

Advertisement Influence of Fairness Cream Among Females with Special Reference to Television Advertisement

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Abstract: Media has a great influence on society and they are interrelated and interdependent. It plays a crucial role in promotion of ideas and transformation of society. Television is the most important mass medium used for advertising and is used as a way for disseminating information to public. There is a growing trend of television advertisements in past few decades. Most of television viewers do not know the extent of influence of television in their purchase decisions. It influences the life of people directly or indirectly and many of the fairness advertisement shown on television target the female population. The main aim of the study is to find out influence of television advertisement of fairness cream among females.

Keywords: Television advertisement, Fairness cream, Brand preference, Purchase decisions.

1. Introduction

Advertising has changed and influenced the life of people directly or indirectly in last few decades'. Television advertising started in early 1940's and become a part and parcel of every one's life as it is easily available in everyone's living room. Advertisement is a paid, non-personal, public communication about causes, goods and services, ideas, organization, people and places through means such as direct mail, telephone, print, radio, television and internet. Among this television advertising is still the most influential medium in people purchase decision. Fairness cream market in India shows a rapid growth with the use of television advertisement. And a report from the Television Bureau of Advertising and Knowledge Network Inc. shows that 37% of people make purchase decision after television ads compared with other medium of television advertisement. Television advertising is a span of television programming produced and paid for by an organization. It is the bestselling and economical media and the average Indian women are beauty conscious and they are using fairness creams. In the light of this background the investigator initiated the study.

A. Objectives

This paper attempts to examine the advertisement influence of fairness cream among females with special reference to

television advertisement. The objectives of the present study are;

1. To understand the brand preference of fairness creams.
2. To understand the influence of Television advertisement on different social classes.
3. To assess the factors affecting purchase decisions.

2. Hypothesis of the Study

Influence of television advertisement and social classes are independent.

3. Methodology

The study is mainly concentrated in Puthukad constituency of Thrissur District in Kerala, which consists of seven Panchayath. From these seven panchayath, Mattathur Gramapanchayath is selected by using lottery method. Considering the size of the population and its characteristics, the researcher has selected 100 samples for the purpose of study. The 100 samples are selected on the basis of age and stratified random sampling is used for the purpose of study. The data were elicited using structured questionnaire through direct personal interview. The data collected was analyzed and interpretations were made using percentage, chi-square test etc. Graphs and diagrams were used for better presentation and understanding.

4. Statement of Problem

Media has a great influence on society and they are interrelated and interdependent. It plays a crucial role in promotion of ideas and transformation of society. Television is used as a way for disseminating information to public. There is a growing trend of television advertisements in past few decades. Most of television viewers do not know the extent of influence of television in their purchase decisions. It influences the life of people directly or indirectly and many of the fairness advertisement shown on television target the female population and therefore the present study tries to explore the influence of fairness related television advertisement among females of

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Mattathur Gramapanchayath and to find out the factors and brand preference of fairness creams as well as the influence of television advertisement on different social classes. Hence the study is entitled as “Advertisement Influence of Fairness Cream among Females with Special Reference to Television Advertisement”

5. Review of Literature

Literature review simply refers to review relating to previous research on topic. Extensive review of literature regarding advertisement influence of fairness cream among females has been made and the major are included here. Advertisement has a persuasive role in shaping the purchase decision of people.

Sindhusree, (2018) conducted descriptive study which focused on the “Influence of fairness cream advertisement on the purchase behavior and belief system of youth in Mysore”. The study was based on the direct personal interview with the respondents. The findings of the study revealed that the kind of beliefs of fairness cream created discrimination based on skin tone and people feel more insecure towards their skin tone and it act as a reason for the people to try more and more fairness creams.

Shaji. E (2018) in the article entitled “A study on the behavior of female consumers in the purchase and use of cosmetics” focused on the behavior of females in the purchase and use of cosmetics in Kerala and it revealed that socio-economic factors such as age, income, area and family type influence the buying behavior of female consumers. It was also noted that there is a tendency among the female consumers to use herbal beauty products especially the skin products of the brand Himalya.

Shekhar & Jose (2017) examined the “Impact of advertisement on the buying behavior of fairness creams” with the objective to understand consumer perception towards the fairness creams and how advertisement influenced the brand choice of consumers. It was revealed that there is a positive relationship between advertisement and buying behavior of fairness creams.

Koshi L & Manohar J (2016)” Influence of television advertisement on buying behavior of youth towards cosmetics products” with a sample of 100 youth customers within the age

group of 15 to 29 to know the impact of television advertisement on their buying behavior. The result revealed the importance of television advertisement on the buying behavior of youth.

Even though many research is done in this field, the investigator attempts,

- To examines the influence of television advertisement of different social classes.
- To find out the influence of television advertisement on fairness scream among females of Mattathur Gramapanchayath.
- To find out main factors and the brand preference of fairness creams among females.

