

# Knowledge and Attitude Towards Fairness Cream Advertisement, Purchase Behavior and Belief System of Youth in Khammam - A Cross Sectional Study

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**Abstract: Background:** The purpose of this study is to explore the potential product performance and social issues caused by fairness cream advertisements. This paper aims to access the knowledge, attitude and practices of youth about fairness cream advertisements. This paper also examines the factors influencing consumers in perceiving various brands of fairness creams. The situation is that we have fairness creams for every age, every skin type, every weather and it goes for both the sexes. All have their own ways by which they maintain the fair complexion of their skin. So no doubt that fairness cream sells like hot cakes even today. Thus, the strong persuasive nature of advertisements plays pivotal role in shaping the opinion of people.

**Method:** A Questionnaire based study was conducted among the dental students in Telangana; it is designed to access the knowledge attitude and practices of youth about fairness cream advertisements. The student doctors in Mamata dental college were included.

**Results:** The study was conducted on 200 BDS students. Students included are Interns, Final Year students, 2nd and 3rd year students.

**Conclusion:** The kind of beliefs on fairness cream advertisements emphasizing has created discrimination based on skin tone. Influenced on such thoughts significant number of people has expressed their insecure due to their dark skin tone. This bias has created obsession and making people to try more and more fairness creams products to somehow achieve the desired color complexion.

**Keywords:** Fairness creams, Consumer perception, Belief systems, Brand preference, Daily usage of creams.

## 1. Introduction

Advertisement is any paid form of Non personal presentation and promotion of ideas, goods and services by an identified sponsor. Newspapers, Magazines, Television, Radio programs, Bill boards, Broachers, Pamphlets and Leaflets are different kind of advertising tools influencing the consumer purchase

behavior. The whole time consumers are exposed to one or many advertisements. Hence it became a part of life. Head of the department of Dermatology in All India Institute of Medical Sciences in Delhi, Dr. R. K. Pandhi, stated that he has never come across a medical study that validates the claim of skin whitening by applying skin creams. The false claims and promises about the product through Advertising or marketing communications could be categorized as unethical advertising.

Three primary groups

1. Consumers.
2. Industry.
3. Government

These may play a major role to regulate advertising practices (O' Guinin et al, 2003) [1]

Men were significantly more likely than women to endorse beliefs about fairness being more attractive and were more likely to perceive family and peers as viewing fairness as beneficial for cultural capital. There was no difference between men and women currently using product in their devise to look as fair as the media celebrity. Historically marketed to women, Companies have recently expanded their offerings to include products designed and marketed specially for men. Advertisements and packaging overly claims that product will make consumers skin fair and more even toned, while products names and use of well-known models and actors in advertisements imply that they will enhance consumer's cultural capital via improvements in attractiveness, youthfulness, confidence and success. Before considering the marketing of these products, there is a significant problem with product safety. Many products currently marketed in this sector have not been subjected to safety and efficacy studies and products category appears poorly controlled, while some claim to contain natural ingredients such as vitamin B3, mercury has

been found in skin lightening creams available in Mexico and other countries. In 2011 11 out of 12 skin whitening products mostly manufactured in china, that were found to contain mercury levels well in excess of the regulatory limit (eco waste coalition, 2013).



**2. Objectives**

1. To access the knowledge of youth towards fairness cream advertisements.
2. To study the attitude of youth regarding fairness cream advertisements.
3. To access the practices of youth towards fairness cream advertisements.

**3. Methodology Permission**

Permission was taken from the head of the department of public health dentistry. Questionnaire and informal consent is yet to be explained.

*Study design:*

A cross sectional Questionnaire based study will be conducted among students of Mamata dental college of Khammam.

*Pilot study:*

After questionnaire is framed. It will be distributed to the students for study. The number of students included in the study is 30 students approx.

*Inclusion criteria:*

All the 2nd year, 3rd year and Final year students will be present during the day of survey.

