way of to estimate data with help of data collection tool collected from the respondent. It works as a statics for calculation the result of the survey.

Mostly researcher uses parameters for study. This parameters used are:

- Consumer Buying behavior
- Brand fairness cream
- Portrayal of women in advertisement
- Complexion

Q. DO you think advertisement affects consumer buying behavior?

It can be interpreted from the above data that 88.33% of the respondent agree that advertisement affects consumer buying behavior and 11.67% disagrees.

Q. Do you think celebrity endorsement influences consumer to buy a product?

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Q. Do you think celebrity endorsement influences consumer to buy a product?

It can be interpreted from the above data that 93.33% respondent agrees that celebrity endorsement influences consumer buying behavior and 6.67% disagrees. It can be interpreted from the above data that 93.33% respondent agrees that celebrity endorsement influences consumer buying behavior and 6.67% disagrees.

Q. Do women stereotyping still prevails in the advertisement?

It can be interpreted from the above data that 66.67% respondent agree that women stereotyping still exists in advertisement and 33.33% disagrees.

Q. How often do you buy beauty products?

Interpretation It can be interpreted from the above data that 58% of female respondents uses rarely buys beauty products, while 23.33% said very frequently and 40% said frequently and no one said agreed to never .

Q. Do you agree that beauty is measured by fairness?

It can be interpreted from the above data is that 32.97% respondents agree that beauty is measured by fairness and 67.21% disagrees.

Q. Do you think people are more obsessed with fairness?

It can be interpreted from the above data is that 83.33% of female respondents agree that people are more obsessed with fairness and `16.67% disagrees.

Q. Do you think there is a growing demand for fairness cream?

It can be interpreted from the data is that 78.33% female respondents agree that there is a growing and 21.67% disagree.

Q. What is the purpose of buying beauty products?

It can be interpreted from the above data that 35% of women uses beauty products for facial purpose, while 8.33% uses for younger looks and 25% uses for better feeling, on the other hand, only 5% of women uses for attracting men and 1.67% for Medical purpose.

Q. Does beauty cream advertisement portrays men and women equal?

The above data shows that 41.67% respondent agrees that beauty cream advertisement portrays men and women equal and 58.33 disagrees.

Q. Do you think women are portrayed in a bad light in beauty cream advertisement?

The above data shows that 60% of women agree that women are been put in a bad light and 40% disagrees.

Q. Do beauty cream advertisement affects the mental state of the consumer?

The above data shows that 70.49% of female respondent agrees that advertisement affects the mental state of the consumer and 29.51% disagrees.

Q. Do beauty cream advertisement portrays dark and white women in the same light?

The above shows that 50% of female respondent agrees that beauty cream advertisement portrays white men and women in the same light and 50% disagrees.

Q. Is portrayal of women in beauty cream advertisement is ethical or unethical?

The above data shows that 66.13% agrees that portrayal of women is ethical and 33.87 is unethical

### **Findings and conclusion**

- The study has revealed that large majority of population agree to the fact that women are portrayed unethically in advertisement. The survey disclosed that 66.13% agreed to the unethical portrayal of women and 33.87% disagrees
- The study showed that equal number of people agree and disagree that men and women are not portrayed as equal in advertisement. The result of advertisement was that 50% of respondent agree that women are not been portrayed equal in advertisement and 50% disagrees
- The study disclosed that advertisement has a great impact on consumer's mental health. The survey revealed that 70.49% of female respondent agree that advertisement has had a bad impact on their mental health and 29.51% disagreed.
- The study found that large majority of female respondents agrees that women are put in a bad light in advertisement. The study showed that 60% of women agree that women are been put in a bad light and 40% disagrees
- The study reveals that respondent agrees majorly that advertisement do not keep men and women at the same level. The survey revealed that 41.67% respondent agrees that beauty cream product keeps men and women at the same level.
- The study disclosed that large population of female consumer uses beauty products for facial needs, followed by the use for better feeling and other majority uses for the younger look followed by use for attracting men and then medical purpose. The survey showed that 35% of women uses beauty products for facial purpose, while 8.33% uses for younger looks and 25% uses for better feeling, on the other hand, only 5% of women uses for attracting men and 1.67% for Medical purpose.

- The study also showed that there is a growing need of fairness cream, as 78.33% respondent agreed and 21.67% disagreed.
- It can be interpreted from the study that there is a growing obsession of fairness in society, the data revealed that 83.33% of female respondents agree that people are more obsessed with fairness and 16.67% disagrees.
- The study showed that large number of female consumer agreed that beauty is measured by fairness cream, as the data revealed that 32.97% respondents agree that beauty is measured by fairness and 67.21% disagrees.
- the study showed that 58% of female respondents uses rarely buys beauty products, while 23.33% said very frequently and 40% said frequently and no one said agreed to never .
- The study showed that women still prevails in advertisement, the data showed that 66.67% respondent agree that women stereotyping still exists in advertisement and 33.33% disagrees..
- The survey showed that data that 93.33% respondent agrees that celebrity endorsement influences consumer buying behavior and 6.67% disagrees.
- It can be interpreted from the above data that 88.33% of the respondent agree that advertisement affects consumer buying behavior and 11.67% disagrees.
- The respondent of survey was adult as compared to teenagers. Only three percent of female respondent participated ,while 57% of adult lady participated in the survey

## ANALYSIS AND INTERPRETATION

### Conclusion

After closely studying the, I released that even after protest/ revolution regarding faire skin, yet Indian society is obsessed with fair skin society here measures beauty with fairness and media amplifies it. There are many advertisement which demeans or demotivates dark women, contrary to white women, it shows that dark women are weak, unsuccessful etc. this technique of selling is called fear technique, which is very common in the advertising world. Even after introduction of broadcasting rules, women stereotyping still prevails in advertising world. They are either been portrayed as a sex object or a house women. The study also reveal the various reason of buying beauty , such as facial needs, for younger looks, to improve self-image, attracting men and so on. It also disclosed the frequency on which women buy a product, where none women voted for 'Never', they never have bought beauty product.

The study also puts light on the consumer buying behavior, how beauty cream advertisement affects the consumer buying behavior. Advertisers uses different selling techniques, such as social, fear techniques, celebrity endorsement and so on and various factors influencing consumer buying behavior, such as physiological, pricing, packaging and so on.

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