



Research Paper

Critical Discourse Analysis of Ethnic Women Perception on Cosmetic Advertisement towards Beauty Products in Bangladesh

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ABSTRACT:

Today, the young ladies are desire to appear like their celebrities in beauty advertisements. Women have an imperative role in the marketplace since they stimulate expenditure across a number of product classifications including cosmetics. The purpose of this empirical study is to scrutinize ethnic women perception on cosmetic advertisements towards beauty products in Bangladesh. The determinants that measure ethnic women's perception on cosmetic advertisements are attributes, portrayal, cognitive, self-esteem, and perception. The used data has been gathered through a structured questionnaire based on both convenient and random sampling from 200 (Respondents) ethnic women living diversified regions of Bangladesh. And the Cronbach's Alpha Model is used to test the reliability of developed questionnaire. The study found that two hypothesis are accepted and another two are rejected, where the accepted hypotheses are; H2: Portrayal, H3: Cognitive, and rejected hypotheses are; H1: Attributes and H4: Self-esteem. The findings show that Cronbach's Alpha reliability was 0.798 which is acceptable. Finally, the individual attributes and self-esteem have effect on ethnic women perception about the advertisement on beauty products. On the other hand, the portrayal and cognitive have significant impact on ethnic women perception on cosmetic advertisements of beauty product. The ethnic women prioritize their traditional methods, habitual facts and customs before choosing the beauty products. So, the advertising and manufacturer companies of beauty product need to emphasize on portrayal and cognitive components rather than the behavioral attributes and self-esteem.

KEYWORDS: Cosmetic, Advertisement, Portrayal, Perception, Cognitive, Self- esteem.

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I. INTRODUCTION

Beauty products are items using to enhance a person's appearance, improve their skin and hair health, and address various cosmetic concerns including skincare products, makeup, hair care products, fragrances, and personal grooming items (Niaounakis, 2015). The goal of beauty products is to help individuals' look and feel their best, both by correcting any cosmetic imperfections and by enhancing their natural beauty (Lindner, 2004). On the other hand, cosmetic advertisements often rely on societal norms and beauty standards to market their products, leading to unrealistic expectations and a distorted view of beauty for consumers (Brown & Knight, 2015). It's crucial for companies to take a responsible approach in their advertising by promoting self-confidence and body positivity rather than perpetuating harmful beauty ideals. It is significant to note that the perception of cosmetic advertisements among ethnic women is complex and can vary greatly from individual to individual (Muisse & Desmarais, 2010). It is also important to recognize the diversity of experiences and perspectives among ethnic women and to approach cosmetic advertisements with a critical eye, taking into account personal values and cultural background (Licsandru & Cui, 2019). The perception of ethnic women towards cosmetic advertisements and the impact that these advertisements have on their self-esteem and body

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image is a complex and multi-faceted issue that requires further research. By exploring this topic and filling in existing gaps in our understanding, we can contribute to a more equitable and inclusive beauty industry. Study showed that majority people acknowledged the factors attribute and gratification of societal marketing which influenced the women to buy beauty items specially cosmetics (S, 2021). According to (Kwan et al., 2019), cosmetic industry frequently portrays unachievable beauty standards in their ads, which can harm the self-confidence and self-esteem of young women. Moreover, there exists a noteworthy association between cosmetic advertisements, self-esteem, and consumer behavior. According to (Sheehan, 2013), the media and advertising industries often present a particular body type called the "thin ideal," which can lead to women having negative self-perception and a distorted view of the perfect physical appearance they should aspire to. Also the results indicate that the American concept of beauty may prioritize physical appearance, particularly the body, while in Singapore and Taiwan; a beautiful face is seen as more crucial to the definition of beauty (Frith et al., 2005).

