Finding
and
Discussion
Findings of the study, as obtained on the analysis of the data collected through the questionnaire schedule are described and discussed in this chapter. The first part deals with the baseline data that is personal and family variables of the sample studied. In addition, data pertinent to respondents buying behaviour in relation to the fairness cream, exposure to mass media and respondents practice regarding the use of media are summarized. Following this, respondents’ opinion towards advertisements of fairness cream are presented. This chapter also includes the findings related to the impact or influence of advertisement of fairness cream on consumers choice. Lastly, findings related to teasing the hypotheses are presented.

DESCRIPTION OF THE SAMPLE

Personal characteristics

The sample of the present study comprised of female students enrolled in the UG and PG programmes offered by PG Mahila College Kidwai Nagar Kanpur respectively. Insight into personal characteristics of respondents was gained through analysis of data collected and the findings are presented in the ensuing paragraphs. Selected family background characteristics were also studied. The findings are presented in sequence to those of personal characteristics.

Age of respondents

To find out the distribution of respondents in various age groups, information about their age was analyzed. The analysis revealed that it ranged from 17 to 20 years. The respondents were classified by age into two groups, i.e., 17 to 20 years of age and > 21 to 25 years. It was observed that nearly 70.67 per cent of the
respondents belonged to the younger (17 to 20 years) age group while the rest of them belonged to the higher age-group of >21 to 25 years (Table 5.1)

Table 5.1 Distribution of respondents by selected personal characteristics

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Personal characteristics</th>
<th>N = 150</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>Per cent</td>
</tr>
<tr>
<td>1.</td>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. 17 – 20 years</td>
<td>106</td>
<td>70.67</td>
</tr>
<tr>
<td></td>
<td>2. 21 – 25 years</td>
<td>44</td>
<td>29.33</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>100.00</td>
</tr>
<tr>
<td>2.</td>
<td>Level of education</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Under graduate</td>
<td>80</td>
<td>53.33</td>
</tr>
<tr>
<td></td>
<td>2. Post graduate</td>
<td>70</td>
<td>46.67</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>100.00</td>
</tr>
<tr>
<td>3.</td>
<td>Ordinal position</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Eldest</td>
<td>50</td>
<td>33.33</td>
</tr>
<tr>
<td></td>
<td>2. Youngest</td>
<td>60</td>
<td>40.00</td>
</tr>
<tr>
<td></td>
<td>3. In between</td>
<td>38</td>
<td>25.33</td>
</tr>
<tr>
<td></td>
<td>4. Only child</td>
<td>2</td>
<td>1.34</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Education level of the respondents

Findings summarized in Table 5.1 showed that the majority of the respondents belonged to undergraduate programme (53.33 %) whereas, a little less than half of the respondents belonged to the postgraduate category. It is also pertinent to mention here that most of the respondents (100 %) were students P.G. Mahila College Kidwai Nagar Kanpur.

Ordinal position

The respondents were categorized into four distinct groups by their ordinal position in their families, i.e. first born (eldest), middle born (in between), last born (youngest), and only child. Nearly 40 per cent of the respondents were youngest in
Fig. 5.1: Age-wise distribution of the respondents

Fig. 5.2: Educational status of the respondents
their families. One-fourth of them were eldest and a little less than one-third of them were middle born. On the other hand only a few (1.34 %) were the only child in their families.

**Family background characteristics**

Insight into selected baseline characteristics of the respondents like size of the family, family income, employment status and occupation of the family was sought through appropriate questions. The findings as obtained on the analysis of data are presented in Table 5.2.

**Table 5.2 Distribution of respondents by occupation of earners in the family**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Occupation</th>
<th>Father</th>
<th>Mother</th>
<th>Brother</th>
<th>Sister</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>1.</td>
<td>Government service</td>
<td>90</td>
<td>10</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>2.</td>
<td>Private enterprise</td>
<td>40</td>
<td>-</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Business</td>
<td>20</td>
<td>20</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>4.</td>
<td>Not employed</td>
<td>-</td>
<td>120</td>
<td>13.0</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
</tr>
</tbody>
</table>

**Occupation of the family members**

The occupation was categorized into three groups – employee in government service, employee in private enterprise and own business. Those who were not employed formed a separate category. It is quite clear from Table 5.2 that the fathers of all the respondents were employed. The majority (60.0 %) were in government service with more or less comparable proportion (13.33 %) being either in business or private enterprise respectively. In nearly 80 to 86.66 per cent cases
mother, brother or sister were non-earners. Amongst the few employed mothers government job was more popular as compared to others. However, in the case of employed brothers equal proportion were either in public or private sector jobs (Table 5.2).

Size of family

The number of the family members ranged from 3 to 4. The collected data on analysis showed that the majority of the respondents (63.33 %) belonged to medium size families i.e. having 4-6 members whereas 22.67 per cent and 14.00 per cent respondents belonged to large size (having more than 7 members) and small size (having up to 3 members) families respectively. The mean family size of 5.28 compares well with national average (Table 5.3).

Table 5.3 Distribution of respondents by their selected family characteristics

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Family characteristics</th>
<th>N = 150</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N</td>
</tr>
<tr>
<td>1.</td>
<td>Family size</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Up to 3 members</td>
<td>21</td>
</tr>
<tr>
<td>2.</td>
<td>4 – 6 members</td>
<td>95</td>
</tr>
<tr>
<td>3.</td>
<td>&gt; to 7 members</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>5.28</td>
</tr>
<tr>
<td>S.D.</td>
<td></td>
<td>2.7</td>
</tr>
<tr>
<td>2.</td>
<td>Type of family</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Nuclear</td>
<td>128</td>
</tr>
<tr>
<td>2.</td>
<td>Joint</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
</tr>
</tbody>
</table>

Type of family

The analysis of data showed that 85.33 per cent of the respondents families were nuclear whereas the remaining respondents belonged to joint families. This
substantiates the fact that joint family system is disappearing from Indian society (Table 5.3).

**Family income**

The respondents were asked to report their monthly family income from all sources to the closest approximate hundred possible. The analysis of data showed that a relatively small proportion (8.0 %) of the respondents belonged to high income group (i.e. more than Rs. 20,000/- per month) while nearly one fourth of them whose families earned a monthly income between Rs. 12,001/- to Rs. 20,000/- belonged to middle income group. Majority of the families of respondents fell in the lower group by income as they earned a monthly income equal to or less than Rs. 12,000/- (Table 5.4).

**Table 5.4 Distribution of respondents by the monthly income**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Family income</th>
<th>N = 150</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Rs. 3000 – Rs. 12,000/-</td>
<td>99</td>
<td>66.00</td>
</tr>
<tr>
<td>2.</td>
<td>Rs. 12001 – Rs. 20,000/-</td>
<td>39</td>
<td>26.00</td>
</tr>
<tr>
<td>3.</td>
<td>Rs. 20,001 or more</td>
<td>12</td>
<td>8.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>100.00</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>9868.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>S.D.</td>
<td>3124.4</td>
<td></td>
</tr>
</tbody>
</table>

The mean monthly income from all sources for the entire sample was estimated to be Rs. 9868.6. The standard deviation value of 3124.4 revealed relatively moderate variability in the monthly family income of the respondents.
Information related to allowance/pocket money

Frequency of receipt of allowance/pocket money

The respondents were asked to report as to whether they received allowance/pocket money on a regular basis and if they received, information on its frequency was also sought. The analysis of data revealed that the majority of the respondents (80.00 %) received regular allowance/pocket money whereas only a small number of respondents (13.33 %) did not receive regular pocket money. However, as and when needed, they received cash for their requirements. Further scrutiny of data brought to lime light that a negligible proportion (6.67 %) of the respondents received allowance/pocket money once in two weeks whereas the majority of them received the same once in a month (Table 5.5).

Table 5.5 Distribution of respondents by frequency of receipt of allowance/pocket money

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Receipt of allowance/pocket money</th>
<th>N = 150</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N</td>
</tr>
<tr>
<td>1.</td>
<td>Once in month</td>
<td>120</td>
</tr>
<tr>
<td>2.</td>
<td>As per need</td>
<td>20</td>
</tr>
<tr>
<td>3.</td>
<td>Once in two weeks</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
</tr>
</tbody>
</table>

Planning before spending

Budget making or planning before spending is an important step to achieve the maximum satisfaction. The data were collected to gain insight into respondents habit in this regard. The findings revealed that a little less than half of the respondents planned before spending and rest of them did not (Fig. 5.1).
Table 5.6 Distribution of women respondents by different heads of expenditure

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Head of expenditure</th>
<th>Rs.50-150</th>
<th></th>
<th>Rs.200-300</th>
<th></th>
<th>Rs.250-450</th>
<th></th>
<th>Rs.500-600</th>
<th></th>
<th>Rs.650-750</th>
<th></th>
<th>Rs.800-900</th>
<th></th>
<th>Rs.900-1500</th>
<th></th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tuition items</td>
<td>18</td>
<td>12.00</td>
<td>45</td>
<td>29.00</td>
<td>8</td>
<td>5.33</td>
<td>31</td>
<td>20.67</td>
<td>3</td>
<td>2.00</td>
<td>17</td>
<td>11.33</td>
<td>11</td>
<td>7.33</td>
<td>411.3</td>
</tr>
<tr>
<td>2.</td>
<td>Food &amp; snacks</td>
<td>33</td>
<td>22.00</td>
<td>22</td>
<td>14.67</td>
<td>13</td>
<td>8.67</td>
<td>23</td>
<td>15.33</td>
<td>2</td>
<td>1.33</td>
<td>14</td>
<td>9.33</td>
<td>10</td>
<td>6.67</td>
<td>389.8</td>
</tr>
<tr>
<td>3.</td>
<td>Transport</td>
<td>65</td>
<td>43.33</td>
<td>36</td>
<td>24.00</td>
<td>12</td>
<td>8.00</td>
<td>8</td>
<td>5.33</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>201.3</td>
</tr>
<tr>
<td>4.</td>
<td>Personal grooming</td>
<td>84</td>
<td>60.00</td>
<td>31</td>
<td>20.67</td>
<td>6</td>
<td>4.00</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>154.8</td>
</tr>
<tr>
<td>5.</td>
<td>Medicine</td>
<td>50</td>
<td>33.33</td>
<td>29</td>
<td>19.33</td>
<td>7</td>
<td>4.67</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>112.9</td>
</tr>
<tr>
<td>6.</td>
<td>Internet</td>
<td>21</td>
<td>10.00</td>
<td>5</td>
<td>3.33</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>101.6</td>
</tr>
<tr>
<td>7.</td>
<td>Saving</td>
<td>12</td>
<td>8.00</td>
<td>7</td>
<td>4.67</td>
<td>4</td>
<td>2.67</td>
<td>2</td>
<td>1.33</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>48.6</td>
</tr>
</tbody>
</table>

N=150
Fig. 5.3: Different heads by expenditure incurred by selected students
Different heads of expenditure

The sample chosen for the study were students at U.G. and P.G. students of Mahila College Kidwai Nagar Kanpur. They were asked to report their expenditure under different heads, such as tuition items, food and snacks, transport, personal grooming, medicine, internet and savings.

The distribution of respondents by their heads of expenditure was computed. The findings presented in Table 5.6 showed that expenditure on tuition and food items ranged from Rs. 50 to Rs. 1500 per month while that on transport ranged from Rs. 50 to Rs. 600 per month. Personal grooming and medicine/tonics were heads of expenditure on which the monthly expenditure by respondents ranged form Rs. 50 to Rs. 450. A few respondents reported an expenditure of Rs. 50 to Rs. 300 per month on internet. Savings was observed to be a part of disposal of allowances in the case of a small proportion of respondents. The largest mean monthly expenditure was estimated on tuition followed by food and snacks while the least was found on savings.

Out of the 55 per cent of the respondents who did not plan their expenditure, majority (60.0 %) found themselves without any cash before, the next allowance was received. In other words, they exhausted their allowance was received. In other words, they exhausted their allowance much ahead of the next receipt (Fig. 5.2).

Table 5.7 Distribution of respondents without cash balance by means adopted to meet expenditure

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Means</th>
<th>N</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Borrow</td>
<td>26</td>
<td>41.94</td>
</tr>
<tr>
<td>2.</td>
<td>Sacrifice needs</td>
<td>19</td>
<td>30.65</td>
</tr>
<tr>
<td>3.</td>
<td>Credit</td>
<td>17</td>
<td>27.41</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>62</td>
<td>100.00</td>
</tr>
</tbody>
</table>
Table 5.7 indicate the respondents who went dry on their allowance before the next allowance was received, managed their essential expenditure either by borrowing, or by resorting to credit purchase or by sacrificing their needs.

**Factors considered to enhance personality**

Respondents were asked to rank order the check list of factors considered or means followed by them to enhance personality. There were seven factors or means in the checklist. These were scored from 7 through to 1 in declining order as per the ranks 1 through to 7 respectively assigned by the respondents.