*Exclusion criteria:*

A student who will be absent during the day of survey will be excluded.

*Study procedure:*

The study will be conducted among 200 dental students approximately. Personal data and questionnaire will be included in this study.

*Statistical analysis:*

Response of the participants were entered into Microsoft excel. Statistical analysis was performed by using VPSS 25.

Chi-square test was used to find the association among categorized values. The level of significance was set at  $P < 0.05$ .

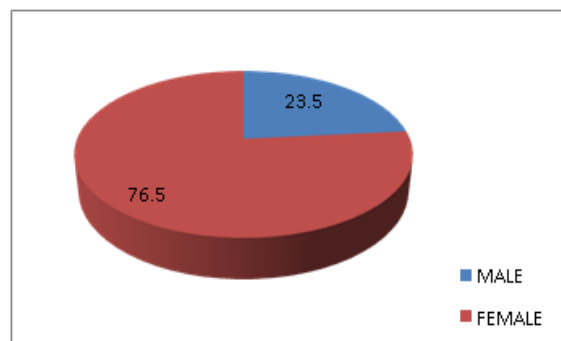
**4. Data Collection and Analysis**

In order to extract meaningful information from the data collected. The data analysis and interpretation is carried out. The data is first edited, observed and then tabulated for the purpose of analysis. The analysis is basically aimed at the consumer perception towards fairness creams, their usage of creams, the belief system among youth and factors influencing to get obsessed with fairness.

Table 1

Classification of correspondents by gender

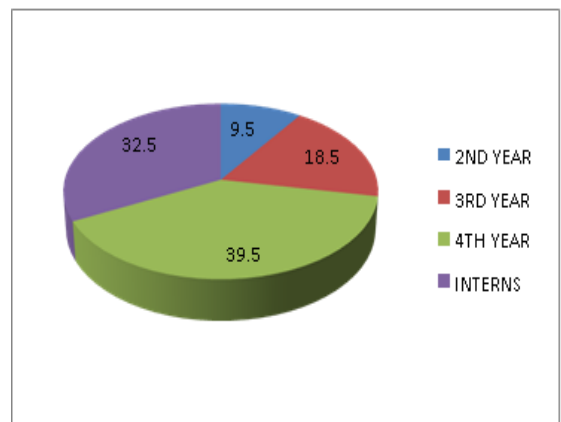
Gender	Frequency	Percentage %
Female	153	76.5%
Male	47	23.5%
Total	200	100%



From the chart given above it is clear that 76% of the respondents are females, while remaining 26% of the respondents are male.

Table 2  
Year of study

Year	Frequency	Percentage
2 <sup>ND</sup> YEAR	19	9.5%
3 <sup>RD</sup> YEAR	37	18.5%
4 <sup>TH</sup> YEAR	79	39.5%
INTERNS	65	32.5%
TOTAL	200	100%



From the total analysis 200 out of 200 participants. The participants in 2nd year were 9.5%, in 3rd year were 18.5%, in 4th year were 39.5% and interns were 32.5%.

Table 3  
Do you use fairness cream?

Question	Frequency	Percentage
YES	67	33.5%
NO	61	30.5%
SOMETIMES	70	35%
4	2	1%
TOTAL	200	100%

Requirement was usage 67 participants were using fairness cream (33.5%), 61 participants were not using fairness creams (33.5%), 70 participants use sometimes (35%) and 2 participants say all the above (1%).

Table 4  
What inspires you the most to use fairness cream?

Answer	Frequency	Percentage %
To get fair complexion.	33	16.5%
To maintain Beauty.	17	8.5%
To have a healthy skin.	45	22.5%
All the above.	105	52.5%
TOTAL	200	100%

Predominantly accepted factor for usage of fairness cream is of total 3 options which includes to get fair complexion (16.5%), To maintain Beauty (8.5%), To have a healthy skin (22.5%) and All the above (52.5%).

Table 5  
How many fairness creams have you tried?