6. Data Analysis and Interpretation

Table 1
Socio-economic profile of the respondent

Profile	Variables	No. of respondents.	Percentage
Age	20-30	38	38
	30-40	31	31
	40-50	23	23
	50-60	8	8
	Total	100	100
Marital status	Married	30	30
	Unmarried	42	42
	Widowed	9	9
	Divorced	19	19
	Total	100	100
Education	S.S.L.C	18	18
	PLUSTWO	22	22
	Graduation	44	44
	Post-graduation	16	16
	Total	100	100
Religion	Hindu	38	38
	Christian	39	39
	Muslim	23	23
	Total	100	100
Monthly income	Below 5000	22	22
	5001-10000	30	30
	10001-15000	34	34
	Above 15000	14	14
	Total	100	100

(Source: Primary data)

Table 2
Brand preference of fairness cream on the basis of price

Brand	Always.	Often	Sometimes	Rarely	Never	TOTAL	Mean score	Rank
Fair & Lovely	34	28	20	10	8	100	3.7	1
Ponds	30	24	8	13	25	100	3.21	5
Loreal Paris	19	20	25	17	19	100	3.37	3
Dove	18	22	23	16	21	100	3.32	4
Lakme	15	16	20	18	21	100	3.42	2

(Source: Primary data)

Table 3
Brand preference of fairness creams on the basis of quality

Brand	Always	Often	Sometimes	Rarely	Never	Total	Mean Score	Total
Fair & Lovely	25	20	13	18	24	100	3.04	2
Ponds	20	18	24	21	17	100	3.03	3
Loral Paris	13	24	18	6	39	100	2.78	5
Dove	23	27	12	24	14	100	3.21	1
Lakme	18	20	19	17	26	100	2.87	4

(Source: Primary data)

Table 1 indicates that 38% of respondents are in between the age group of 20-30 years. 42% of respondents are unmarried. Out of the 100 respondent 44% of respondents were graduated. 39% of respondents belong to Christian. 34% of respondents were at the income range of 10001-15000.

A. Brand Preference of Fairness Cream on the Basis of Price

Brand preference of fairness creams vary from person to person. The table elucidates the ranking towards the brand preference of fairness creams by using weighted average method. For this the following criteria is used.

Always (5 Marks), Often (4 Marks), Sometimes (3 Marks), Rarely (2 Marks), Never (1 Marks).

Table 2 highlights that the brand preference of fairness creams on the basis of price. Fair and lovely was rated as first rank with a mean score of 3.7 and Lakme in second position, Loral Paris acquired third title, and Dove got the fourth position and Ponds got the fifth rank with a mean score of 3.21

Table 3 reveals the brand preference of fairness creams on the basis of quality. Dove got the first rank with a mean score of 3.21 and Fair and Lovely got the second rank, Ponds got the third rank, Lakme got the fourth rank and L'Oreal Paris got the fifth rank with a mean score of 2.78

Chi-Square Test:

Testing the independence of influence of Television advertisement and social status

H0: The two attributes are independent.

H1: The two attributes are not independent.

Table 4
Influence of television advertisement on different social classes

Social status	Influence of T.V Ads (High)	Influence of T.V Ads (Average)	Influence of T.V Ads (Low)	Total
Lower class	8	10	9	27
Middle class	13	18	6	37
Upper class	11	20	5	36
Total	32	48	20	100

(Source: Computed primary data)

Table 5
Chi-square test

Chi- square test	Calculated value	Degree of freedom	Table value
	4.626	4	9.488

Table 5 elucidates that the Calculated value of chi-square (4.626) is less than table value (9.488) and hence we accept the null hypotheses. So it can be concluded that the two attributes are independent, which states that influence of television advertisement and social status are independent.

B. Factors Affecting Purchase Decisions

From table 6, it can be observed that celebrity advertisement is one of the most influential factors affecting purchase decision.

Table 6
Factors affecting purchase decisions

Factors	Response	Percentage
Tagline & caption	13	13%
Theme of advertisement	11	11%
Celebrity of promotion	46	46%
Information about fairness cream	30	30%
Total	100	100%

(Source: Primary data collected from respondents)

7. Findings

- The study was revealed that majority of females agree to the fact that fair & lovely is the most preferred brand according to price.
- The study showed that dove is the most preferred brand according to quality.
- The study disclosed that the influence of Television advertisement and social status are independent.
- Celebrity advertisement is the most influencing factor with 46% of females affecting purchase decisions.

8. Conclusion

Advertising is the way of communication with the users of product or services. This study is quantitatively explored advertisement influence of fairness creams among females with special reference to television advertisement. The basic purpose of this research paper to know the brand preference of fairness cream. The findings from the study lead to the conclusion that brand preference of people is determined on the basis of certain criteria such as price and quality. On the basis of price the Fair and Lovely is the most preferred brand. On the basis of quality dove is the most preferred brand. The study also focuses to find out the influence of fairness cream among different social classes. According to this study fairness related television advertisement has no influence on different social classes and among various factors influencing the purchase decision like tagline and the caption and information about fairness creams, celebrity advertisement is the most influential factor .46% of people make purchase decisions on the basis of celebrity advertisement. Thus the study revealed that television advertisement has a pivotal role in the purchase decision of people.

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