The findings are presented in Table 5.8. A little more than 42 per cent of the respondents gave first rank to ‘self-confidence’ and ‘education’. ‘Attitude’ and ‘dressing’/’personal grooming were assigned first rank by relatively a small proportion of respondents. ‘use of cosmetics’ was placed at sixth rank amongst other things by nearly two-third of them – ‘complexion’ was rated as the least important way to enhance personality. ‘Self-confidence’ and ‘education’, found top ranks as evidenced through their mean scores of 5.25 and 6.33 respectively, while attitude and dressing/personal grooming followed in declining order with mean scores of 3.95 and 4.38 respectively. The others were less importance in the respondents scheme to enhance their personality.

**INFORMATION RELATED TO COSMETIC ITEMS AND FAIRNESS CREAM USED BY RESPONDENTS**

**Cosmetic items used by respondents**

It was thought pertinent to find out the various cosmetic items used by respondents and the frequency of use of each. Based on frequency of use, the scores on extent of use of cosmetic items was computed. The continuum on the frequency scale were daily, occasionally, rarely and never and these were scored from 4 to 1
Table 5.8 Distribution of women respondents by ranking of factors considered to enhance personality

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Attributes</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>1.</td>
<td>Self-confidence</td>
<td>58</td>
<td>38.7</td>
<td>10</td>
</tr>
<tr>
<td>2.</td>
<td>Education</td>
<td>72</td>
<td>48.0</td>
<td>55</td>
</tr>
<tr>
<td>3.</td>
<td>Attitude</td>
<td>22</td>
<td>14.7</td>
<td>11</td>
</tr>
<tr>
<td>4.</td>
<td>Dressing/personal grooming</td>
<td>14</td>
<td>9.3</td>
<td>15</td>
</tr>
<tr>
<td>5.</td>
<td>Life style</td>
<td>-</td>
<td>-</td>
<td>14</td>
</tr>
<tr>
<td>6.</td>
<td>Use of cosmetic</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>7.</td>
<td>Complexion</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
respectively. The findings are presented in Table 5.9. The three items used ‘daily’ by most of the respondents were toilet soaps (100 %), fairness cream (88 %) and skin cream (66 %) on the other hand, items like eye liner, foundation cream, mascara, lip liner and face powder were used occasionally by nearly three-fourth of the respondents (Table 5.9). Lipstick, facial peel off and lip gloss were used occasionally by nearly two third to a little more than half of the respondents. The rest of the items were used occasionally by relatively smaller proportion of respondents. Face scrub, talcum powder, lipstick, lip-gloss, skin lotion and foundation cream were ‘rarely’ used by nearly one-fourth of the respondents. ‘Rouge’ and ‘Face scrub’ were never used by nearly half of the respondents.

Fairness cream emerged as the second most frequently used cosmetic item second to toilet soap that earned a mean score of 4. The mean score on fairness cream was 3.9. The third most frequently used item was skin cream with a mean score of 3.5. It is pertinent to note here than the fairness cream was used either daily or occasionally by all the respondents. It is interesting to note that though all the respondents used one or the other cosmetic item daily or occasionally like fairness cream, ‘use of cosmetics’ and ‘complexion’ ranked very low in their ways of enhancing personality.

**Different brands of fairness cream used by the respondents earlier and currently**

In order to enhance the complexion and/or protect skin from solar radiation, several different fairness creams are available in the market. These fairness creams are used by a number of people due to their one or the other attribute. Data were collected in order to understand the popular brands of fairness cream among the
Impact of advertisement showing different Brand of selected cosmetics item of Fair & Lovely
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Items</th>
<th>Frequency</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Daily</td>
<td>Occasionally</td>
<td>Rarely</td>
<td>Never</td>
<td>Number</td>
<td>Per cent</td>
<td>Number</td>
<td>Per cent</td>
<td>Number</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Toilet soap</td>
<td>150</td>
<td>100</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>150</td>
</tr>
<tr>
<td>2.</td>
<td>Fairness cream</td>
<td>132</td>
<td>88.0</td>
<td>18</td>
<td>12.0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>132</td>
</tr>
<tr>
<td>3.</td>
<td>Skin cream</td>
<td>99</td>
<td>66.0</td>
<td>34</td>
<td>22.7</td>
<td>15</td>
<td>10.0</td>
<td>2</td>
<td>1.3</td>
<td>99</td>
</tr>
<tr>
<td>4.</td>
<td>Skin lotion</td>
<td>69</td>
<td>46.0</td>
<td>36</td>
<td>24.0</td>
<td>39</td>
<td>26.0</td>
<td>16</td>
<td>10.7</td>
<td>69</td>
</tr>
<tr>
<td>5.</td>
<td>Lipstick</td>
<td>19</td>
<td>12.7</td>
<td>95</td>
<td>63.3</td>
<td>34</td>
<td>22.7</td>
<td>2</td>
<td>1.3</td>
<td>19</td>
</tr>
<tr>
<td>6.</td>
<td>Lip liner</td>
<td>15</td>
<td>10.0</td>
<td>101</td>
<td>67.3</td>
<td>31</td>
<td>20.7</td>
<td>3</td>
<td>2.0</td>
<td>15</td>
</tr>
<tr>
<td>7.</td>
<td>Foundation cream</td>
<td>-</td>
<td>-</td>
<td>108</td>
<td>72.0</td>
<td>42</td>
<td>28.0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8.</td>
<td>Eye liner</td>
<td>-</td>
<td>-</td>
<td>118</td>
<td>78.7</td>
<td>26</td>
<td>17.3</td>
<td>6</td>
<td>4.0</td>
<td>-</td>
</tr>
<tr>
<td>9.</td>
<td>Mascara</td>
<td>-</td>
<td>-</td>
<td>105</td>
<td>70.0</td>
<td>28</td>
<td>18.7</td>
<td>17</td>
<td>11.3</td>
<td>-</td>
</tr>
<tr>
<td>10.</td>
<td>Talcum powder</td>
<td>38</td>
<td>25.3</td>
<td>58</td>
<td>38.7</td>
<td>42</td>
<td>28.0</td>
<td>12</td>
<td>8.0</td>
<td>38</td>
</tr>
<tr>
<td>11.</td>
<td>Face powder</td>
<td>-</td>
<td>-</td>
<td>106</td>
<td>70.7</td>
<td>16</td>
<td>10.7</td>
<td>28</td>
<td>18.7</td>
<td>-</td>
</tr>
<tr>
<td>12.</td>
<td>Facial peel off</td>
<td>-</td>
<td>-</td>
<td>90</td>
<td>60.0</td>
<td>26</td>
<td>17.3</td>
<td>34</td>
<td>22.7</td>
<td>-</td>
</tr>
<tr>
<td>13.</td>
<td>Lip gloss</td>
<td>-</td>
<td>-</td>
<td>82</td>
<td>54.7</td>
<td>39</td>
<td>26.0</td>
<td>29</td>
<td>19.3</td>
<td>-</td>
</tr>
<tr>
<td>14.</td>
<td>Roughe</td>
<td>-</td>
<td>-</td>
<td>58</td>
<td>38.7</td>
<td>21</td>
<td>14.0</td>
<td>71</td>
<td>47.3</td>
<td>-</td>
</tr>
<tr>
<td>15.</td>
<td>Face scrub</td>
<td>-</td>
<td>-</td>
<td>34</td>
<td>22.7</td>
<td>49</td>
<td>32.7</td>
<td>67</td>
<td>44.7</td>
<td>-</td>
</tr>
<tr>
<td>16.</td>
<td>Chopstick</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>150</td>
<td>100.0</td>
<td>-</td>
</tr>
</tbody>
</table>
Fig. 5.6: Distribution of respondents by ranking of specific attributes of fairness cream
respondents. The respondents were asked to name the cream they were using at the time of the study and the cream they were using earlier to prior to it.

The findings revealed that nearly two-third of the respondents (88 %) used ‘Fair & Lovely’ at the time of the study whereas ‘Fair Glow’ was used by only 11 per cent of them. The proportion of respondents using other creams such as ‘Fairever’, ‘Emani Naturally Fair’, ‘Vicco’, ‘Himalaya’ and ‘Lakme’ were much less than that of ‘Fair & Lovely’ brand of fairness cream.

On the other hand, with reference to the brands used earlier, it was found that 88 per cent of the respondents used ‘Fair & Lovely’ brand while ‘Vicco’ was used by a smaller proportion (16 %) of them. A negligible proportion of the respondents used ‘Fair Glow’, ‘Emami Naturally Fair’ and ‘Clarina’.

A comparison of the fairness cream used currently and earlier revealed that ‘Fair & Lovely’ brand was the most popular amongst the respondents in both the time Frames. However, the findings showed that a small proportion of its users, i.e. 17.5 per cent, switched over to other brands. The maximum number of respondents who switched over to other brands from their previous brands was observed in the case of users of ‘Vicco’ brand, the same being 15 (79 %). On the other hand there was 46 per cent increase in the case of users of ‘Fair Glow’ and 33 per cent increase in the case of ‘Emami Naturally Fair’. Those who were non-users of fairness cream (5 % of the total) earlier, were seen to be users of fairness cream at the time of the present study. This implies that the young respondents of the study were conscious about their complexion and indulged in application of fairness cream to enhance their cosmetic appeal to the onlookers. The respondents preference to use a particular brand could be the result of the promotional campaigns undertaken by the manufactures as reported by Barry (1993) that for the same product different
advertisement of different brands, affect the preference of buyers, especially for small household articles like soaps, cosmetics, food, beverages, and the like. Further, Dolich (1969) concluded that there was a greater similarity between one’s self concept and image of his most preferred brand, and claimed that favoured brands were communicating messages in such a way as to fit in the self image of consumer.

Sources of information of fairness cream

The producers use different means and media to promote their products. In a similar manner, the potential consumer too seeks information on the goods and services he/she would like to consume. The different media through which products/services are advertised include audio visual medium like television, visual medium like print, displays in shop, hoardings, bill boards and hand bills, audio medium like radio and word of mouth as happens in door to door selling. Apart from this, the consumer seeks information from friends, relatives and other associates with experience about the goods and/or services they would like to consume. Wilke (1993) showed that the brand which was advertised through different media achieved larger market compared to the unadvertised brand.

The investigators was curious to find out the importance attached to different sources of information on the selected cosmetic item of the present study, i.e. fairness cream to the respondents. Hence, they were asked to rank order them. The findings in this regard are presented in Table 5.10.

Among the different sources of information, audio visual medium like television was found to be the most popular/common source of information as evidenced through its mean score of 4.92. This was followed by the print medium like dailies that earned the next highest mean score of 4.29. Friends were found to
Impact of advertisement showing different Brand of selected cosmetics item of Fair & Lovely
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Source of information</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>1.</td>
<td>Television</td>
<td>70</td>
<td>46.7</td>
<td>25</td>
</tr>
<tr>
<td>2.</td>
<td>Dailies and other print media</td>
<td>32</td>
<td>21.3</td>
<td>43</td>
</tr>
<tr>
<td>3.</td>
<td>Friends/relatives Associates</td>
<td>36</td>
<td>24.0</td>
<td>32</td>
</tr>
<tr>
<td>4.</td>
<td>Audio media radio</td>
<td>12</td>
<td>8.0</td>
<td>17</td>
</tr>
<tr>
<td>5.</td>
<td>Beautician</td>
<td>11</td>
<td>7.3</td>
<td>20</td>
</tr>
<tr>
<td>6.</td>
<td>Shopkeeper/displays</td>
<td>6</td>
<td>4.0</td>
<td>8</td>
</tr>
</tbody>
</table>
Fig. 5.4: Respondents by sources of information on fairness cream
be another very common source of information to the respondents and this secured the third place by its mean score of 4.17. The dependency of most of the sample of the study who form a significant segment of consumers of fairness cream, on advertisement through mass media like television and print emerged form the findings summarized in Table 5.10. Desai (1983) too found that students were highly exposed to the media like cinema slides, posters, bus panels and magazines. Sources like friends, with their own experience or of others sought as a dependable source of information ranked at third position by mean score, reveals the power of peer group in influencing consumer choice. The other sources like radio, beautician and shopkeeper displays in shops were not ranked as important source of information by the majority of the respondents.

