

ATTRACTION OF STUDENTS TOWARDS BEAUTY PRODUCTS

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ABSTRACT

The purpose of this study was to measure the correlation and impact of deceptive beauty advertising (Ads) with and on the buying behavior of the university students toward beauty products. Developed instrument contained nineteen questions. Five point Likert scale was used and the response rate was 94.667%. Two variables were computed; buying behavior of university students towards beauty products was dependent variable; and deceptive beauty ads were independent variable. Descriptive statistics, correlation and liner regression techniques were used with the help of SPSS 16. Positive and significant correlation and impact was found with and on the buying behavior of university students toward beauty products which means that the use of beauty products increases with the increase in deception in beauty products ads. The data were collected from university students and non-serious attitude of students were the limitations of this study. In this study, the main focus was on the buying behavior of students and beauty products ads, and it will serve as a benchmark for prospective researchers for future study.

Keywords: *Deceptive advertisements (ads), beauty products, students, Pakistan*

1. INTRODUCTION

Advertising (ads) plays a critical role in the success of a business through achieving its financial as well as commercial objectives. O'Donohoe (1995) stated that affectivity of advertising served as a tool for the success and growth of a business but its public image still call in question. Hunt et al., (1990) supported to O'Donohoe (1995) and argued that advertising has been openly criticized due to its deteriorating features such as misleading, deception, false advertising, humiliating women and make-up ads, and inducing people to acquire the things that they really do not want. Most of the studies treated the deteriorating features of deceptive advertising separately. In contrast, Webster (1974) suggested that deception is "the act of misleading through falsehood and misrepresentation." This definition focuses on deception by the advertiser rather influence on the customers due to message conveyed. On the other hand, deceptive advertising classified as "claim-belief interaction". Here the advertisements, without making any deceptive claim, interact with the beliefs of the customers in such a way that pass on deceptive belief about the product being advertised.

The purpose of this study was to measure the correlation and impacts of deceptive beauty ads with and on the buying behavior of the university students toward beauty products. Khattak & Khan (2009) has conducted a study at college students related to different dimensions of advertising but the objective of this study was to

judge the buying behavior of university students. This study will also serve as a benchmark while conducting further research at university level. As well as it will also helpful for the social sciences and psychological students to analyze the thinking of students about the buying of beauty products. The study was hypothesized as: a positive and significant correlation exists between deceptive beauty advertising and buying behavior of the university students towards beauty products; and deceptive beauty ads has an significant positive impact on buying behavior of the university students towards beauty products. The study organized as: introduction is described in section 1. Literature review is briefed in section 2. Hypotheses are demonstrated in Section 3. The research methodology is explained in section 4. Section 5 contains analyses and results of the study. In the last section, conclusion, limitations of the study, opportunities for future study and policy implications are clarified.

2. LITERATURE REVIEW

Many research studies have conducted to evaluate the attitude and behavior of students about deceptive advertising because students are the long run customers and have an ample contribution in the disposable income of society. Therefore, businessman and marketers apply the technique of advertising to attract the students towards their products (Khatak & Khan, 2009) but Sandage and Leckenby (1980); Rettie, et al., (2001); and Zhang (2000) claimed that use of tampering tactics in ads for gaining the attention of the consumers can be thwarting to the audience. In this context, Baumhart (1961) specified the unethical practices undertaken by businesses like unreasonable price setting, unfair credit policies and particularly deception in advertising.

Brenner and Molander, (1977) argued that these above mentioned unethical practices are still dramatically practiced by the businesses in their daily conduct of business activities. Wright and Metres, (1974) described that particularly deception in advertising is prevailed in marketing activities of today's businesses. Kotler and Armstrong (2001) supported this argument and mentioned that false claims are perceived to be unethical marketing practices.

According to Katona (1964); Pollay (1986); Pollay and Mittal (1993), deception in advertising is never a new issue. Large scale studies on the behavior of people towards ads were initially conducted in 1950s but now this topic has become a gap for every researcher. Later on many studies were conducted such as O'Donahoe, (1995); pollay and Mittal, (1993). Moreover, some research studies have been conducted for examining the behavior of students towards social and ethical issues over the past several years such as Fred k. Beard, (2003); Khattak and Khan, (2009). Penny M. Simpson, Gene Brown, and Robert E. Widing II (1998) reported that deception and other unethical perceptions of advertising inversely effects the responses towards the ads. According to Haller (1974) more than 50% students think that ads are misleading, ridiculous, and insult people intellectual. Therefore negative attitude of the students towards ads can lead to the formulation of government regulations for ads (Fred. K. Beard, 2003) and negative attitude of students towards ads hinders its affectivity as concluded by Beales et al (1981); Calfee and Ringold (1987); Pollay and Mittal (1993); and Wright (1986).

In the context of Pakistan, it is perceived that beauty products ads have a positive impact on the students. In this era, the media is growing rapidly and in return people are responding and changing their life style, attitude, behavior, culture and religious values. Media channels are full of beauty ads like whitening soaps, hair shampoo, hair and facial lotions etc. but mostly products ads are misleading or deceptive. At university level, students want to change their life style to become professional. They try to adopt the western culture and use the beauty products to change their personality and physical appearance. This perception of students has become the weak point for them. Now, each business of beauty products make advertising keeping in mind the students' perception and use the deceptive practices in their ads. Chung-Chuan Yang (2000) concluded that the students are agreeing that ads are deceptive and misleading, boosting people to waste money. Initial studies on students' behavior towards ads concluded that these were extremely negative (Haller, 1974; & Larkin, 1977).

