IMPACT OF TV ADVERTISEMENT ON CONSUMER BEHAVIOUR IN INDIA-A CASE STUDY OF FAIRNESS CREAMS

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ABSTRACT:
The purpose of this study was to explore the potential product performance and social issues caused by Fairness creams and Television advertisements in India. Qualitative data was gathered from the female respondents and girls from low socio economic backgrounds in Amravati Districts of Maharashtra State. Firstly; study results suggest that fairness creams television ads overstate the product benefits. Some respondents revealed face skin problems after the usage of fairness creams. Secondly; study findings suggest that roles shown in the commercials are potentially reinforcing and raising negative values in the society and also show stereo type roles of the women and hurt self esteem of women. These TV ads need to be regulated in the best possible way. Policy implications include restriction on the distribution of fairness creams through medical stores only. Avoiding deceptive claims, change of face complexion within few days from dark to white after cream use, showing the superiority, status, achievement and beauty through white face skin should not be shown because of their negative effects on the society as a whole.

The current exploratory study was carried out by using qualitative research. The study took place in Amravati districts of Maharashtra State. The units of data collection were obtained from top beauty parlours and the females using fairness creams of Amravati districts of Maharashtra State. The population age was ranged from 16-35 years.
A sample of 400 females respondents were selected for the study purposes residing within the geographical boundary of Amravati District in Maharashtra state.

KEYWORDS: Fairness creams, TV advertisements, consumer behaviour, problems, government, misleading, overstate.