**Frequency of exposure to sources of information**

The investigator thought it worthwhile to study the extent of exposure of respondents to the various sources of information. The print medium was further categorized for the purpose as newspaper and periodicals. The respondents were asked to indicate the frequency of exposure to the listed sources by indicating in the appropriate response category from amongst ‘daily’, ‘once in a while’ and never and these were scored from 3, 2 and 1 respectively. The total score and mean score on each was compared to draw conclusion on the most to least source of information by extent of exposure of respondents to it. The findings presented in Table 5.11 are self explanatory, while audio visual medium like television and print (mute visual) medium like dailies were almost competing with each other for the most frequently exposed source, friends (word of mouth) and periodicals were close behind the former two as evidenced through its mean score. It may be pointed out here that the inroads made by television as a medium of mass communication has
left an adverse impact on radio though print medium has retained its popularity to a commendable degree. The other sources were less frequently used by respondents

**Table 5.11** Distribution of respondents by extent of exposure to sources of information on fairness cream

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Sources</th>
<th>Daily</th>
<th>Once in a while</th>
<th>Never</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Television</td>
<td>114</td>
<td>76.0</td>
<td>36</td>
<td>24.0</td>
<td>414</td>
</tr>
<tr>
<td>2.</td>
<td>Newspaper</td>
<td>117</td>
<td>78.0</td>
<td>33</td>
<td>22.0</td>
<td>417</td>
</tr>
<tr>
<td>3.</td>
<td>Friends</td>
<td>87</td>
<td>58.0</td>
<td>49</td>
<td>32.7</td>
<td>373</td>
</tr>
<tr>
<td>4.</td>
<td>Periodicals</td>
<td>48</td>
<td>32.0</td>
<td>102</td>
<td>68.0</td>
<td>348</td>
</tr>
<tr>
<td>5.</td>
<td>Audio radio</td>
<td>56</td>
<td>37.3</td>
<td>70</td>
<td>46.7</td>
<td>332</td>
</tr>
<tr>
<td>6.</td>
<td>Shopkeeper</td>
<td>15</td>
<td>10.0</td>
<td>89</td>
<td>59.3</td>
<td>269</td>
</tr>
<tr>
<td>7.</td>
<td>Beautician</td>
<td>-</td>
<td>-</td>
<td>87</td>
<td>58.0</td>
<td>237</td>
</tr>
</tbody>
</table>

**BUYING PRACTICES RELATED TO FAIRNESS CREAM**

**Factors considered in the purchase of fairness cream**

The factors considered by the respondents while they decided to buy a particular brand/type of fairness cream were studied. The list of various factors were identified through pilot study and a checklist was prepared. The respondents rank ordered them from 1 to 6 depending on the most important to least important factor considered in their choice. The ranks from 1 to 6 were scored from 6 down to 1 respectively and the mean score on ranking was computed. The findings presented in Table 5.12 revealed that the ‘overall effect on facial skin’ was the prime factor considered followed by ‘overall effect on complexion’. Factors like ‘cost’, ‘impression left by advertisement,’ ‘other attributes of the fairness cream’ and availability were rated in declining order. ‘Impression of advertisement’, though not
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Factors</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Overall effect on skin</td>
<td>N 60</td>
<td>% 40.0</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 34</td>
<td>% 22.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 22</td>
<td>% 14.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 14</td>
<td>% 9.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 11~</td>
<td>% 7.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 9</td>
<td>% 6.0</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>Overall effect on complexion</td>
<td>N 28</td>
<td>% 18.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 43</td>
<td>% 28.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 33</td>
<td>% 22.0</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 36</td>
<td>% 24.0</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 10</td>
<td>% 6.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N -</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Cost</td>
<td>N 36</td>
<td>% 24.0</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 25</td>
<td>% 16.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 30</td>
<td>% 20.0</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 21</td>
<td>% 14.0</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 19</td>
<td>% 12.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 19</td>
<td>% 12.7</td>
<td>-</td>
</tr>
<tr>
<td>4.</td>
<td>Impression left by the advertisement</td>
<td>N 38</td>
<td>% 25.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 32</td>
<td>% 21.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 14</td>
<td>% 9.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 16</td>
<td>% 10.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 17</td>
<td>% 11.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 33</td>
<td>% 22.0</td>
<td>-</td>
</tr>
<tr>
<td>5.</td>
<td>Other attributes of the cream</td>
<td>N 28</td>
<td>% 18.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 24</td>
<td>% 16.0</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 23</td>
<td>% 15.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 28</td>
<td>% 18.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 23</td>
<td>% 15.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 24</td>
<td>% 16.0</td>
<td>-</td>
</tr>
<tr>
<td>6.</td>
<td>Availability</td>
<td>N 17</td>
<td>% 11.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 14</td>
<td>% 9.3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 22</td>
<td>% 14.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 43</td>
<td>% 28.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 37</td>
<td>% 24.7</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N 17</td>
<td>% 11.3</td>
<td>-</td>
</tr>
</tbody>
</table>
the prime factor, enjoyed a significant place amongst the factors considered by the respondents in their choice of fairness cream as evidenced through the computed mean score of 3.73.

Specific attributes of fairness cream considered by respondents

In order to gain more focused insight into the attributes of fairness cream considered in its choice, efforts were made by the investigator. A list of attributes of fairness cream as obtained from advertisements in various media and information provided on the label and leaflet supplied with the product, was prepared. The respondents were asked to rank order the eight attributes from 1 through 8 and the ranks were converted into scores by assigning scores 8 down to 1 respectively to the ranks.

It is evident from the finding presented in Table 5.13 that ‘moisturising’ and ‘nourishing effect’ the fairness cream has on the skin were the most rated attributes that lured them to go for the brand of their choice, mean score on these being, 6.03 and 6.13 respectively. On the other hand, ‘sun screening’ and ‘herbal value’ ranked third and fourth amongst the attributes that moulded the consumer choice of the respondents. The attributes like ‘keep fresh’, ‘improve complexion’ and ‘medicinal value’ earned more or less comparable mean scores from 4.61 to 5.16. The claim to ‘remove blemishes’ was the least rated attribute. Thus, attributes that contributed to facial skin enrichment emerged as the most important attributes of the fairness cream that prompted consumer choice in the case of the sample of the study.

Decision maker regarding the brand of fairness cream used by respondents

The data were collected regarding the decision maker of the brand of fairness cream, the respondents used. The analysis showed that the majority of the
Table 5.13 Distribution of respondents by ranking of specific attributes of fairness cream

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Factors</th>
<th>1</th>
<th></th>
<th>2</th>
<th></th>
<th>3</th>
<th></th>
<th>4</th>
<th></th>
<th>5</th>
<th></th>
<th>6</th>
<th></th>
<th>7</th>
<th></th>
<th>8</th>
<th></th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Moisturise the skin</td>
<td>48</td>
<td>32.0</td>
<td>32</td>
<td>21.3</td>
<td>19</td>
<td>12.7</td>
<td>18</td>
<td>12.0</td>
<td>11</td>
<td>7.3</td>
<td>9</td>
<td>6.0</td>
<td>8</td>
<td>5.3</td>
<td>5</td>
<td>3.3</td>
<td>904</td>
<td>6.03</td>
</tr>
<tr>
<td>2.</td>
<td>Nourishes the skin</td>
<td>49</td>
<td>32.7</td>
<td>22</td>
<td>14.7</td>
<td>31</td>
<td>20.7</td>
<td>23</td>
<td>15.3</td>
<td>11</td>
<td>7.3</td>
<td>3</td>
<td>2.0</td>
<td>8</td>
<td>5.3</td>
<td>3</td>
<td>2</td>
<td>919</td>
<td>6.13</td>
</tr>
<tr>
<td>3.</td>
<td>Sun screen protection from sun</td>
<td>33</td>
<td>22.0</td>
<td>22</td>
<td>14.7</td>
<td>25</td>
<td>16.7</td>
<td>19</td>
<td>12.7</td>
<td>15</td>
<td>10.0</td>
<td>16</td>
<td>10.7</td>
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<td>7.3</td>
<td>9</td>
<td>6.0</td>
<td>802</td>
<td>5.35</td>
</tr>
<tr>
<td>4.</td>
<td>Herbal value</td>
<td>29</td>
<td>19.3</td>
<td>25</td>
<td>16.7</td>
<td>18</td>
<td>12.0</td>
<td>17</td>
<td>11.3</td>
<td>17</td>
<td>11.3</td>
<td>11</td>
<td>7.3</td>
<td>13</td>
<td>8.7</td>
<td>20</td>
<td>13.3</td>
<td>747</td>
<td>4.98</td>
</tr>
<tr>
<td>5.</td>
<td>Keeps fresh</td>
<td>39</td>
<td>26.0</td>
<td>17</td>
<td>11.3</td>
<td>19</td>
<td>12.7</td>
<td>14</td>
<td>9.3</td>
<td>17</td>
<td>11.3</td>
<td>16</td>
<td>10.7</td>
<td>15</td>
<td>10.0</td>
<td>13</td>
<td>8.7</td>
<td>774</td>
<td>5.16</td>
</tr>
<tr>
<td>6.</td>
<td>Improves complexion</td>
<td>18</td>
<td>12.0</td>
<td>17</td>
<td>11.3</td>
<td>15</td>
<td>10.0</td>
<td>19</td>
<td>12.7</td>
<td>24</td>
<td>16.0</td>
<td>30</td>
<td>20.0</td>
<td>15</td>
<td>10.0</td>
<td>12</td>
<td>8.0</td>
<td>676</td>
<td>4.51</td>
</tr>
<tr>
<td>7.</td>
<td>Medicinal value</td>
<td>18</td>
<td>12.0</td>
<td>19</td>
<td>12.7</td>
<td>21</td>
<td>14.0</td>
<td>28</td>
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<td>6.7</td>
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<td>20</td>
<td>13.3</td>
<td>691</td>
<td>4.61</td>
</tr>
<tr>
<td>8.</td>
<td>Removes blemishes</td>
<td>11</td>
<td>7.3</td>
<td>15</td>
<td>10.0</td>
<td>16</td>
<td>10.7</td>
<td>19</td>
<td>12.7</td>
<td>16</td>
<td>10.7</td>
<td>31</td>
<td>20.7</td>
<td>15</td>
<td>10.0</td>
<td>27</td>
<td>18.0</td>
<td>598</td>
<td>3.99</td>
</tr>
</tbody>
</table>
Fig. 5.5: Distribution of respondents by ranking of specific attributes of fairness cream
respondents (92 %) themselves were the decision makers in this regard whereas only a few (7 %) depended on others help to make decision in relation to fairness cream.

**Table 5.14** Distribution of respondents by the decision maker of the purchase of fairness cream

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Decision maker</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Self</td>
<td>139</td>
<td>92.67</td>
</tr>
<tr>
<td>2.</td>
<td>With the help of others</td>
<td>11</td>
<td>7.33</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Features shopped around for**

It is not unusual to find differential rates for the same product/brand in different shops in a given market place or in different market places. Shopping around is considered to be a wise buying practice. Hence, the investigator probed to find out whether the respondents, being students who were dependent on allowance from parents or other sources, shopped around before the purchase of fairness cream. And if they did so, they were asked to report the features regarding which they shopped around. To get the maximum worth of money spent, it is wise to shop around to identify the cheapest source/shop even if it requires sometime and effort on the part of the consumer to do so. One-fifth of the respondents reported that they did not shop around before they bought fairness cream of their choice. However, 84 per cent of the respondents shopped around to check the price of the product (Table 5.15). A little less than that, i.e., 72 per cent of the respondents shopped around to check the availability of the various brands as well as their specific brand of fairness cream before making their choice.
Table 5.15 Distribution of respondents by the features they shopped around for

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Features</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Price</td>
<td>114</td>
<td>76.00</td>
</tr>
<tr>
<td>2.</td>
<td>Brand</td>
<td>108</td>
<td>72.00</td>
</tr>
<tr>
<td>3.</td>
<td>NA</td>
<td>35</td>
<td>23.33</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>257</td>
<td>171.33</td>
</tr>
</tbody>
</table>

Total exceeds cent per cent due to multiple response

Type of store patronised to purchase fairness cream

The 'respondents' buying habit in terms of the types of store or shop from where fairness cream was purchased was explored. The findings summarized in Table 5.16 revealed that more or less the same proportion of the respondents purchased fairness cream from specially store dealing with cosmetic and toiletry items and general store respectively. Only a few respondents (13.33 %) purchased it from medical stores.

Table 5.16 Distribution of respondents by the type of store for purchasing fairness cream

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Type of store</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Specialty store</td>
<td>66</td>
<td>44.00</td>
</tr>
<tr>
<td>2.</td>
<td>General store</td>
<td>64</td>
<td>42.67</td>
</tr>
<tr>
<td>3.</td>
<td>Medical store</td>
<td>20</td>
<td>13.33</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Frequency of purchase of the fairness cream

It was observed that the majority of the respondents (nearly 88 %) used fairness cream daily (Table 5.9). In Table 5.17 the findings related to frequency of purchase of fairness cream is reported. Majority of the respondents 59.2 per cent
fairness cream as per need whereas a little over one-third (36.0%) of them purchased it once in a month. A negligible proportion of them were found to purchase it twice in a month and once in two months respectively. Though majority did not report a regular pattern, one-third of the respondents purchased fairness cream once a month to match the pattern of receiving pocket allowance.