Furthermore, the concept of beauty is not fixed and varies based on cultural and temporal factors. The ideal of beauty in the US shifted from a curvy Marilyn Monroe in the 1950s to a slender Twiggy in the 1960s. While fair skin is considered beautiful in China and in some African regions, skin scarification is a popular beauty practice (Licsandru & Cui, 2019). As a result, the physical attributes that are regarded as appealing and desirable can differ between societies and time periods. Advertising can provide insight into how a society constructs its beauty ideals because marketers are known for endorsing a specific "standard of beauty" (Frith et al., 2005). The endorsement of celebrities grew more popular in the cosmetics and cosmetic industry in the twentieth century and beyond, through advertising encouraging women that they should not show their age rather than portrayal (Greenfield, 2018). Advertisements featuring photographs of celebrities with beauty products that concealed the evidence of chronological age and try to expose the beautifications like young ladies that they could appear like the celebrity by using the marketed product (Brown & Knight, 2015). Despite the growing relevance of graphics in advertisement information system design, we only have a hazy grasp of how people perceive and interpret graphic information from those public advertisements. The major purposes of those advertisements is to simulate the fundamental perceptual and cognitive processes that people employ in interpreting information from a beauty product ads (Lohse, 1991). (Thompson & Keith, 2001), identified the relationship among perpetual orientation, cognitivism, skin tone, and self-idea for persons in the African-American society and discovered that complexion influenced self-adequacy of all types of people. Nonetheless, they discovered no link between skin tone and confidence in the case of a young lady with a higher financial standing. They also discovered that as skin tone improves, men's self-esteem grows significantly with compared to young women in the society.

This empirical research conducted on self-administered questionnaire which was developed from previous studies. After several round revisions a total number of 21 attributes were deliberated for designing final questionnaire. To test the credibility of the questionnaire a pilot survey was used. In pilot test 200 questionnaires were collected from the relevant respondents. To test the interior consistency, we applied the Cronbach's Alpha reliability analysis. The Cronbach's Alpha reliability was 0.798 that was acceptable. The research has used five-point Likert Scale to stimulate responses from the respondents. The respondents have marked the point they think are best and describe the most logical one. Respondents are asked to rate the degree of agreement or disagreement that is ranging from five-point Likert Scale strongly disagree (1) to strongly agree (5). Later we used Ordinary Least Squares regression (OLS) multiple regression analysis for describe the relationship between perceived value and independent variables.

II. OBJECTIVES OF THE STUDY

The study is mainly focused on ethnic women's perception on cosmetic advertisement towards beauty products in Bangladesh. Based on the main objective authors try to explore the following:

- To identify the individual attributes that measure the ethnic women's perception on cosmetic advertisement towards beauty products.
- To determine the ethnic women's perception on portrayal of female in cosmetic advertisements.
- To identify the impact of cosmetic advertisements on promoting Cognitive.
- To measure the effects of cosmetic advertisements on enhancing self-esteem.
- To check the relationships among the determinants of cosmetic advertisement on ethnic women perception.

III. LITERATURE REVIEW

The approach of women portrayed in advertisements as well as how advertisements define beauty to establish unreachable expectations for ethnic women (Morris, 2014). Average women would never be able to achieve the airbrushed beauty seen in advertisements (Pounders, 2018). Because of this unachievable ideal, women are unable to identify their own attractiveness and have a positive self-esteem (Bridgers, 2016). Women are constantly pushed with advertisements telling them what is appealing as well as what they're supposed to do to attain the attributes of beauty. Advertisements agencies don't only sell stuff but also sell concepts, ideals,

normalcy, perception and assumptions about what it means to be attractive (Greenfield, 2018). Women are surrounded with images of ideal feminine beauty, which is often unattainable. Girls are achieved some cognitive determinants from their young age that they must alter in order to be seen as beautiful in today's culture. Women are persuaded they must invest significant time and money in order to match a template that is unattainable for the majority of women (Boyd-Bowman, 2017). S,(2021), conducted a research titled "Perception of Women Consumers towards Satisfaction of Social Media Advertisements: Exploratory Factor Analysis Approach" and attempted to investigate the opinion of the cosmetics business in India regarding media marketing. She demonstrated positive results for online advertising and mentioned that women are influenced by online marketing, attributes trust, personal touch, accessibility, affordable, faster delivery and feedback, cost effectiveness, and ease of use are accepted by women consumers in the cosmetic industry's social media.

