



**THE EFFECTS OF ONLINE ADVERTISEMENT ON YOUNG
FEMALES' PERCEPTION ON BEAUTY**

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A RESEARCH PROJECT

SUBMITTED IN

**PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE BACHELOR OF COMMUNICATION (HONS) PUBLIC
RELATIONS**

**FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITY TUNKU ABDUL RAHMAN**

MAY 2018

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ABSTRACT

Beauty has its own portrayal in advertisement nowadays. The portrayal of beauty in online advertisement may indirectly affect the young female's perception of beauty. The perception of beauty that had been shaped may also affect their self-esteem. Hence, this study is identified the effects of online advertisement on young female's perception of beauty. Quantitative research will be used in this study and the sampling method will be simple method sampling. This study will be targeting 200 young female students in Utar Kampar as respondent of the survey.

CHAPTER 1

1.0 Background

Advertisements were defined as a vital aid for marketing personnel to brand and nurture their product, services or designs in order to encourage the purchasing power of their potential customers. Advertisements were also seen as a powerful tool of social interaction (M. Das & S. Sharma, 2016). The authors also described advertising as a paid source of sponsorship in order to present the products, services and designs in the most creative manner possible.

This research mainly focused on analyzing the effects of online advertisement on young female's perception of young females' perception on beauty. According to S. Fatima & S. Lodhi (2015), people intend to look pretty in order to be socially accepted and be respected. Different customers will prefer different brands and will be impacted differently through advertisements. This report has been provided a thorough understanding of advertisements and objectively analyze how it effects the perception of young females towards beauty.

The existence of advertisements further enhanced the brand image, which may be creative and nurture the designated product. These advertisements also allowed potential customers to take into consideration, analyze and eventually purchasing the advertised item (N. Zia, 2016). According to the author, advertisement has existed during olden days but the advertising method has been constantly evolving into an entirely different manner nowadays. The main objective of advertising was to boost sales through capturing the attention and enhancing the purchasing intention of their audiences. Advertising usually occur for a short period of time; switching on TV

channels; browsing through the Internet and while listening to the radio during a drive. Advertisements were mainly produced in order to obtain the attention of their viewers. Every time a product was being designed, it requires attention and publicity to the general public, which potentially will be their customers. While there were no marketing and promotions available, it would be difficult in order to obtain sales (M. Das & Sharma, 2016). The authors also mentioned that advertisements mainly focus on describing the product's key functionality, characteristics and outstanding features. The whole idea of advertising was to implement the position purchasing thought in people's minds. (N. Zia, 2016).

Recently, many people especially females were becoming more and more beauty conscious. Many of the females nowadays would go the extra mile in order to look beautiful (S. Gupta & S. Jain, 2017). In relation to that, the cosmetic has induced growth and it becomes vital to recognize the contribution of advertising towards the cosmetic industry. Understanding how to fully utilize advertisements will be an added advantage for marketers in order to seek openings in marketing their products and to utilize their resources (S. Gupta & S. Jain, 2017). Thus, advertisements played an important role in building the product branding, spreading awareness, product knowledge and hence inducing purchasing behavior. There were many corporations, which used advertisements as a channel to present their latest products into the market and creating awareness in their recurrent customers (S. Gupta & S. Jain, 2017).

1.1 Problem Statement

This study mainly investigated the effects of online advertisements on young female perception towards beauty. Besides, this research analyzed the positive and negative impact of online advertisement towards their perception. According to the

study done by (M. Das & S. Sharma 2016), they examined how women was gradually poisoned by the unrealistic expectations of slim figures and unrealistically pretty faces of the models shown in the media and advertisements. The models that were hired usually have sharp facial features and their faces were edited through the advanced technology, which makes them more petite. The authors also mentioned that a very small faction of women would make the cut when being compared to the unrealistic beauty of the models on the advertisements.