**Table 5.17** Distribution of respondents by frequency of purchase of fairness cream

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Frequency</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>As per need</td>
<td>81</td>
<td>54.00</td>
</tr>
<tr>
<td>2.</td>
<td>Once in a month</td>
<td>54</td>
<td>36.00</td>
</tr>
<tr>
<td>3.</td>
<td>Once in two months</td>
<td>8</td>
<td>5.33</td>
</tr>
<tr>
<td>4.</td>
<td>Twice in a month</td>
<td>7</td>
<td>4.67</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
<td>100.00</td>
</tr>
</tbody>
</table>

**Information checked on the package/container/accompanying leaflet**

The investigator thought it relevant to find out whether the respondents had a habit of reading information provided on the wrapper, the container (tube/bottle) and/or the leaflet accompanying the product, while 85 per cent read the information on wrapper or carton. 85 and 84 per cent read through the information on the container and accompanying leaflet respectively.

Almost all the respondents (84.0%) except a few checked for the price on the package. Similarly, 82.0 per cent of the respondents checked for the quantity on the package. Equal proportion of the respondents (85.0%) checked for the date of manufacture and expiry. Composition of the product was checked by 58.0 per cent of the respondents only. A consumer interested in wise purchases ought to go the information provided by the producer in order to weigh the merits and demerits of the product before arriving at the final choice. The respondents of the present study
proved to be alert consumer who went through information provided along with the product.

**Table 5.18** Distribution of respondents by checking information on the package

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Details</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Date of manufacture</td>
<td>128</td>
<td>85.33</td>
</tr>
<tr>
<td>2.</td>
<td>Date of expiry</td>
<td>128</td>
<td>85.33</td>
</tr>
<tr>
<td>3.</td>
<td>Price</td>
<td>127</td>
<td>84.67</td>
</tr>
<tr>
<td>4.</td>
<td>Quantity</td>
<td>124</td>
<td>82.67</td>
</tr>
<tr>
<td>5.</td>
<td>Composition</td>
<td>87</td>
<td>58.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>594</td>
<td>396.00</td>
</tr>
</tbody>
</table>

Total exceeds cent per cent due to multiple response

**Utility of advertisement in the choice of fairness cream**

The respondents were interrogated to assess the utility of advertisement in making their choice about fairness cream. Nearly 36.0 per cent reported that they found advertisement of the product useful in making decision about the fairness cream to buy while 18.0 per cent reported that the advertisement of fairness cream was of no use to them in their choice of fairness cream about 44.67 per cent were of the view that it helped them ‘sometimes’ to zero in on the brand of fairness cream to buy.

**Table 5.19** Distribution of respondents by utility of advertisement in choice making

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Utility</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Useful</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>Always</td>
<td>55</td>
<td>36.67</td>
</tr>
<tr>
<td>1.2</td>
<td>Sometimes</td>
<td>67</td>
<td>44.67</td>
</tr>
<tr>
<td>2.</td>
<td>Never</td>
<td>28</td>
<td>18.66</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>100.00</td>
</tr>
</tbody>
</table>
Impact of advertisement showing different faces using Fair & Lovely
Perceived appealing features of advertisement of fairness cream in different media

A consumer may be influenced through advertisement in television, radio or print media. There are several features of advertisement in these media that appeal to the viewer/listener/reader like colourful picture, music, song, message, model, special offers and so on. Descriptive rating scales were constructed with reference to each of the three media chosen, considering different features of advertisement of fairness cream that might appeal to the consumers. Respondents were asked to respond to each statement on a five-point scale with response categories like ‘always’, ‘often’, ‘sometimes’, ‘rarely’ and ‘never’. Each of the items was scored by ascribing scores 5 down through to 1 for these categories namely, Always through to ‘never’ respectively.

The findings pertaining to frequency, total and mean score on perceived appealing features of the advertisement of fairness cream in different media are summarized in tables 5.20 to 5.25.

Appealing features of advertisement on fairness cream in audiovisual media

The audiovisual media chosen for the present study was television. As is commonly known, the different channels in audiovisual media like television flourish mainly on the revenue earned through air-time sold to sponsors of advertisement, prime time advertisement brings in higher revenue. A large consumer population is reached through advertisement telecasted through TV channels, especially, the most popular ones. The responses of sample with reference to appealing features of advertisement telecasted through TV were scored and the total score was computed for each item. Mean score on each item per respondent was computed from the total score. Analysis of the data was also carried out in
order to arrive at the total score earned by each respondent in the perceived appealing features scale (PAf’S) related to audiovisual medium. The findings presented in Table 5.20 reveals that none of the respondents earned very low or very high scores. In other words, most of the selected features of advertisement of fairness cream in audiovisual media (television channel) were perceived as moderately appealing by the respondent. Many of them perceived a variety of appealing features either ‘always’, ‘often’ or ‘sometimes’ thereby revealing the fact that television advertisement played to the psyche of the young female consumers of the present study. Majority of the respondents, i.e., 50.7 per cent earned scores ranging from 22.5 to 31.4, thereby, revealing the perception of appealing features of advertisement of fairness cream to be in the moderate range. On the other hand, only a small percentage of the respondents (18.0 %) earned scores ranging from 13.5 to 22.4, which indicated that the extent of perceived appealing features of audiovisual advertisement were of a lower level. The rest of the respondents earned higher scores, ranging from 31.5 to 40.4 indicating a higher level of perception of appealing features of advertisement of fairness cream in audiovisual medium of television. The overall mean score was computed to be 30.53 with an S.D. of 6.8. Thus, the variability was observed to be of a moderate degree.
### Table 5.20
Distribution of respondents by the score earned in relation to the perceived appealing features of advertisement of farmers cream in audio visual media (television)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Range</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>9 – 13.4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>13.5 – 22.4</td>
<td>27</td>
<td>18.0</td>
</tr>
<tr>
<td>3.</td>
<td>22.5 – 31.4</td>
<td>76</td>
<td>50.7</td>
</tr>
<tr>
<td>4.</td>
<td>31.5 – 40.4</td>
<td>47</td>
<td>31.3</td>
</tr>
<tr>
<td>5.</td>
<td>≥ 40.5</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>30.53</td>
<td></td>
</tr>
<tr>
<td>S.D.</td>
<td></td>
<td>6.8</td>
<td></td>
</tr>
</tbody>
</table>

N=150

It is quite evident from the Table 5.21 that the highest mean score of 3.8 was obtained on the quality of audiovisuals of the advertisement. The presence of celebrities/models in the advertisement earned a mean score of 3.5, thereby revealing that it was the second most perceived appealing feature of the advertisement. Fairness cream as far as the young respondent of the study were concerned. Producers use celebrities/models to promote their product, thereby, appealing to the psyche of the gullible consumers. The respondents were also attracted to the ‘free offers’ that were accompanying the product. The study revealed that ‘free offers’ earned the third position (mean score = 2.9) in the list of perceived appealing features of advertisement of fairness cream. The ‘colour’, ‘song’, music and content were other perceived appealing attributes in descending order by the mean score. The mean score in all these cases ranged from 2.2 to 2.9 indicating that these fell in the lower part of the continuum having a maximum score of 5 and a minimum score of 1.
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Audiovisual medium (T.V.)</th>
<th>Rank order</th>
<th></th>
<th>Rank order</th>
<th></th>
<th>Rank order</th>
<th></th>
<th>Rank order</th>
<th></th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>A</td>
<td>N</td>
<td>%</td>
<td>O</td>
<td>N</td>
<td>%</td>
<td>S</td>
<td>N</td>
<td>%</td>
<td>R</td>
<td>N</td>
</tr>
<tr>
<td>1.</td>
<td>The quality of audiovisual</td>
<td>63</td>
<td>42.0</td>
<td>32</td>
<td>21.3</td>
<td>26</td>
<td>17.3</td>
<td>20</td>
<td>13.3</td>
<td>9</td>
<td>6.0</td>
<td>570</td>
</tr>
<tr>
<td>2.</td>
<td>Celebrities/models</td>
<td>43</td>
<td>28.7</td>
<td>41</td>
<td>27.3</td>
<td>28</td>
<td>18.7</td>
<td>25</td>
<td>16.7</td>
<td>13</td>
<td>8.7~</td>
<td>526</td>
</tr>
<tr>
<td>3.</td>
<td>Free/special offers</td>
<td>30</td>
<td>20.0</td>
<td>23</td>
<td>15.3</td>
<td>35</td>
<td>23.3</td>
<td>34</td>
<td>22.7</td>
<td>28</td>
<td>18.7</td>
<td>443</td>
</tr>
<tr>
<td>4.</td>
<td>Colour</td>
<td>22</td>
<td>14.7</td>
<td>27</td>
<td>18.0</td>
<td>48</td>
<td>32.0</td>
<td>22</td>
<td>14.7</td>
<td>31</td>
<td>20.7</td>
<td>437</td>
</tr>
<tr>
<td>5.</td>
<td>Song</td>
<td>29</td>
<td>19.3</td>
<td>17</td>
<td>11.3</td>
<td>35</td>
<td>23.3</td>
<td>38</td>
<td>25.3</td>
<td>31</td>
<td>20.7</td>
<td>425</td>
</tr>
<tr>
<td>6.</td>
<td>Music</td>
<td>28</td>
<td>18.7</td>
<td>19</td>
<td>12.7</td>
<td>35</td>
<td>23.3</td>
<td>32</td>
<td>21.3</td>
<td>36</td>
<td>24.0</td>
<td>421</td>
</tr>
<tr>
<td>7.</td>
<td>Appropriateness of the message (content)</td>
<td>20</td>
<td>13.3</td>
<td>19</td>
<td>12.7</td>
<td>32</td>
<td>21.3</td>
<td>42</td>
<td>28.0</td>
<td>37</td>
<td>24.7</td>
<td>393</td>
</tr>
<tr>
<td>8.</td>
<td>Composition</td>
<td>14</td>
<td>9.3</td>
<td>16</td>
<td>10.7</td>
<td>28</td>
<td>18.7</td>
<td>31</td>
<td>20.7</td>
<td>61</td>
<td>40.7</td>
<td>341</td>
</tr>
<tr>
<td>9.</td>
<td>Attributes of the product</td>
<td>11</td>
<td>7.3</td>
<td>16</td>
<td>10.7</td>
<td>30</td>
<td>20.0</td>
<td>22</td>
<td>14.7</td>
<td>71</td>
<td>47.3</td>
<td>324</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appealing features of advertisement on fairness cream in audio media

Audio media like radio is a common man's source of entertainment and the producers/sponsors use it to reach them with their products and services. Television is a phenomenon that happened in the 1970's in India. Since then it has made inroads into the audio media. The present study revealed that majority of the respondents tuned to listen to the radio. The data on perceived appealing features of advertisement of fairness cream through radio were gathered. Analysis of the data collected was carried out in order to study the scores earned by the respondents on perceived appealing features of advertisement of fairness cream in audio media like radio. The possible range of scores was 7 to 48 on a five-point scale with seven items. The maximum number of respondents (32 %) earned scores ranging from 17.5 to 24.4 with those earning between 24.5 and 31.5 following closely behind. More or less equal proportion of respondents (18.0 and 16.6 %) earned scores in the lower two categories. The mean score per respondent on the scale of perceived appealing features on the scale of perceived appealing features of advertisement of fairness cream in audio media like radio was 24.74 with an S.D. of 8.62.

Table 5.22 Distribution of respondents by the score earned in relation to the perceived appealing features of advertisement of farmers cream in audio media (radio)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Range</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>7 – 10.4</td>
<td>27</td>
<td>18.0</td>
</tr>
<tr>
<td>2.</td>
<td>10.5 – 17.4</td>
<td>25</td>
<td>16.6</td>
</tr>
<tr>
<td>3.</td>
<td>17.5 – 24.4</td>
<td>48</td>
<td>32.0</td>
</tr>
<tr>
<td>4.</td>
<td>24.5 – 31.4</td>
<td>43</td>
<td>28.7</td>
</tr>
<tr>
<td>5.</td>
<td>≥ 31.5</td>
<td>7</td>
<td>4.7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>24.74</td>
<td></td>
</tr>
<tr>
<td>S.D.</td>
<td></td>
<td>8.62</td>
<td></td>
</tr>
</tbody>
</table>
The findings revealed that the mode of presentation of the attributes was the second scoring feature (mean score = 3.09) among the different features such as music, song, free offers, brand which projects the advertisement and appropriateness of the message. The first most appealing feature was the free/special offer (mean score = 3.40) while song was found to be the second most appealing feature having a mean score of 3.09. The rest of the other features scored less than 3.00 showing its lesser popularity.

