

A Content Analysis Study On Television Cosmetic Advertisements

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Abstract

Television advertisements are one of the best tools to influence the consumer perception about the product or services. Similarly, the cosmetic markets and usages are increased day by day due to the rising of individual's income and awareness of self presentation and self esteem. In addition the television advertisements are the combination of audio and video content which is easily attracts the consumer perception and also easily convince the audience with respect to the product sales. Because it the effective tool to recollect the information about the products by the consumers. In this context, the present study to examine the content of the cosmetic advertisements which is shown on television. As well as, the same study to analysis the lead role projection, in the respective advertisements. Additionally the advertisements making environments and color applied on the advertisements also were analyzed.

Key words: Television Advertisements, Cosmetics Advertisements, Consumer Perception, Beauty.

Introduction

The present scenario the television advertisements are easily entered to the living room of every one house and it is a combination of audio, video, color, graphics text animation and so on. So it the best tool to influence the consumers perception which is easily recall the product and services. At the same time there are behaving as a sales man to convince the customers to buy the products as well as it delivered the some relevant information about the products which influence the consumers perception.

India, according to TRAI, every channel in India had permission to telecast 12 min the advertisements in between one hour programme. At the same time most of the channels deliver advertisements between the programs in that 80 % of the channel advertisements are cosmetics like face, skin, hair and lips products so on.

According to the Confederation of Indian Industries (CII) the current total market of cosmetics in India stands at US\$950 million and it will growth up to 15 to 20% per annum. The overall beauty and wellness market that includes beauty services stands at about US\$2,680 million, according to CII estimates. The marketers are currently making use of TV to advertise their products.

Cosmetics are a major expenditure for many women, with the cosmetics industry grossing around 7 billion dollars a year, according to a 2008 YWCA report. In her book, "Can't Buy My Love," sociologist Jean Kilbourne analyzes nearly a century of advertising. She argues and says that "as expenditures on cosmetic advertising increase, so do women's cosmetic purchases".

Literature

Kaur and Kaur,2002 ,stated that the television advertisements influence are higher than print and television media.

Monel and Johnson ,2005, revealed in their study that advertising is a paid form of communication which advertises about services or products to the respective audience through mass media. According to Ayanwale,2005 stated that recently the advertising vale has increased .Similarly Unsal and Yuksel,1984 says that advertised products are more visible to the consumer rather than un advertised one.

Vigneron and Johnson ,1999, humans are wanted to fulfill the need to look and feel fine with their appearance which is encourage the materialism. This is ended up with the hype of cosmetics and toiletries industries in world wide.

Chambers Encyclopedia defines "cosmetics as (a) articles intended to be rubbed, poured, sprinkled or sprayed on, introduced into or otherwise applied to the human body or any part thereof for cleaning, beautifying, promoting attractiveness or altering the appearance and (b) articles intended for use as a component of such articles".

Mrs. HemaPatil and Dr.BBakkappa (2012) study stated that the female consumers are consume more cosmetics because trationally it is already defined Similarly Monteiro,2003 says that female consumers used more cosmetics.

According to Lee,2005; Chan,2007 the beauty may be defined as a country that tall, thin, blonde hair, blue eyes and large breasts.

Englis and Solomon,1997 “The term beauty has been conceptualized as uni-dimensional and multidimensional in different cultural perspectives”. In addition to this they also stated that the mass media and popular culture play a significant role on social construction of physical beauty. In this way Down and Harrison,1985 says that the media projected the definition of beauty and attractiveness through various media channel again and again.

Objectives:

- To examine the content of the cosmetic advertisements on television.
- To study about the lead role projection in the respective advertisements.
- To analyze the advertisements making environments and color applied on the advertisements.

Methodology

Content analysis was adopted for current study. More than 20 television cosmetics advertisements contents were analyzed. For this research, the advertisements were taken only facial product. In most of the advertisements were talks about the female beauty. So in this perspective, the advertisements were taken only female facial cosmetics advertisements. Some of the products advertisements and the observation made are discussed below.