However, many females felt that they were not pretty while comparing to the models on the advertisements. (M. Das & S. Sharma, 2016). The authors felt that the messages conveyed by the advertisements were creating an unusual social definite of “beauty”. On the other hand, gender advertising is believe to have pressured females especially in order to emphasis and take into account their appearance and adopt to a certain lifestyle in order to look more outstanding. Advertisements has caused females to be more self centered as well as putting more emphasis on their physical appearance, be it their body or faces (H. Rahim, N. Mustaffa & S. M. Lee, 2016). According to the authors, certain females would think that by purchasing and using the product, it would make their dreams come true and they would look like the model in the advertisement. Advertisement is considered a fake reality, which allows the viewers to fantasize and interpret the content individually. It was rare that a normal human being will look so elegant and beautiful in real life and yet there were still many females who believe it. (H. Rahim, N. Mustaffa & S. M. Lee, 2016).

According to M. Motseki & T. Oyedemi (2017), the media has been creating an impacting perception which causes females to change their perception towards beauty. Females have become very particular with their skin tone, body figure, hair color etc. The social media affects how females look at themselves, causing them to

constantly comparing their physical characteristics with the models online. One of the main causes may also be due to low self-esteem as well as self-worth. Eventually, these problems will lead to eating disorders and other psychological harm (M. Motseki & T. Oyedemi, 2017). Besides, the body enhancements online were generally very artificial and not realistic. They post trendy pictures online, which often compliment their body figures as well as skin tone. In addition, some of the public figures may also openly promote photos on their body alteration they have done. Due to this, public figures have been using online platforms to showcase the latest trend and directly impacting female users' perception towards beauty. Researchers have been discovering rapid growth of eating disorders in order for the females to achieve their desired body figure. Body dissatisfaction may also result in serious psychological effects on the females. This disturbance has greatly raised concerns of researchers in order to investigate the underlying aspects of this issue (M. Motseki & T. Oyedemi, 2017).

1.2 Research questions

- 1) What are the effects of online beauty advertisement among young females'?
- 2) What are the perception of young females in terms of beauty?
- 3) What are the influences of online beauty advertisement towards young females'?

1.3 Research Objective

- 1) To find out beauty advertisement effects among young females' audience.

- 2) To understand perception of beauty from online advertisement towards young females' audience.
- 3) To examine the influence of beauty advertisement on young females' audience perception.

1.4 Significance of Study

As the saying goes by Kahal, D., & Aberra, F. N (2016), do not “judge a book by its cover”. People were more likely to make judgment by its appearance for beauty. Most of the people have a perception in terms of beauty was thin, fair skin and others. It was because the advertisement have shaped people's perception about beauty.

This research we investigated whether the online advertisement effecting young females toward beauty. Which the result of the study will prove in whether the online advertisement change the cultural behavior among those young females in perceiving beauty. For an example, from a skin product which named Fair & Lovely. This product was promoting that fair skin was beauty than dark skin with their slogan which was “Our Best Ever Formula” with a poster which comparing the difference between dark and fair skin in meaning of skin biases. Furthermore, from a Fitness guide have promoted that “The New Theory of Evolution for Women”. The poster have shown the evolution from a chubby women to a fit women. It shows that women must be in fit body and only consider as beauty. Finding from (Gevorgyan, and Manucharova, 2015) which the researchers had stated the media itself effecting on consumer attitude toward the advertisement. Along the study also concluded that effect of advertisement context, theme and messages will positively shaped the cultural context of audiences.

Next, by our study also we would know whether the media or online advertisement play role in being the racism causing in the society. Which an online advertisement can be manipulated with messages can effect on audience in cultural perceiving such as skin color. Example, according the article (Segran, 2013) which it discussed the advertising in changing the perceiving of it society toward skin color. The article mentioned those mainstream media prefer for fair skin actors along to influencing the society to have higher desire on fair skin which had causes some skin racism issues in India. So in this research we will like to increase the validity whether the media can influence racism toward society.

The reason of study that we were conducted was to see how the young females perceive beauty. From here, we saw how actually they have been shaped the terms of beauty by the online advertisement. It was because nowadays, people trying to keep fit and maintain their size or body shape because of social's perception about the beauty. Last but not least, we identified how much of power of the media to shape audience's perception in beauty.

1.5 Scope of Study

In this research, our location would be in Universiti Tunku Abdul Rahman which was located in Kampar Perak. The target audiences was limited to only one gender which was the female students and staff aged between 19 to 35 years old in the university. University Tunku Abdul Rahman was built in 2002 as a non-profit organization in Malaysia and now was being owned by the Utar Education Foundation (Ltd, 2018). The University had graduated more than 50000 students and now it had given more than 20000 seats for undergraduate and postgraduate students.