Study conducted by (Jan et al., 2019), uncovered that two factors, namely the usefulness of the advertisement and its features, are of the utmost essential when examining the elements of advertisement. Their investigation found little evidence to support it although it expose the consumers desire connected with various things based on their likes, preferences, and the influence of outsiders. Advertisement features influenced the people's attitudes regarding a firm and its products in a worthy way. (Islam & Hani, 2021), carried out a study investigates the interaction among numerous variables as attitude, involvement, attributive norms, perceived quality, and pricing fairness and the findings show that perceived quality, pricing fairness, and injunctive standards have little effect on advertisements and purchasing intention.

Though the purchase intention was significantly related to attitude, cognitive norms, and engagement but the ability to set premium rates and maintain customer loyalty can be provided by enterprises with an accurate sense of consumer purchasing intent (Qin et al., 2021). Kwan et al., (2019), mentioned that the representation of women in TV commercial affect young women that they desired to be like them and also mentioned beauty industry tends to reveal unrealistic beauty standards in commercial cosmetic advertisements which some may lead to high effects on young women such as feeling inadequate of self-esteem and lack of self-confidence. He also found a positive impact on buying decision, also suggests the marketer to change the way to advertise the skin care product. According to (Hossain, 2020), proposed that the advertisement of skin whitening cream create positive impact on university students in Bangladesh to purchase. He also mentioned that the use of skin whitening cream increase like look beautiful, likelihood of getting jobs as well as marriage but using of skin care product may lead to skin diseases. (ANNET & Naranjo, 2014), aimed at identifying how beautiful women are represented in skin whitening TV commercial advertisements and found that the marketer should aware about the using of beautiful women in advertisement because it might be create the cognitive perception.

On the other hand, (Searing & Zeilig, 2017), found that the skin care advertisement strengthen the insecurities of women who are ageing, also demonstrated the relevance of exploring skin care advertisements are as the part of cultural system of representation. Collins, (2018), mentioned it is a business of women's to be beautiful, cosmetics become a one way of achieving, maintaining and reproducing beauty. Some women are using it to be a beautiful women but it might be unnoticeable. Barnes et al., (2009), highlighted that the way of advertising must be in neutral position then the targeted consumer can change their buying behavior because sometimes advertisements helps to create cultural values that will not be undermined. Scholars have discovered that advertising is an essential social institution and that it functions as a mirror that promotes certain attitudes, self-esteem, and actions, hence promoting certain lifestyles and values (Pollay & Gallagher, 1990). (Morris, 2014) shown that disparities among cultures exist and that beauty ideals are culture dependent. To improve our understanding of the culturally created concept of beauty, the authors conducted a critical discourse analysis that analyzed variances among the attributes, portrayals and self-esteem in the context of economic, social, and political practices in the society. Skin color and ethnicity can also be seen as attributive qualities, with whiteness being a desirable quality in Asian cultures (Iwamoto & Liu, 2010). White skin is related with socioeconomic standing, matrimonial prospects, and livelihood prospective which may differ from culture to culture or society to ethnicity (Li et al., 2008). There is presence a big difference of the preferences, perceptions and social understanding among the women living the Asian regions especially in Bangladesh.

IV. CONCEPTUAL FRAMEWORK AND HYPOTHESIZED RESEARCH MODEL

The conceptual framework and hypothesized model that has been shown in figure-01 to explicate the ethnic women perception on cosmetic advertisements. The conceptual framework of this study has identified some key factors like attributes, portrayal, Cognitive, and self-esteem that ultimately lead to measure the ethnic women's perception on cosmetic advertisements. We established a conceptual framework based on a review of the literature and the perspectives of industry professionals.