Lakme'

This is a well known brand in India. The advertisements starts with the female who's preparing to go out. When she is on the car due to traffic the car was in the queue on the road. So suddenly she get out from the car and walked towards her face and she says walk confidently even in the sunlight.

Observation: This advertisement is made in both indoor and outdoor. mostly they used soft white color which is related with product and the professional model led the advertisements. She looked fair and thin physique. Finally the advertisement said that when we walked in the sunlight the color will fade of. Indirectly it talked about fairness.

Garnier BB cream

The advertisement starts with oily face of the celebrity .She felt and worried about her oil face and get confusion to select the correct face for her face .Finally she selected this product and applied this cream on her oil face .the oil was changed and its looks like a glow skin.

Observations: This advertisement made in indoor. In this advertisement also used milky yellow color which are recollect the product color. They used famous celebrity as a model for this ad who has looking fair and thin physique with neat smile. She pointed that the product will help to avoid oily face problem and this product will help the consumers with fairness looking and health glow.

Hindustan Unilever

The fair and lovely fairness cream advertisement. The girl who's looking fair come and asked about the appointment for skin glow to another female. She showed the direction and there she got to know about the product at the same time the female voice over also gave instruction about the products. Finally, she thanked for the voice over which is given the guideline for the product.

Observations: this advertisement were taken in indoor location and the color was golden yellow which is mentioned the product. The professional model was used and she has fair skin complex and good physique. Even though the model had fair skin she instructed by the voice over that that golden glow will come after apply the product. This advertisement also pointed that the fairness for the face.

Ponds

The advertisements lead by the celebrity she start the advertisement with demo of the product. This advertisement also made in indoor. They were used soft color all over the places of this advertisement. She talked to the audience that use of the product is to get non oil glow face.

Observations: The advertiser used celebrity. The color is soft green color. The celebrity has fair skin and good physique. Based on the lead role information, this advertisement also stated that the glow on the face in terms of fairness.

L'oreal

This advertisement lead with celebrity and two different model .The advertisement talks about the whitening perfect and wrinkles for all age group of people. The advertisers introduced three different age group of woman which they explained there different face cream of the same company and three different purposes such as whitening, perfect skin and wrinkles remove.

Observations: The advertisement taken in inside .the celebrity and models are fair skin and thin physique. The advertisement visuals show that the purpose with graphics work and the led role finally says that select the products according to the need. This was also instructed the first value is whitening then perfect skin and wrinkles.

Maybelline

The advertisements lead by the female celebrity. One of the female model come enquired about her makeup which is stay back long time. Then she explained about this product and delivers the information to the audience that if they wanted to stay back their makeup long time they have to use this product. As well it connected with the brightness of the face.

Observations: This advertisement taken in both indoor and outdoor .the colors are used contrast like the celebrity bags or shoes like that. The celebrity and other models are looked like a fair skin and thin body and they were projected a westernized style. Finally it stated that whiteness with respect to face is more important.

Himalaya:

This advertisement situated in a home set up and the conversation was stared with the father and he talked about the outing of the day. During this conversation the daughter said can't come for the shopping mall due to pimples on her face. Then the mother came out from kitchen stated that even they used soaps for bath individually how the pimples came?.The girl standard in front of the mirror and think about solution the voice over and graphics suggested that to use this product. After applied this product her pimples gone and she got a bright face color than before. She happily went shopping with her family.

Observations:

The lead role of the female is model she had fair skin and the colors are used and recalled the product. When the lead role showed with pimple on her face that time her face was like oil and dull. But after apply the products her face was bright and glow.

Conclusions

All the advertisements lead by the celebrity or model that had fair skin and thin or good physique. Most of the advertisements were taken indoor set that means the environment looks like home or room very few were taken out side .The advertisers are used either soft color or product color throughout the advertisement. Majority of the advertisements content connected with products which are mainly focused on fairness and glow of the skin or face.

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