**Perceiving appealing features of advertisement on fairness cream in print media**

The third means of reaching large number of consumers is advertising through print media. The dailies, periodicals like magazines, handbills and hoardings are all examples of print media. The respondents of the present study were asked to report on the appealing features of advertisement of fairness cream in the print media with special reference to dailies and periodicals. The response categories against each attribute were the same as in television advertisement (audio visual) and radio (audio) advertisement namely, ‘always’, ‘often’, ‘sometimes’, ‘rarely’, and ‘never’. The PAI’S scale in this case comprised of six items. The range of scores in this scale was 6 to 30. The respondent’s score in this regard was computed. The findings in Table 5.24 showed that the largest percentage of respondents (43.3 %) earned scores ranging from 21 to 26.9 and the least number of respondents scored high. None of the respondents earned lower than 9 scores in this regard. The mean score earned by respondents in the scale on perceived appealing features of advertisement of fairness cream in print media was 22.66 and the S.D. value of 5.87 revealed the moderate variability amongst the respondents.
Table 5.23 Distribution of respondents by perceived appealing features of advertisement of fairness cream in audio medium (Radio)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Audio medium (Radio)</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>A N</td>
<td>%</td>
<td>O N</td>
</tr>
<tr>
<td>1.</td>
<td>Mode of presentation</td>
<td>35</td>
<td>23.3</td>
<td>24</td>
</tr>
<tr>
<td>2.</td>
<td>Free offers/special offers</td>
<td>49</td>
<td>32.7</td>
<td>23</td>
</tr>
<tr>
<td>3.</td>
<td>Song</td>
<td>44</td>
<td>29.3</td>
<td>16</td>
</tr>
<tr>
<td>4.</td>
<td>Music</td>
<td>14</td>
<td>9.3</td>
<td>19</td>
</tr>
<tr>
<td>5.</td>
<td>Appropriateness of the message (content.)</td>
<td>34</td>
<td>22.7</td>
<td>13</td>
</tr>
<tr>
<td>6.</td>
<td>Brand</td>
<td>29</td>
<td>19.3</td>
<td>21</td>
</tr>
<tr>
<td>7.</td>
<td>Attributes of the product</td>
<td>28</td>
<td>18.7</td>
<td>17</td>
</tr>
</tbody>
</table>
Table 5.24 Distribution of respondents by the score earned in relation to the perceived appealing features of advertisement of farmers cream in print medium (dailies/periodicals)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Range</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>6 – 8.9</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>9 – 14.9</td>
<td>30</td>
<td>20.0</td>
</tr>
<tr>
<td>3.</td>
<td>15 – 20.9</td>
<td>42</td>
<td>28.0</td>
</tr>
<tr>
<td>4.</td>
<td>21 – 26.9</td>
<td>65</td>
<td>43.3</td>
</tr>
<tr>
<td>5.</td>
<td>≥ 27</td>
<td>13</td>
<td>8.7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>22.66</td>
<td></td>
</tr>
<tr>
<td></td>
<td>S.D.</td>
<td>5.87</td>
<td></td>
</tr>
</tbody>
</table>

The findings presented in print media were not as popular as the other two, i.e. the audiovisual and the audio media. The mean score computed revealed that ‘special offers’ in the advertisement was the most appealing feature followed by the model and slogan (mean score = 2.82 and 2.81, respectively). On the other hand, the other features such as colourful pictures, simplicity of the message and attributes of the product earned lower mean scores than the other features.

A comparison of the three media under consideration revealed that sample earned the highest overall aggregate mean score of 3.12 in the case of perceived appealing features of advertisement of fairness cream in audio media (radio) and the least overall aggregate mean score of 2.62 in the case of advertisement in print media with that of the television advertisement falling in between. The lesser popularity of television (audiovisual media than radio could be attributed to the poor quality of transmission or to the fact that the frequency of interruption of a telecast by advertisement is irritating to the viewer and therefore the respondents might be moving away and surfing other channels when interrupted by poor quality.
telecast and by advertisement. It could also be due to the fact that the respondents to a larger extent were residents of hostels and therefore, had common television set for viewing which put a constraint on their freedom to view what they would like. On the contrary, transmission through radio and transistor could be accessible to many which could have attributed to its greater popularity than television. Print media seemed to be used for browsing rather than critical reading of advertisement. This could be attributed to the fact that producers who advertise in print media try to economize on the cost by resorting to very small print that deterred the readers from reading the content. On the contrary, the ‘free offers’ with the product, herein fairness cream, are highlighted to draw the attention of readers, thereby, who the consumer to the product. It was observed that the respondents of the present study earned the lowest overall aggregate mean score on the perceived appealing features of advertisement of fairness cream in print media, thereby, proving it to be less popular than audio visual and audio media under study in this respect. These findings are in agreement with that of Bhatt (1975) who found that posters and printed literature were the least popular media among all age of respondents and even among highly educated respondents. However, Rahul (1988) found that newspaper was the most effective in the final stages but magazines become more effective in the final stage. He further revealed that with time television advertising would acquire more importance.

Practices of respondents related to advertisement of fairness cream

The investigator probed further to find out the practices of respondents in relation to advertisement of fairness cream through various media using consumer practices scale (CPS). The response categories like ‘always’, ‘often’, ‘sometimes’, ‘rarely’, and ‘never’, measured the frequency of exhibiting and/or resorting to
Table 5.25 Distribution of the respondents by perceived appealing features of advertisement of fairness cream in print media (dailies/periodicals)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Print medium (dailies/periodicals)</th>
<th>A</th>
<th></th>
<th>O</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>N = 150</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>1.</td>
<td>Special offer</td>
<td>40</td>
<td>26.7</td>
<td>23</td>
<td>15.3</td>
<td>34</td>
<td>22.7</td>
<td>29</td>
<td>19.3</td>
<td>24</td>
<td>16.0</td>
</tr>
<tr>
<td>2.</td>
<td>Model</td>
<td>29</td>
<td>19.3</td>
<td>22</td>
<td>14.7</td>
<td>28</td>
<td>18.7</td>
<td>35</td>
<td>23.3</td>
<td>36</td>
<td>24.0</td>
</tr>
<tr>
<td>3.</td>
<td>Slogan</td>
<td>22</td>
<td>14.7</td>
<td>23</td>
<td>15.3</td>
<td>38</td>
<td>25.3</td>
<td>39</td>
<td>26.0</td>
<td>28</td>
<td>18.7</td>
</tr>
<tr>
<td>4.</td>
<td>Colourful pictures</td>
<td>38</td>
<td>25.3</td>
<td>11</td>
<td>7.3</td>
<td>22</td>
<td>14.7</td>
<td>29</td>
<td>19.3</td>
<td>50</td>
<td>33.3</td>
</tr>
<tr>
<td>5.</td>
<td>Simplicity of the message</td>
<td>15</td>
<td>10.0</td>
<td>15</td>
<td>10.0</td>
<td>28</td>
<td>18.7</td>
<td>42</td>
<td>28.0</td>
<td>50</td>
<td>33.3</td>
</tr>
<tr>
<td>6.</td>
<td>Attributes of the product</td>
<td>9</td>
<td>6.0</td>
<td>11</td>
<td>7.3</td>
<td>30</td>
<td>20.0</td>
<td>24</td>
<td>16.0</td>
<td>76</td>
<td>50.7</td>
</tr>
</tbody>
</table>
practices of sample consumer respondents of the study. The responses were quantified by ascribing scores of 5 through to 1 for ‘always’ through to ‘never’ if the practice reflected a favourable response to the advertisement of fairness cream. The scoring pattern was reversed if the practice reflected an unfavourable response to the advertisement. From the score on each item in CPS earned by the respondent, the total score on the scale for each respondent and mean score earned by the sample were computed. The mean score of the sample on each practice was also computed. The scores were interpreted such that the higher the score, the more favourable the practices related to advertisement of fairness cream in the mass media understudy.

The findings summarized revealed that a majority of respondents (47.3 %) showed an inclination towards more favourable practices in response to advertisement of fairness cream, as evidenced through their total score on the CPS in the range of 38.5 to 49.4. A little more than one-fourth of the respondents earned scores ranging from 27.5 to 38.4 indicating the fact that they were inclined to pursue practices that reflected a moderately favourable interest in advertisement of fairness cream through the mass media understudy. On the other hand a small proportion of respondents (14.2 %) showed not so favourable practices towards the advertisement of fairness cream as indicated by their low scores on the five point scale. Thus, it can be said that the respondents, by and large, exhibited favourable practices related to advertisement of fairness cream in various media under study.
Table 5.26 Distribution of respondents by the score earned in relation to the practices related to advertisement of fairness cream

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Range</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>11 – 16.4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>16.5 – 27.4</td>
<td>27</td>
<td>18.0</td>
</tr>
<tr>
<td>3.</td>
<td>27.5 – 38.4</td>
<td>45</td>
<td>30.0</td>
</tr>
<tr>
<td>4.</td>
<td>38.5 – 49.4</td>
<td>71</td>
<td>47.3</td>
</tr>
<tr>
<td>5.</td>
<td>≥ 49.5</td>
<td>7</td>
<td>4.7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>38.60</td>
<td></td>
</tr>
<tr>
<td></td>
<td>S.D.</td>
<td>6.70</td>
<td></td>
</tr>
</tbody>
</table>

Further scrutiny of the data on each item in CPS was carried out. The findings summarized in Table 5.27 reveal that most of the respondents showed a trend or an inclination towards favourable practices in response to advertisement of fairness cream through media as evidenced by the computed mean scores of the sample ranging from 2.23 to 3.55 on seven out of eleven items in the CPS. In contrast to this, the respondent revealed an inclination towards not so favourable practices in response to advertisement of fairness cream in the media understudy as evidenced through the low mean score of ≤ 2.46 on a five point scale in the case of three items.

While a large number of respondents (41.3 %) reported in the ‘never’ category or gave an answer in the negative to the statement ‘I hate when I see/hear ads of fairness cream in TV/radio/print’ implying that they were in favour of such advertisement, a little over one-third of the sample (32.7 %) responded in the ‘always’ category for ‘I assess (study) advertisement of fairness cream in radio. These items earned the highest and the second highest mean score amongst the 11
Table 5.27 Distribution of respondents by their practices in relation to advertisement in fairness cream

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>I..... hate to see/hear ads in TV/Print/radio</td>
<td>11 7.3</td>
<td>12 8.0</td>
<td>39 26.0</td>
</tr>
<tr>
<td>2</td>
<td>Assess the ads of fairness cream in radio</td>
<td>49 32.7</td>
<td>35 23.3</td>
<td>31 20.7</td>
</tr>
<tr>
<td>3</td>
<td>Prefer to be undisturbed while I view/read/listen the ads on fairness cream</td>
<td>42 28.0</td>
<td>37 24.7</td>
<td>31 20.7</td>
</tr>
<tr>
<td>4</td>
<td>Enjoy watching the ads of some cream again &amp; again</td>
<td>28 18.7</td>
<td>43 28.7</td>
<td>41 27.3</td>
</tr>
<tr>
<td>5</td>
<td>Ignore the ads on posture &amp; bill boards</td>
<td>16 10.7</td>
<td>24 16.0</td>
<td>47 31.3</td>
</tr>
<tr>
<td>6</td>
<td>Move away from TV to attend other tasks</td>
<td>11 4.2</td>
<td>26 17.3</td>
<td>64 42.7</td>
</tr>
</tbody>
</table>
### Table 5.27 contd.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>A</td>
<td>O</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>7.</td>
<td>Welcome ads in cinema hall/TV/radio/print for a change</td>
<td>26</td>
<td>17.3</td>
<td>20</td>
</tr>
<tr>
<td>8.</td>
<td>Look forward to read/see/listen to ads of new product</td>
<td>11</td>
<td>7.3</td>
<td>22</td>
</tr>
<tr>
<td>9.</td>
<td>Study the ads on fairness cream in dailies</td>
<td>16</td>
<td>10.7</td>
<td>19</td>
</tr>
<tr>
<td>10.</td>
<td>Study ads on fairness cream in periodicals</td>
<td>8</td>
<td>5.3</td>
<td>18</td>
</tr>
<tr>
<td>11.</td>
<td>Watch ads to learn about new product</td>
<td>12</td>
<td>8.0</td>
<td>16</td>
</tr>
</tbody>
</table>

f.c. = fairness cream
ads – advertisement
items in the scale. The maximum number of respondents of the study preferred to be undisturbed while reading/viewing/watching advertisements of fairness cream. On the other hand, more or less comparable proportion of respondents enjoyed watching the advertisement of the same cream again and again in the television either 'often' or 'sometimes'. A large number of respondents ignored the advertisements on the posters and bill-boards. Thus, items like 'I prefer to be undisturbed while I view/read/hear the advertisement on fairness cream' and 'I enjoy watching the same advertisements of fairness cream over and over again on TV emerged as the next most scored items in descending order. The items 'I watch advertisements to learn about new product', 'I study advertisements of fairness cream in dailies' and 'in magazines' earned the lowest mean scores of 2.23, 2.38 and 2.56 respectively amongst all the items in the scale.