Answer	Frequency	Percentage %
1-2	79	39.5%
2-3	49	24.5%
More than 3	23	11.5%
None	49	24.5%
TOTAL	200	100%

The response shows that 39.5% of the participants tried 1-2 fairness creams, 24.5% of the participants tried 2-3 fairness creams, and 11.5% of the participants haven't tried any of fairness creams. This shows that most of the participants have tried 1-2 fairness creams.

Table 6  
Do you think fairness cream can change your skin complexion?

Opinion	Frequency	Percentage %
AGREE	72	36.0%
DISAGREE	74	37.0%
NEUTRAL	54	27.0%
TOTAL	200	100.0%

Out of 200 participants 37% of them strongly disagree about fairness cream changing skin complexion.

Table 7  
Most important reason to change fairness cream products?

Reason	Frequency	Percentage %
Unsatisfactory Results	65	32.5%
Side Effects	52	26.0%
Price	18	9.0%
Availability of better product	65	32.5%
TOTAL	200	100.0%

32.5% of the participants change their fairness cream product when they found better product and due to unsatisfactory results. The least goes with the price of 9%.

Table 8  
Do you think fairness builds confidence among individuals as promoted in advertisements?

Answer	Frequency	Percentage %
Agree	95	47.5%
Strongly Agree	34	17%
Disagree	53	26.5%
Strongly Disagree	18	9.0%
TOTAL	200	100.0%

95 Participants out of 200 participants strongly agree that using fairness cream builds confidence among themselves as promoted in advertisements.

Table 9  
According to gender

Gender	Agree	Strongly Agree	Disagree	Strongly Disagree	Total
FEMALE	69	24	44	16	153
MALE	26	10	9	2	47
Total	95	34	53	18	200

According to gender majority of the Female agree that using fairness cream builds confidence among the individual as promoted in the advertisements.

## 5. Discussion

This study was conducted to explore the use of fairness cream products, beliefs about fairness creams product and their advertisements and reasons for using and changing product among a sample boys and girls studying in Mamata Dental College Khammam, Telangana. This study has more women than men. Although these were significantly more women than men using fairness cream products, a little over a quarter of the men sampled reported current use of fairness product. Thus the number of male users was substantial.

The entire sample reported that they had used at least 1-2 fairness cream products in their life time. The study shows that about 47.5% of the participants strongly agree that using fairness cream builds confidence among them as promoted in the advertisements. It also says that the most important reason to change fairness cream product is due to unsatisfactory results and availability of better product in market and most of the participants in the cross sectional study believe that use of fairness cream product change the skin complexion. The women in India are obsessed with fairness and this obsession has raised the market for fairness cream products, not only women now-a-days there are products for men. It is possible that increased availability of fairness products for men in recent years has contributed to greater use among male consumers, along with advertisements with male movie actors promoting the use of these products. Thus the advertisements playing a crucial role in shaping the mind of individuals and influencing

the possession of the product.

### 6. Conclusion

Fairness cream contributes a considerable portion for FMCG companies in India. As majority of Indians are concerned about their skin tone and complexion. The fairness creams enjoy a good market growth, change in the life style and rise of consumerism has also led to the surge demand for fairness cream product in India. The results of this study shed light on the use of fairness cream products and beliefs about fairness. Peers, family and media evidently play a key role in influencing decisions to use the fairness cream products and the desire to be more fair, beautiful, and attractive were most important reasons for using this fairness cream product. The kind of beliefs fairness advertisements emphasizing has created discrimination based on skin tone influenced by such, though significant number of people has expressed their insecurity due to their dark skin tone. This bias has created obsession and making people to try more and more fairness cream products to somehow achieve the desired color. Therefore, the issues of

product performance need to be addressed by the manufacturers of this fairness cream to protect the consumers from possible skin and financial detriment. It is the right of the consumer to buy the products like fairness creams, but at least they must be informed about the true product ingredients, use frequency, precautions, and possible side effects.

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