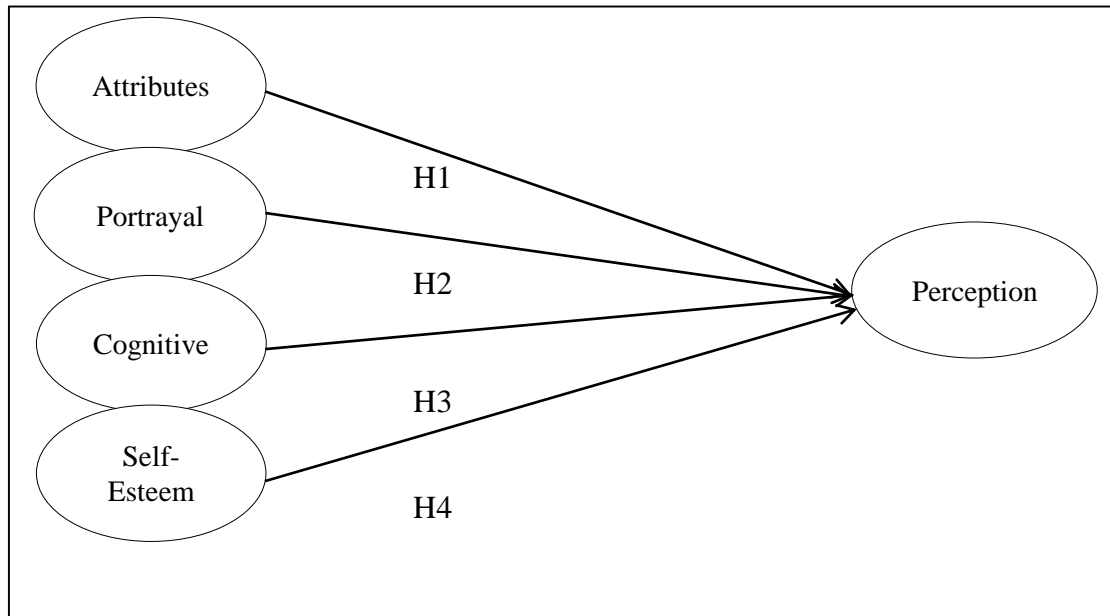


Figure-01: Conceptual Framework and Hypothesized Model

H1: Attributes have effects on ethnic women perception on cosmetic advertisements.

H2: Portrayal has impacts on ethnic women perception on cosmetic advertisements.

H3: Cognitive has significant effects on ethnic women perception on cosmetic advertisements.

H4: Self-esteem has impacts on ethnic women perception on cosmetic advertisements.

Perception:

Perception is the process of significant knowledge leads to decisions and behaviors in which information from the outside environment is picked, processed, arranged, and interpreted to make it meaningful (Cash & Green, 1986). Perception encompasses the cognitive processes through which individuals interpret, hear, feel, taste, and make sense of sensory information from their surroundings in order to build mental representations of the world (Ledoux & Ledoux, 2008). It entails integrating sensory data with existing knowledge and experiences in order to influence thoughts, behaviors, and decision-making through three groups of variables: the objects or events being perceived, the environment in which perception occurs, and the individual doing the perceiving (Cherrington et al., 1971).

Attributes:

Attributes can be defined in the context of women's perceptions of cosmetic commercials as the specific traits or characteristics of the items or messages offered in these advertisements that women pay attention to or consider when evaluating or responding to them (Nkengne et al., 2008). Some qualities that may be significant to women's perception of cosmetic commercials based on general knowledge include: beauty ideals, product claims, models and representations, packaging and design, social and emotional cues, and so on (Text et al., 2019). It should be noted that the specific qualities and their influence on women's perception of cosmetic marketing can vary depending on individual preferences, cultural circumstances, or ethnicity (Srivastava et al., 2022).

Portrayal:

In the context of women's perceptions of cosmetic commercials, portrayal refers to the manner in which women are depicted or represented in these advertisements (Courtney et al., 1971). It includes how women are portrayed visually, the roles they play, and the messages they transmit about femininity, beauty, and societal expectations. The portrayal of women in cosmetic commercials can influence their attitudes, traits, beliefs, self-perception, and self-esteem (Lynch, 2007). Beauty standards, idealized images, role and empowerment, diversity and inclusivity, and emotional appeals are some significant themes associated to portrayal in cosmetic commercials (Pounders & West, 2018).