A few reported that advertisements were welcome change in cinema hall/TV/radio/print either 'always' or 'sometimes' and a similar number of the respondents reported that they looked forward to read/see/listen to advertisement of new products 'sometimes'. And about the same proportion of the respondents (7.3 %) 'always', 'hated' to see/hear/read advertisements on fairness cream' and watched advertisements to learn about new product. A negligible proportion 'always' moved away from TV to attend other tasks'. The overall aggregate mean score of 3.55 showed that the respondents on an average indulged in favourable behaviour acts or practices in response to advertisement of fairness cream through the media dealt within the study.

Opinion towards Advertisement

As one of the objectives was to find out the opinion of the respondents regarding advertisement of fairness cream in various media, a descriptive rating
scale was constructed considering different advantages and disadvantages that might accrue to consumers due to advertisements of fairness cream. Respondents were asked to respond on a five point scale with ‘always’, ‘often’, ‘sometimes’ ‘rarely’, and ‘never’ depending on the frequency with which they opined about the advertisement through each item. Further analysis of the data was carried out by computing the total score earned by respondents on the opinion scale.

On studying the opinion towards advertisements it was found that the majority (70.0 %) of the respondents earned opinion scores ranging from 42.5 to 59.4 with majority revealing scores above 51 and the mean score of the respondents on opinion towards advertisement was 55.13, which was well above the mid point of the scale length. Though, there were no extreme scorers, a few respondents (10.7 %) revealed unfavourable opinion towards advertisement whereas the rest of the respondents (19.3 %) revealed distinctly favourable opinion towards advertisements. Desai’s (1983) findings that majority of respondents had positive attitude towards advertisement and very few had negative attitude is in tune with that of the present study.

Table 5.28 Distribution of the respondents by the score earned in relation to the opinion towards advertisement

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Range</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>17 – 25.4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>25.5 – 42.4</td>
<td>16</td>
<td>10.7</td>
</tr>
<tr>
<td>3.</td>
<td>42.5 – 59.4</td>
<td>105</td>
<td>70.0</td>
</tr>
<tr>
<td>4.</td>
<td>59.4 – 76.4</td>
<td>29</td>
<td>19.3</td>
</tr>
<tr>
<td>5.</td>
<td>≥ 76.5</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>55.13</td>
<td></td>
</tr>
<tr>
<td>S.D.</td>
<td></td>
<td>7.89</td>
<td></td>
</tr>
</tbody>
</table>
The findings related to each item on the opinion scale (OS) are summarized. The items were scored such that those items that reflected a favourable opinion were ascribed 5 down to 1 for response categories 'always', 'often', 'sometimes', 'rarely' and 'never' respectively and scoring pattern was reversed in the case of those items that reflected an unfavourable opinion. In other words, the higher the score, the more favourable opinion towards advertisements of fairness cream. The most prominent item on which the respondents earned the highest total scores was observed to be: 'consumers make unwise choice due to advertisement'. This implied that the respondents did not considered that advertisement lead consumer to make unwise choice. In other words, this reflected that respondent held favourable opinion about advertisement. The mean score of 2.99 on this item revealed that most of the respondents were clustered in the categories of 'often', 'sometimes', 'rarely' and 'never', 'advertisements make false claim' and advertisements are hollow were the next most commonly shared opinion of the respondents with total score on these being 42.3 and 435 respectively. The respondents were more or less equality disturbed under 'often' and 'rarely' categories with the largest number (34.7 and 36.0 %) being affirmative in the 'sometimes response category in their views with reference to 'advertisement making false claims and advertisement being hollow'. Further, the advertisements were misleading the consumer by feeding false and exaggerated information. The opinion scores on 'advertisement correctly represents the performance of the product', 'advertisement gives undue publicity to inferior goods', 'advertisement makes exaggerated claims and 'advertisement' informs consumers about quality of a product were found to be comparable ranging from 416 to 454 with the mean score being to 2.77 to 2.96. In other words, the opinion of the respondents in these aspects revealed a tendency to be slightly lower than the mid point in the continuum of the response categories,
thereby not showing a remarkably favourable opinion. ‘Advertisement persuades consumers to pay higher price for one brand over another with more or less same quality advertisement encourages consumers to live beyond their mean’s and advertisement makes people want things they do not need’ earned total score of 471, 482 and 486 respectively with the mean score being 2.75, 3.21 and 3.24 in declining order respectively.

Greyser’s (1972) findings that majority of the respondents agreed that the advertising persuades people to buy things they do not need and does not present a true picture of the advertised product, compares well with the findings of the present study. The respondents of the present study were of the opinion that the advertisements make gullible consumers its prey by hooking them on to the product projected. The low opinion further revealed the lack of faith, respondents had in this powerful promotional media. Items like ‘advertising builds up confidence in consumers about the product in question, advertisements add to the cost of the product advertisement, inform the consumers about price of the product and advertisements keep consumers updated with attributes of the product’ earned relatively lower total and mean scores, these being in the range of 396 to 392 and ≤ 2.64 to 2.61 respectively. The items like ‘advertisement makes shopping easier by providing comparative information’, ‘advertisement are informative to consumers’, ‘advertisement highlight the benefits of the products’, were rated ‘sometimes’, ‘rarely’ or ‘never’ by large number of respondents, thereby, showing their low opinion about advertisement as a source of valuable information. The findings of the present study with reference to specific items in the OS revealed that respondents’ opinion were favourable towards some and not to favourable to others compare well with those of Bhatt (1975) and Srinivas and Bhatia (1982).
The mean score of 55.13 of the respondents on the OS and mean scores on majority of items in the OS being 2.61 or more, it could be said that by and large they held more favourable opinion towards advertisement. Desai's (1983) findings that, majority of the respondents had positive attitude towards advertisement is in good agreement with that of present study. Thus, it can be said that respondents were aware of the deceptive characteristics of advertisement. Many respondents probably doubted the information, though; they did not totally reject it. The findings of the present study on the opinion of respondents should be an eye opener to the sponsors of advertisement. The consumers today look for information on products and services advertised as a means to base their choices in the realm of consumption. Therefore, the sponsors of advertisement should ensure that advertisements are informative in all respects with regard to the product in question.

**Impact of advertisement of fairness cream on consumer's choice**

One of the main objectives of the study was to know the impact of advertisement of fairness cream on consumers' choice. In order to get meaningful result, a descriptive rating scale. Advertisement impact scale (AIS) was constructed to know the impact of advertisement of fairness cream on consumers' (respondents') choice to buy the particular fairness cream they used. The respondents were asked to indicate their agreement/disagreement on categories such as 'strongly agree', 'agree', 'uncertain', 'disagree' and 'strongly disagree' against each of the items in the scale. Response on each of the items in the scale was scored from 5 down to 1 for SA through to SD in the case of those that revealed a positive influence and scoring pattern was reversed in those cases where the items reflected a negative influence on consumers' choice. An item was assumed to exert a positive influence if it made a favourable impact on the respondents towards the product.
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>A</td>
<td>O</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>1.</td>
<td>Advertisements lead consumers to make an unwise choice</td>
<td>15</td>
<td>10.0</td>
<td>40</td>
</tr>
<tr>
<td>2.</td>
<td>Make false claims</td>
<td>14</td>
<td>9.3</td>
<td>28</td>
</tr>
<tr>
<td>3.</td>
<td>Are hallow</td>
<td>13</td>
<td>8.7</td>
<td>31</td>
</tr>
<tr>
<td>4.</td>
<td>Give undeserved publicity to inferior goods</td>
<td>25</td>
<td>16.7</td>
<td>29</td>
</tr>
<tr>
<td>5.</td>
<td>Represent the performance of the product correctly</td>
<td>25</td>
<td>16.7</td>
<td>29</td>
</tr>
<tr>
<td>6.</td>
<td>Make exaggerated claim</td>
<td>29</td>
<td>13.3</td>
<td>36</td>
</tr>
<tr>
<td>7.</td>
<td>Inform the consumers about the quality of the product</td>
<td>15</td>
<td>10.0</td>
<td>28</td>
</tr>
</tbody>
</table>
Table 5.29 contd.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statement</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N  %  N  %</td>
<td>N  %  N  %</td>
<td>N  %</td>
</tr>
<tr>
<td>8.</td>
<td>Persuade consumers to pay higher price for one brand over another even though products are identical</td>
<td>23 15.3 39 26.0</td>
<td>44 29.3 24 16.0</td>
<td>20 13.3</td>
</tr>
<tr>
<td>9.</td>
<td>Encourage consumers to live beyond their income</td>
<td>27 18.0 36 24.0</td>
<td>47 31.3 22 14.7</td>
<td>18 12.0</td>
</tr>
<tr>
<td>10.</td>
<td>Make people want things they do not need</td>
<td>20 13.3 47 31.3</td>
<td>47 31.3 21 14.0</td>
<td>15 10.0</td>
</tr>
<tr>
<td>11.</td>
<td>Create confidence in the consumers for the product</td>
<td>16 10.7 16 10.7</td>
<td>44 29.3 46 30.7</td>
<td>28 18.7</td>
</tr>
<tr>
<td>12.</td>
<td>Add to the cost consumers pay</td>
<td>27 18.0 41 27.3</td>
<td>51 34.0 19 12.7</td>
<td>12 8.0</td>
</tr>
<tr>
<td>S. No.</td>
<td>Statement</td>
<td>Rank order</td>
<td>Total score</td>
<td>Mean score</td>
</tr>
<tr>
<td>-------</td>
<td>-----------</td>
<td>------------</td>
<td>-------------</td>
<td>------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A</td>
<td>O</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>13.</td>
<td>Inform consumers about the price of the product</td>
<td>12</td>
<td>8.0</td>
<td>23</td>
</tr>
<tr>
<td>14.</td>
<td>Keep consumers' updated with attributed</td>
<td>11</td>
<td>7.3</td>
<td>25</td>
</tr>
<tr>
<td>15.</td>
<td>Make shopping easier by providing comparative information</td>
<td>14</td>
<td>9.3</td>
<td>17</td>
</tr>
<tr>
<td>16.</td>
<td>Are informative to the consumers</td>
<td>11</td>
<td>7.3</td>
<td>15</td>
</tr>
<tr>
<td>17.</td>
<td>Represent benefits of the product</td>
<td>12</td>
<td>8.0</td>
<td>15</td>
</tr>
</tbody>
</table>
Fairness cream, such that it ultimately led them to go for the product advertised. From the individual item score, total and mean score on each item and total of score of each respondent on the scale and their distribution by scores earned were tabulated. The scores were interpreted such that the higher score, the greater the impact and vice-versa.

The respondents’ score on AIS was computed. The possible range of scores on AIS was 30 to 150. It is evident from that there were no extreme scorers in AIS. The study revealed that a majority of the respondents (73.3 %) earned scores between 75 to 104.9 on impact of advertisement of fairness cream on their choice. A negligible percentage of the respondents earned scores in the range of 105 to 134.9 thereby, revealing the fact that the impact of advertisement of fairness cream on their choice was quite favourable or high. About 18.7 per cent of the respondents were relatively low scorers, which implied that the impact of advertisement of fairness cream on the respondents as measured in the study, was of a lower degree or rather advertisement of fairness cream did not seem to exert an impact on the low scoring respondents. Thus it can be concluded that the advertisement of fairness cream exerted a moderate impact on consumers’ choices in most of the cases.