3. HYPOTHESES OF THIS STUDY

Hypotheses of the study were:

H1: Deceptive beauty ads have a positive and significant relationship with the buying behavior of university students towards beauty products in Pakistan.

Fig 01:

H2: Deceptive beauty ads have a positive and significant impact on the buying behavior of university students towards beauty products in Pakistan.

Fig 02:

4. THE RESEARCH METHODOLOGY

4.1 Sample

In order to investigate the buying behavior of university students towards the beauty products, students of Punjab University were targeted. Both male and female students were selected randomly. A questionnaire was developed contained nineteen questions regarding factors of deceptive beauty advertising and students' buying behavior. The response rate was 94.667% because total distributed questionnaires were 150 out of which 142 were retrieved.

4.2 Variables and Scale

There were two variables of this study. Variables were:

- Deceptive beauty advertising as independent variable; and
- Buying behavior of university students towards beauty products as dependent variable.

A five point Likert Scale was used in this study from strongly disagree to strongly agree in order to measure the repossesses of university students about deceptive beauty ads. Many studies have used this scale while measuring the attitudes toward advertising such as Haller, (1974); Larkin, (1977); Khattak and Khan (2009); Pollay and Mittal (1993); and Bauer and Greyser (1968).

4.3 Analyses Tools

Descriptive statistics analysis was used in order to show the consequences and impact of descriptive beauty ads on the buying behavior of university students towards beauty products. The mean and standard deviations of each factor was calculated. Pearson's correlation technique was used to know the relationship between the deceptive beauty advertising and the buying behavior of university students towards beauty products. In the last, while determining the impact of deceptive beauty ads on the buying behavior of university students towards beauty products, model of linear regression was used. SPSS 16 was used for analyses in this study and 5% level of significance was maintained in all the tests.

4.4 Respondents Profile

Table 1: Respondents' Demographics

Demographics		N	Percentage (%)
Gender	Male	47	33.1
	Female	95	66.9
Total		142	100
Age	16-20 years	80	56.3
	21-25 years	62	43.7
Total		142	100

According to table 1, there were total 142 respondents. Gender comprised of 47 male respondents which were 33.1 % of total respondents and 95 female respondents which were 66.9% of total respondents. On the base of age, respondents were divided into two categories. First category contained the respondents with the age of 16-20 years and second with the age of 21-25 years. First category contained the 80 respondents which were 56.3% of total respondents and second category contained the 62 respondents which were 43.7% of total respondents.

4.5 Reliability of scale

Instrument was developed which contained nineteen questions. Two variables were computed; one was dependent variable; and second was independent variable. 12 questions out of twenty one were the part of dependent variable and seven questions out of twenty one were the part of independent variable. Cronbach Alpha of these questions was 0.791 by using SPSS 16.

5. ANALYSIS AND RESULTS

5.1 Descriptive Statistics Analysis

Descriptive statistics analysis was used in order to know the consequences and impact of descriptive beauty ads on the buying behavior of university students towards beauty products. Mean and standard deviations of each factor was calculated for decision making by keeping in mind the hypotheses of this study along with the objectives. Table 2 shows all the number of respondents, mean, standard deviations and significance level.

Table 2: Descriptive Statistics

Variables	N	Mean	Standard Deviation	Sig. (2-tailed)
Descriptive Ads	142	23.8099	3.55490	.000
Behavior of University Students	142	44.4859	7.66288	.000

** Significant at 0.01 levels (2-tailed).

5.2 Correlation Analysis

Table 3: Correlation Matrix of Variables

	Behavior of University Students	Deceptive Beauty Ads
Behavior of University Students	1	.583**
Deceptive Beauty Ads	.583**	1

** Correlation is significant at 0.01 levels (2-tailed).

The results in table 3 of correlation matrix depict a significant and positive correlation between deceptive beauty advertising and buying behavior towards beauty products of university students. The results also reveal that as the deception in beauty ads increases, the impact on the buying behavior of university students towards beauty products also increases which means that students use the beauty products more than before and these results support the H1.

5.3 Regression Analysis

Table 4: Regression coefficients

Model	Un-standardized Coefficients		Standardized Coefficients	t	P value
	B	Std. Error	β		
(Constant)	14.566	3.563		4.088	.000*
Deceptive Beauty Ads	1.257	0.148	.583	8.489	.000*

Dependent Variable: Behavior of University Students towards beauty ads.

*P < .05

According to the table 4, deceptive beauty ads have a positive and significant impact on the buying behavior of the university students towards beauty products because the P value is less than .05 which means that students

take into consideration the beauty advertising and use the beauty products more than before, and these results support the H2.

6. CONCLUSIONS

On the basis of above analyses and results, it can be concluded that a positive and significant correlation exists between deceptive beauty advertising and the buying behavior of university students towards beauty products which means that as deception in beauty ads increases, the impact on the buying behavior of university students towards beauty products also increases and they increase the use of beauty products. As well as, it can also be concluded that deceptive beauty ads have a positive and significant impact on the buying behavior towards beauty products of university students.

This study will provide help to prospective researchers regarding the tools used in this study to measure the consequences and impact of deceptive beauty ads as well as overall advertising on the university students. This study will also serve as a benchmark for further studies while measuring the impact of advertisement on the university students. But some limitations are associated with this research study. It limits the study only to the impact of deceptive beauty ads on the university students. Increase in the area of population e.g. students of colleges as well and other types of advertising tend to further study. Non serious attitude of the respondents is also a limitation of this study due to the answers regarding deception in beauty ads. Therefore, it is suggested by the researcher to the government and advertisers to make some rules & regulations and policies regarding advertising so deception can be reduced.

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