Cognitive:

Cognitive refers to the mental processes and activities related to acquiring, processing, storing, and using information which involves perception, attention, memory, language, problem-solving, and decision-

making (Maddox, 2005). Women's perception of cosmetic marketing suggests investigating how women see and interpret cosmetic advertisements cognitively and it also entails determining how women's perceptions and understanding of ads are influenced by their thoughts, beliefs, attitudes, and knowledge (Kaur et al., 2013). Studying women's cognitive perceptions of cosmetic commercials might provide insights into how these advertisements affect consumers' ideas, feelings, and behaviors, as well as how cognitive processes shape their responses to marketing messages (Deva et al., 2007).

Self-Esteem:

Self-esteem is a person's overall subjective judgment of their own worth, value, and confidence in them (Guindon, 2002). When considering how women see cosmetic advertisements, self-esteem comes into play in terms of how these advertisements may affect women's self-perception and confidence (Wilcox & Laird, 2000). Cosmetic advertisements frequently promote idealized and often unrealistic beauty standards, which can have an impact on women's self-esteem in both positive and negative ways (Theses & Britton, 2012). Women may compare themselves to the models or individuals represented in cosmetic commercials and form self-evaluations based on these comparisons in the setting of these advertisements (Martin & Kennedy, 2015). Women who believe they do not fulfill promoted beauty standards may experience emotions of inadequacy and low self-esteem. On the other hand, if women perceive themselves as aligning with the advertised beauty standards, it may boost their self-esteem (Jun et al., 2015).

V. ANALYSIS AND FINDINGS

5.1 DEMOGRAPHIC ANALYSIS:

The demographic profile of respondent in table-1 indicates the demographic view of respondent which reveals that 100% responses received from ethnic women. The sample was selected randomly without any bias and all the respondents were aware about cosmetic product perceived from cosmetic advertisements. The first age group (20 to 22 years) accounted for 13.5% and the next (23 to 25 years) accounted for 86.5%. The level of education reveals that 67% were graduated and 33% were post-graduated. The occupational status exposes that 100% ethnic women were educated and contributed to GDP. The RUFCA stands the familiar with cosmetic advertisements which reveals that 100% ethnic women were known to cosmetic advertisements.

Table-01: Demographic Profile of Respondents

Variables	Categories	Frequency	Percentage	Total
GEN	Female	200	100%	200
AG	20-22 years	27	13.5%	200
	23-25 years	173	86.5%	
EDU	Graduation	134	67%	200
	Post-graduation	66	33%	
OCU	Students	200	100%	200
RUFCA	Yes	200	100%	200

5.2 SCALE RELIABILITY ANALYSIS:

To test the interior consistency of each of the independent variables, the Cronbach's Alpha reliability analysis is used to measure the reliability of items of the ethnic women perception on cosmetic advertisement. In this study, authors used total number of 21 items in questionnaire. In scale reliability analyze found that the value of Alpha is 0.798, which means the data that collected from respondents are 79.8% and that is highly reliable. The minimum level of Cronbach's Alpha is 70% that acceptable.

Table-02: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.798	.780	21

5.3 REGRESSION ANALYSIS:

The SPSS software was applied to analysis the regression where attributes, portrayal, cognitive and self-esteem are independent variables and perception is dependent variable. It found that three variables show the significant result and its hypothesis is accepted. And the other two variables show the negative result and its hypothesis is rejected. The following table shows the regression result of the collected data-

Table-03: Coefficients of results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95 % Confidence Interval for B		Decision
	B	Std. Error	Beta			Lower Bound	Upper Bound	
(Constant)	.925	.749		1.235	.218	-.552	2.403	
Attributes	-.126	.133	-.058	-.948	.344	-.388	.136	Rejected
Portrayal	.172	.067	.163	2.579	.011	.040	.303	Accepted
Cognitive	.228	.081	.188	2.825	.005	.069	.387	Accepted
Self- Esteem	.016	.119	.009	.137	.891	-.219	.252	Rejected

H1: Attributes have effects on ethnic women perception on cosmetic advertisements. The result of attributes, T-value = -.948 and sig = .344; which is greater than 0.05. So, the attribute is negative due to p-value > 0.05. Therefore, the attribute has negative impact on women perception on cosmetic advertisements. And the hypothesis is rejected.