Table 5.30 Distribution of respondents by the score earned in relation to the impact of advertisement of fairness cream on consumers’ choice

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Range</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>30 – 44.9</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>45 – 74.9</td>
<td>28</td>
<td>18.7</td>
</tr>
<tr>
<td>3.</td>
<td>75 – 104.9</td>
<td>110</td>
<td>73.3</td>
</tr>
<tr>
<td>4.</td>
<td>105 – 134.9</td>
<td>12</td>
<td>8.0</td>
</tr>
<tr>
<td>5.</td>
<td>≥ 135</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>88.75</td>
<td></td>
</tr>
<tr>
<td>S.D.</td>
<td></td>
<td>10.96</td>
<td></td>
</tr>
</tbody>
</table>

N=150
Majority of the respondents ‘strongly agreed’ or ‘agreed’ to the item ‘move into a fairy land on the thought of advertisement of fairness cream, implying that the advertisement of fairness cream. They viewed put them into a trance later on. In other words, it left a lasting impression on their minds. Second to this item was their response on the influence, the advertisement of fairness cream had in tempting them to buy the brand advertised which earned a total and mean scores of 528 and 3.52 respectively. Only a negligible proportion of respondents (5 %) ‘strongly disagreed with temptation to buy the fairness cream under the influence of its ‘advertisement’. The respondents in good number (65 %) revealed their agreement to the statement they ‘dream to be like the model’ who promoted the fairness cream in the advertisement. The statement wait eagerly for the advertisement on fairness cream to flash on the TV screen’ earned a total score of 511 and a mean core of 3.41 while one-fifth of the respondents were undecided in this regard, 58 per cent showed their agreement to this statement, indicating positive impact of advertisement of fairness cream on them. On the other hand, analysis of the data on the statement ‘attributes of fairness cream projected in the advertisement are not true’ showed that while 58 per cent ‘disagreed’ with the idea one-fourth of them agreed and 17 per cent were undecided thereby, indicating the fact that the respondents were positively influenced by the advertisement and they believed that attributes projected in the advertisement were true. While 80 per cent ‘disagreed’ with the statement that ‘prefer not to take risk with skin under the influence of advertisement’, only 18 per cent ‘agreed’ with the same. In other words, the respondents were evidently influenced by the advertisement of fairness cream and they had no qualms about the integrity of ‘advertisement’. While 32 per cent of the respondents revealed their agreement with the statement ‘get carried away by the advertisement of fairness cream’, more or less an equal proportion (26.7 to 22.0 %) were either ‘undecided’
Table 5.31 Distribution of respondents by influence of advertisement of fairness cream on consumers choice

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SA</td>
<td>A</td>
<td>U</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N   %</td>
<td>N   %</td>
<td>N   %</td>
</tr>
<tr>
<td>1.</td>
<td>Drifts me into a fairy land</td>
<td>53 35.3</td>
<td>37 24.7</td>
<td>24 16.0</td>
</tr>
<tr>
<td>2.</td>
<td>Tempts me to buy the brand advertised</td>
<td>25 16.7</td>
<td>71 47.3</td>
<td>21 14.0</td>
</tr>
<tr>
<td>3.</td>
<td>Makes me dream to be like the model in the advertisement</td>
<td>34 22.7</td>
<td>56 37.3</td>
<td>17 11.3</td>
</tr>
<tr>
<td>4.</td>
<td>Makes me wait eagerly for the ad to flash on the screen</td>
<td>30 20.0</td>
<td>52 34.7</td>
<td>31 20.7</td>
</tr>
<tr>
<td>5.</td>
<td>Makes me tell myself that what is projected in the ad is not true</td>
<td>10 6.7</td>
<td>31 20.7</td>
<td>27 18.0</td>
</tr>
<tr>
<td>6.</td>
<td>Warns me not to take risk with my skin</td>
<td>8  5.3</td>
<td>25 16.7</td>
<td>17 11.3</td>
</tr>
</tbody>
</table>
Table 5.31 contd.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SA N</td>
<td>%</td>
<td>A N</td>
</tr>
<tr>
<td>7.</td>
<td>Use of advertised fairness cream gives a boost to my image amongst my friends/peer group</td>
<td>26</td>
<td>17.3</td>
<td>47</td>
</tr>
<tr>
<td>8.</td>
<td>Has helped to improve my complexion as claimed</td>
<td>17</td>
<td>11.3</td>
<td>50</td>
</tr>
<tr>
<td>9.</td>
<td>Has disappointed me with my choice</td>
<td>11</td>
<td>7.3</td>
<td>32</td>
</tr>
<tr>
<td>10.</td>
<td>Leads to bad purchase decisions</td>
<td>12</td>
<td>8.0</td>
<td>36</td>
</tr>
<tr>
<td>11.</td>
<td>Makes me talk to my friend the details of the ad again and again</td>
<td>14</td>
<td>9.3</td>
<td>59</td>
</tr>
<tr>
<td>S. No.</td>
<td>Statements</td>
<td>Rank order</td>
<td>Total score</td>
<td>Mean score</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------------------------------------------------------------</td>
<td>------------</td>
<td>-------------</td>
<td>------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SA</td>
<td>A</td>
<td>U</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>12.</td>
<td>Leaves a lasting impression on me</td>
<td>11</td>
<td>7.3</td>
<td>52</td>
</tr>
<tr>
<td>13.</td>
<td>I advocate my choice of the fairness cream to my close relatives and friends</td>
<td>19</td>
<td>12.7</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td><strong>Advertisement of fairness cream</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Makes me surf/skip the channels/band/pages of the media</td>
<td>14</td>
<td>9.3</td>
<td>38</td>
</tr>
<tr>
<td>15.</td>
<td>Is hallow</td>
<td>12</td>
<td>8.0</td>
<td>42</td>
</tr>
<tr>
<td>16.</td>
<td>Do not have an impression on me</td>
<td>10</td>
<td>6.7</td>
<td>38</td>
</tr>
<tr>
<td>17.</td>
<td>Lead to wastage of money through unrise purchases</td>
<td>21</td>
<td>14.0</td>
<td>35</td>
</tr>
</tbody>
</table>
Table 5.31 contd.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements</th>
<th>Rank order</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>N %</td>
<td>N %</td>
<td>N %</td>
</tr>
<tr>
<td>18.</td>
<td>Gets me carried away</td>
<td>16 10.7</td>
<td>48 32.0</td>
<td>40 26.7</td>
</tr>
<tr>
<td>19.</td>
<td>Are deceptive</td>
<td>16 10.7</td>
<td>36 24.0</td>
<td>55 36.7</td>
</tr>
<tr>
<td>20.</td>
<td>Has resulted in making my facial skin soft as claimed</td>
<td>15 10.0</td>
<td>35 23.3</td>
<td>29 19.3</td>
</tr>
<tr>
<td>21.</td>
<td>Does not deter me from buying due to cast if I am attracted through its ad.</td>
<td>10 6.7</td>
<td>44 29.3</td>
<td>28 18.7</td>
</tr>
<tr>
<td>22.</td>
<td>Has resulted in making me happy with my choice of fairness cream</td>
<td>13 8.7</td>
<td>41 27.3</td>
<td>20 13.3</td>
</tr>
<tr>
<td>23.</td>
<td>Has made me eager to buy fairness cream in it</td>
<td>12 8.0</td>
<td>26 17.3</td>
<td>35 23.3</td>
</tr>
</tbody>
</table>
Table 5.31 contd.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>U</th>
<th>O</th>
<th>SD</th>
<th>Total score</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>Does not change my preference to seek advice of a beautician</td>
<td>20</td>
<td>13.3</td>
<td>64</td>
<td>42.7</td>
<td>20</td>
<td>13.3</td>
<td>29</td>
</tr>
<tr>
<td>25</td>
<td>Is the motivating force behind my choice</td>
<td>9</td>
<td>6.0</td>
<td>37</td>
<td>24.7</td>
<td>24</td>
<td>16.0</td>
<td>64</td>
</tr>
<tr>
<td>26</td>
<td>If followed in choice of a brand may lead to skin allergies</td>
<td>23</td>
<td>15.3</td>
<td>45</td>
<td>30.0</td>
<td>31</td>
<td>20.7</td>
<td>39</td>
</tr>
<tr>
<td>27</td>
<td>Shall not be the basis to prefer a brand of fairness cream</td>
<td>25</td>
<td>16.7</td>
<td>71</td>
<td>47.3</td>
<td>24</td>
<td>16.0</td>
<td>22</td>
</tr>
<tr>
<td>28</td>
<td>Would not determine from waiting for someone to base my purchase decision</td>
<td>29</td>
<td>19.3</td>
<td>43</td>
<td>28.7</td>
<td>28</td>
<td>18.7</td>
<td>38</td>
</tr>
<tr>
<td>S. No.</td>
<td>Statements</td>
<td>Rank order</td>
<td>Total score</td>
<td>Mean score</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>-------</td>
<td>------------------------------------------------</td>
<td>------------</td>
<td>-------------</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SA</td>
<td>A</td>
<td>U</td>
<td>O</td>
<td>SD</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>29.</td>
<td>Would not deter my preference to use</td>
<td>43</td>
<td>28.7</td>
<td>64</td>
<td>42.7</td>
<td>16</td>
<td>10.7</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>natural products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30.</td>
<td>Would not make me take risk with my allowance</td>
<td>55</td>
<td>36.7</td>
<td>61</td>
<td>40.7</td>
<td>11</td>
<td>7.3</td>
<td>16</td>
</tr>
</tbody>
</table>
or 'disagreed' with it. The mean score on the item was 3.12 items like 'my image gets a boost amongst peer group due to the use of fairness cream that appeared in the popular advertisement and 'my complexion has improved like the claim in the advertisement of the fairness cream' were observed to have earned mean scores of 3.29 and 3.20 respectively. In reference to both these statements 31.3 to 33.3 per cent of the respondents 'agreed' while 20.0 to 21.3 per cent 'disagreed' with it, a larger proportion, thereby, revealing the positive impact of advertisement of fairness cream on them as consumers. Similarly, 'disagreement' of 44.0 per cent with the statement 'I am disappointed with my choice of fairness cream under the impact of advertisement' in contrast to 21.3 per cent who agreed with it, is also indicative of the fact that advertisement exerted a positive influence on the choice of a larger proportion of respondents. The mean score ranging from 2.81 to 3.4 earned by respondents on individual items revealed their neutral disposition with reference to the influence advertisement of fairness cream on their choice. Any item earning a mean score less than 2.5 indicated that the item failed to create a positive impact on the respondents and they were not inclined to make their consumer choice fairness cream under the influence of advertisement. The statement I prefer not to take risk with my allowance under the influence of advertisement earned the least mean score of 1.83 with 41 and 46 per cent revealing their strong agreement and agreement respectively. In other words, the respondents, by and large, were not exhibiting a tendency to be under the impact of advertisement of their limited allowance.

The overall aggregate mean score of 3.00 revealed that the respondents were by and large, undecided about the influence of advertisement of fairness cream on their choice. They were, in other words, confused about the advertisement of fairness cream and revealed a swing towards 'agreement' to some items, a swing
towards ‘disagreement’ to some and ‘indecisiveness’ to some statements that were used to measure the impact of advertisement of fairness cream on their choice.

Testing of hypotheses

Two hypotheses were framed by the investigator to elucidate the variables or factors that affected the impact of advertisement of fairness cream on consumers’ choice. Hypothesis 1 (H₁) states that there exists a relationship between impact of advertisement of fairness cream on consumers’ choice and selected personal, familial and situational variables. Hypothesis 2 (H₂) states that there exists no difference in the impact of advertisement of fairness cream on consumers’ choice by their education level.

In order to test the above hypotheses statistically, null hypotheses were formulated. Correlation coefficients were estimated for variables using data on the entire sample in the case of H₁. Further analysis of variance (ANOVA) was applied and wherever ‘F’ values were significant ‘t’ test was applied. In relation to H₂, ‘t’ test was applied to assess the significance in the mean differences of the dependent variable due to the independent variable under study.

With reference to H₁ null hypotheses with sub-hypotheses as presented below formulated:

\[ H₁ : \text{There exists no relationship between impact of advertisement of fairness cream on consumers’ choice and selected personal, familial and situational variables.} \]

**Personal variables**

\[ H₁ - 1 \text{ Age of consumer} \]
Family variables

H1 – 2 Family size

H1 – 3 Family income

Situational variables

H1 – 4 Perceived appealing features of advertisement in audiovisual media like television

H1 – 5 Perceived appealing features of advertisement in audio media like radio.

H1 – 6 Perceived appealing features of advertisement in print media like dailies and periodicals.

H1 – 7 Opinion of consumers towards advertisement on fairness cream.

H1 – 8 Practice of consumers related to advertisement on fairness cream.

With reference to H2, null hypothesis as given below was formulated.

H0 – 2: There exists no difference in the impact of advertisement of fairness cream on consumers’ choice by education level

Finding in relation to null hypotheses

Coefficient of correlations were computed to ascertain statistically the relationship between the consumers choice of fairness cream and selected personal situational and family variables.
Table 5.32 Coefficient of correlation between impact of advertisement of fairness cream on consumers’ choice and the selected personnel family and situational variables.

<table>
<thead>
<tr>
<th>Selected variables</th>
<th>Consumer choice ‘r’ value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>-0.083</td>
</tr>
<tr>
<td>Family size</td>
<td>0.281*</td>
</tr>
<tr>
<td>Family income</td>
<td>-0.113</td>
</tr>
<tr>
<td>Perceived appealing features of advertisement in audiovisual media</td>
<td>0.271*</td>
</tr>
<tr>
<td>Perceived appealing features of advertisement in audio media</td>
<td>0.288*</td>
</tr>
<tr>
<td>Perceived appealing features of advertisement in print media</td>
<td>-0.081</td>
</tr>
<tr>
<td>Opinion of consumers towards advertisement</td>
<td>0.198*</td>
</tr>
<tr>
<td>Practice of consumers related to advertisement</td>
<td>0.311*</td>
</tr>
</tbody>
</table>

* Significant at 0.05 level; ** Significant at 0.01 level

H₁ - 1 : There exists no relationship between impact of advertisement of fairness cream on consumers’ choice and age of respondents

Coefficient of correlation was computed to ascertain statistically the nature of relationship between impact of advertisement of fairness cream on consumers’ choice of fairness cream and their age. The finding presented in Table 5.33 showed that there existed no significant correlation between impact of advertisement of fairness cream on consumers’ choice and their age.