H2: Portrayal has impact on ethnic women perception on cosmetic advertisements. The result of portrayal, T-value = 2.579 and sig = .011; which is smaller than 0.05. So, the portrayal is positive due to p-value < 0.05. Consequently, the portrayal has positive impact on ethnic women perception on cosmetic advertisements. And the hypothesis is accepted.

H3: Cognitive has significant impact on ethnic women perception on cosmetic advertisements. The result of cognitive, T-value = 2.825 and sig = .05; which is smaller than 0.05. Therefore, the cognitive is positive due to p-value < 0.05. Hence, the cognitive has positive impact on ethnic women perception on cosmetic advertisements. And the hypothesis is accepted.

H4: Self-esteem has impact on ethnic women perception on cosmetic advertisements. The result of self-esteem, T-value = .137 and sig = .891; which is greater than 0.05. Thus, the self-esteem is negative due to p-value > 0.05. Accordingly, the self-esteem has negative impact on women perception on cosmetic advertisements. And the hypothesis is rejected.

VI. CONCLUSION AND IMPLICATIONS

Bangladesh is a populous country with cultural and ethnic diversity; however its diversified female population (Ethnic Women) refers to numerous cultural backgrounds and minority groups present in the country, each with its own customs, traditions, and heritage. According to (Bangladesh Bureau of Statistics, 2022), the total number of diversified women are 8,25,408, which is 0.99 % of total population living in the country. Comparatively, the number is not bigger but in the cosmetic market the number is playing a vital role before choosing beauty product. The ethnic women's perceptions of cosmetic advertisements differ, but in general, they may evaluate these advertisements based on their attributes, cognitive components, self-esteem, cultural representation, inclusivity, and relevancy to their own beauty issues.

It was a debated issue that the cosmetic advertisements may impact or may not impact on ethnic women's perception towards beauty products. Thus, the authors tried to conduct this research based on collected data from 200 respondents by a structured questionnaire. To understand the exact perception of ethnic women towards cosmetic advertisements, we developed four factors namely attributes, portrayal, cognitive and self-esteem that act as a catalyst for changing the perceptions of ethnic women towards cosmetics advertisements on beauty products. Attributes have little influence on cosmetic advertisement perception, and ethnic women do not consider attributive components while selecting a cosmetics product. So, the cosmetic companies and advertisements agencies should emphasis on attributes to attract the ethnic women. Consequently, self-esteem is an emotional state of mind which may help to enhance women's self-confidence. The existing advertisements have less impact on ethnic women to boost their self-esteem. Therefore, the respective personnel who are engaged in advertisement activities should focus on self-esteem enhancement which also helps the ethnic women to build their sense of identity, to feel a better sense with their belonging and being self-assured in their abilities. Finally, businesses should design advertisements that promote cultural variety, racial customs, traditions, and languages, as well as items tailored to their individual needs, but they should avoid unrealistic beauty standards or stereotyping.

VII. LIMITATIONS AND FURTHER RESEARCH

This modern research is not without constraints. The scale reliability was genuine; however the research faced difficulties by a small sample size. The convenience and random sampling techniques have been used to obtain data that was insufficient to suit the aims. Because the ethnic women were sometimes preoccupied with their normal jobs, they paid less attention to the surveys. The authors lacked the resources to collect data from all ethnic women residing in different parts of Bangladesh. Another significant limitation of this study is that the authors obtained data from only a few tribal women from Bangladesh's fifty-six tribes.

Further research can be conducted by considering more samples as well as including all ethnic women living different locations in Bangladesh.

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