The young group by age (≤ 17 years) comprised of 86 respondents while old group by age (≥ 20 years) had 34 respondents. The mean score earned by the respondents in the young and old age groups with regard to the impact of advertisement of fairness cream on consumers’ choice were 86.14 and 84.8 respectively.
In order to assess the influence of age of consumer on the impact of advertisement of fairness cream on their choice, ‘F’ test was carried out. The computed ‘F’ value was not significant in the case of age of respondents and the impact of advertisement of fairness cream on consumers’ choice.

On the strength of computed ‘r’ and ‘f’ values the null hypotheses that there exists no relationship between age of the respondents and the impact of advertisement of fairness cream on their choice was accepted.

\( H_2: \) There exists no relationship between the impact of advertisement of fairness cream on consumers’ choice and family size

To test the above null hypotheses Pearson product moment correlation coefficient was computed between impact of advertisement of fairness cream on consumers’ choice and their family size. The correlation coefficient was not significant between impact of advertisement of fairness cream on consumers’ choice and family size.

In order to assess whether family size exerted an influence on the impact of advertisement of fairness cream in consumers choice, analysis of variance test was carried out wherever significant ‘F’ values were obtained, ‘t’ test was applied.

The consumers were classified into 3 categories by their family size. First category – small family included 1 to 3 members in the family. Majority of the consumers belonged to second category – medium size family, i.e. 4 to 6 family members and third category – large family comprised of seven or more family members.

A definite trend emerged in the mean scores earned on impact of advertisement of fairness cream on consumers’ choice as respondents’ family size increased, the trend being higher impact scores as they moved form small to
medium to large size families, though, the mean difference between those of small and medium size families were negligible.

**Table 5.33** ‘t’ value showing the significance in the difference in the mean score of impact of advertisement of fairness cream on consumers’ choice by their family size

<table>
<thead>
<tr>
<th>GP</th>
<th>Family size</th>
<th>Number</th>
<th>Mean</th>
<th>Mean contrast</th>
<th>SD</th>
<th>Mean difference</th>
<th>‘t’ value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.3</td>
<td>21</td>
<td>85.11</td>
<td>1:2</td>
<td>10.41</td>
<td>1.597</td>
<td>0.462</td>
</tr>
<tr>
<td>2</td>
<td>4.6</td>
<td>95</td>
<td>86.73</td>
<td>2:3</td>
<td>10.07</td>
<td>5.91</td>
<td>2.66</td>
</tr>
<tr>
<td>3</td>
<td>64</td>
<td>34</td>
<td>91.66</td>
<td>1:3</td>
<td>9.51</td>
<td>7.46</td>
<td>2.27</td>
</tr>
</tbody>
</table>

A significant difference at 0.05 level was found to exist between group 1 and 3 while the difference was significant at 0.01 level between group 2 and 3. The mean score of consumers revealed that consumers with large (≥ 7 members) and medium (4 to 6) family size were much more influenced by advertisement of fairness cream in their choice than those from small families.

Thus, on the basis of the findings null hypothesis was partially rejected.

**H₁ - 3**: There exists no relationship between impact of advertisement of fairness cream on consumers’ choice and family income

The coefficient of correlation was computed between the variable as in H₁.3 under study. The computed ‘r’ value was not significant for the impact of advertisement of fairness cream on consumers’ choice of fairness cream and monthly family income.

Further, analysis of variance test was carried out to assess the influence of monthly income of respondents’ family and the impact of advertisement of fairness cream on their choice. The ‘F’ value computed was not significant.
Therefore, on the strength of the findings the null hypothesis that there is no relationship between the income of the family and impact of advertisement of fairness cream on consumers’ choice was accepted.

\[ H_1 - 4 : \text{There exists no relationship between impact of advertisement of fairness cream on consumers' choice and perceived appealing features of advertisement of fairness cream in audiovisual media like television (PAFAAVM)} \]

To test the above null hypothesis, coefficient of correlation was computed between impact of advertisement of fairness cream on consumers’ choice and PAFAAVM. The correlation coefficient showed positive correlation (+0.271*) between the impact of advertisement of fairness cream on consumers’ choice and PAFAAVM at 0.05 level of significance.

In order to assess the influence of PAFAAVM in audiovisual media by the respondents on the impact of advertisement of fairness cream on their choice, analysis of variance test was carried out. Wherever, significant ‘F’ value was obtained ‘t’ test was applied. Since the computed ‘F’ value was not significant in the case of variables under study ‘t’ test was not applied. However, the mean scores on impact of advertisement of fairness cream on consumers’ choice revealed an increase as respondents moved from lower group to higher group by scores on PAFAAVM like television. The computed ‘r’ value of +0.271* (0.05 level of significance) revealed that as scores on perceived appealing features of advertisement of fairness cream in audiovisual media like television increased the scores on impact of advertisement too increased.

On the strength of the ‘r’ and ‘I’ values computed, the null hypothesis that there exists no relationship between perceived appealing features of audiovisual
advertisement of fairness cream and impact of advertisement of fairness cream on consumers’ choice was partially rejected.

**H\textsubscript{1} – 5 :** There exists no relationship between impact of advertisement of fairness cream on consumers’ choice and perceived appealing features of advertisement of fairness cream in audio media like radio (PAFAAM)

Pearson product moment correlation coefficient was computed between PAFAAM and impact of advertisement of fairness cream on consumers’ choice. The computed ‘r’ value (+0.288*) that was significant that 0.01 level revealed positive correlation between the two variables in question. In other world’s, as scores on PAFAAM increased, scores on impact of advertisement of fairness cream on consumers’ choice too recorded an increase and vice-versa.

In order to assess the influence of PAFAAM on impact of advertisement of fairness cream on consumers’ choice, analysis of variance test was carried out. The computed ‘F’ value was not significant.

On the basis of computed ‘r’ and ‘F’ values, the null hypothesis that there is no relationship between the impact of advertisement of fairness cream on consumers’ choice and perceived appealing features of advertisement of fairness cream was partially rejected.

**H\textsubscript{1} – 6 :** There exists no relationship between impact of advertisement of fairness cream on consumers’ choice and perceived appealing features of advertisement of fairness cream in print media (PAFAPM)

To test the null hypothesis that there exists no relationship between PAFAPM and the impact of advertisement of fairness cream on consumers’ choice, coefficient of correlation was computed. The computed ‘r’ value was not significant in the case of the variables under question.
In order to assess the influence of PAFAPM on impact of advertisement of fairness cream on consumers’ choice, analysis of variance test was carried out. Since computed ‘l’ value was not significant ‘t’ test was not applied.

On the strength of findings the null hypothesis was accepted.

\[ H_1 - 7: \text{There exists no relationship between impact of advertisement of fairness cream on consumers’ choice and respondents’ opinion towards advertisement of fairness cream} \]

To test the above null hypothesis, coefficient of correlation was computed between the variables under question. The computed correlation coefficient value showed positive ‘r’ value significant at 0.05 levels between impact of advertisement of fairness cream on consumers choice and respondents opinion towards advertisements. In other words, the higher the respondents’ score on opinion towards advertisement, the higher the score on impact of advertisement of fairness cream on consumers’ choice and vice-versa.

Further the mean score on impact of advertisement of fairness cream on consumers’ choice was compared by their opinion towards advertisement of fairness cream.

In order to assess the influence of opinion towards advertisements on consumers’ choice, of variance test was carried out. Wherever significant ‘F’ value was obtained, ‘t’ test was applied.

**Table 5.34** ‘t’ value showing the significance in the difference in the mean scores of impact of advertisement of fairness cream on consumers choice by their opinion towards advertisements

<table>
<thead>
<tr>
<th>Opinion score</th>
<th>Number</th>
<th>Mean</th>
<th>Mean contrast</th>
<th>SD</th>
<th>Mean difference</th>
<th>‘t’ value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>25</td>
<td>82.46</td>
<td>1:2</td>
<td>10.21</td>
<td>5.61</td>
<td>3.096</td>
</tr>
<tr>
<td>Moderate</td>
<td>108</td>
<td>88.08</td>
<td>2:3</td>
<td>10.60</td>
<td>4.36</td>
<td>1.887</td>
</tr>
<tr>
<td>High</td>
<td>22</td>
<td>92.48</td>
<td>1:3</td>
<td>12.26</td>
<td>9.98</td>
<td>3.476</td>
</tr>
</tbody>
</table>
The computed ‘t’ values were significant at 0.05 level when mean scores on impact of advertisement of fairness cream on consumer choice was compared between group 1 and 2, and group 1 and 3. In other words, low scores on opinion towards advertisement of fairness cream were found to be significantly different from moderate and high scorers in impact of advertisement of fairness cream on consumers’ choice. Thus, those who held better opinion about advertisement of fairness cream in their choice.

Thus, on the basis of findings null hypothesis was partially rejected.

**H$_1$ – 8 : There exists no relationship between impact of advertisement of fairness cream on consumers’ choice and the practice of consumers related to advertisement (CPA)**

To test the above null hypothesis coefficient of correlation was computed between impact of advertisement of fairness cream on consumers’ choice and CPA. The correlation coefficient value showed positive correlation (0.311*) significant at 0.01 level between influence of advertisement of fairness cream on consumers’ choice and CPA. This showed that scores on impact of advertisement of fairness cream on consumers’ choice increased with an increase in the score on consumers’ practices related to advertisements.

As the respondents moved from lower to moderate to higher group by scores on CPA of fairness cream, the mean score on impact of advertisement of fairness cream on consumers’ choice revealed a definite trend of increase. Thus, the mean scores on impact of advertisement of fairness cream on consumers’ choice of higher group by CPA was distinctively higher than the other two lower groups.

In order to assess the influence of CPA of respondents on impact of advertisement of fairness cream on their choice, analysis of variance test was carried out. Since significant ‘F’ value was obtained, ‘t’ test was applied.
Table 5.35 ‘t’ value showing the significance in the difference in score of impact of advertisement of fairness cream on consumers choice by consumers’ practices related to advertisement

<table>
<thead>
<tr>
<th>GP</th>
<th>Practice score</th>
<th>Number</th>
<th>Mean</th>
<th>Mean contrast</th>
<th>SD</th>
<th>Mean difference</th>
<th>‘t’ value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Low</td>
<td>28</td>
<td>83.06</td>
<td>1:2</td>
<td>12.91</td>
<td>4.91</td>
<td>1.98</td>
</tr>
<tr>
<td>2</td>
<td>Moderate</td>
<td>98</td>
<td>88.69</td>
<td>2:3</td>
<td>10.13</td>
<td>4.46</td>
<td>1.73</td>
</tr>
<tr>
<td>3</td>
<td>High</td>
<td>24</td>
<td>92.63</td>
<td>1:3</td>
<td>10.41</td>
<td>9.37</td>
<td>2.68</td>
</tr>
</tbody>
</table>

* Significant at 0.05 level

A significant difference at 0.05 levels was found to exist between group 1 and 3 while the ‘t’ values computed for group 1 and 2 revealed only a trend to be significant at 0.05 levels. Thus, it can be concluded that consumers’ (respondents’) practices related to advertisements influenced, consumers’ choice in the case of group 1 and 3.

Thus, on the basis of the findings null hypothesis was partially rejected.

The consumer practices related to advertisement of fairness cream seem to affect the impact of advertisement of fairness cream on their choice in a significant manner. Consumer practices were positively correlated at 0.05 levels with PAFAAVM and PAFAAAM. In other words, the advertisement who exhibited more favourable practices in relation to respondent of fairness cream in media were more prone to view, listen and read the advertisement of fairness cream in the respective media and therefore might have perceived the product in a better way. Thus, their choice appeared to be influenced by their practices related to advertisement of fairness cream.
H₂ : There is no difference in the impact of advertisement of fairness cream on consumers’ choice by education level

The respondents belonged to the Mahila Girls College Kidwai Nagar, Kanpur. The data analysis revealed that 54.4 per cent were students of undergraduate programme, while the rest were enrolled in postgraduate programme in the respective colleges. The mean score of respondents at UG level on impact of advertisement of fairness cream on consumers’ choice was estimated to be 86 which was nominally higher than those of the PG level of education.

In order to assess the influence of education on consumers’ choice, ‘t’ test was carried out. The computed ‘t’ value was not significant.

On the strength of the calculated ‘t’ value the null hypothesis that there is no difference in the influence of advertisement of fairness cream on consumers’ choice by education was accepted.