One of the reasons which we chose this location for our research was because the quantity of audiences were high. Besides, the researchers were student in the campus and to ease the researchers to do research and past the survey questionnaire. Which the questionnaire will be approximate 200 sets will be made to distribute inside University Tunku Abdul Rahman.

Furthermore, University Tunku Abdul Rahman consisted of variety mass communication field of studies such as Advertising, Public Relations and Journalism. Which those students suit well to become our target audiences as they more familiar and well interest in media or advertisement.

In last two era's advertisement created a huge perception that slim and fair women only were the beautiful and others were not and people also blindly trust it and make a judgment that beauty coming from fair, slim and straight hair because of the influence of advertisement. A sad truth was most of the young women were influenced by advertisement and try to change their natural look. Advertisement showed that black skin, chubby body, curly hair were damaging women beauty and they introduced variety of product to change their look. Women also believed on that and tried that product to change their natural look but there were not realize that was an artificial. Certain product can change women look and add on women beauty but it was for temporary only. Thus, natural beauty was permanent to every women and women should understood that.

CHAPTER 2

2.0: Online Advertisement

The previous decades has seen a remarkable increase in internet use and computer mediated communication (Fox, Rainie, Larsen, Horrigan, Lenhart, Spooner,

& Carter, Horrigan, 2001) As an expanding measure of communicative activity happens through this new medium, here had similarly been a significant growth in primary research on virtual communities, online relationships, and a variety of other aspects of computer-mediated communication (Wood & Smith, 2001).

Online advertisement was any sort of advertising message that appeared with the assistance of the Internet. That implied it could show up in an internet browser, web index, via web-based networking media, on cell phones, and even in email. Online advertisement was chosen as it was generally economical. It contacted a wide group of audiences and can be customized for an intended interest group. Online advertisement also kept on advertising what trending all around the globe. It also shaped the perception of audiences. The purpose of the advertisement was to create persuasive message on a product, services or idea. The message of the advertisement was to shape perceptions to the society while it depends on how audience perceive the message. Online advertisement has brought a powerful effect to society unconsciously. It influenced how we see ourselves and how we think we should look like (Das & Sharma, 2016).

Besides, online advertisement seemed to have no expiry date as it available on 24-hour basis. These online advertisement also reached thousands of people at a time. One of the major advantage of this online advertisements were, the advertisement couldn't be avoided. For example, online advertisement which appeared in Youtube can only be skipped in 5 seconds. Even though the user can skip it after 5 seconds, they have no choice but to watch it and if the advertisement has catch the attention of users, they will continue watching without skipping it. Indirectly, online advertisement gained more responsiveness. Moreover, online advertisement also

effective as it can be counted its success by users click each time. Online advertisement was able to reach its potential customers through displaying advertisements according to their interest.

2.1: Young Female Audiences

The age range of young adult was between 18-25 years old. This age range was mature enough to think and regulate emotions. The main thing is they will follow and shape the rules and roles from learning by others. Thus, they coped well with the world that change rapidly (Simpson, 2008). It was believed that young females have the awareness that they should have in their own perceptions of beauty. They would know how to differentiate the good effects and the bad effects of online advertisement towards their perceptions of beauty. The young female would know that the perceptions of beauty that had being portrayed in the online advertisement were not completely true. After analyzed their own perceptions of beauty, they started to have more self-confidence, self-assurance and faith about themselves.

2.1.1: The Relationship between Online Advertisement and Young Female Audiences

Different people have their own perceptions of beauty although advertisement had portrayed that beauty must be thin, fair skin and so on. According to Corbett (2008), beauty is not just an external view. It was judged by everyone's perceptual of appearance, mindset, the artistic perception, and the ethical sense. The term of beauty should fulfill the qualities that give pleasure, meaning or satisfaction to the senses (Corbett, 2008). Value can also be an important element in defining beauty (Borghini, 2016).

Likewise, research found that they were being influenced by the online advertisement were due to the model that show up in the online advertisement. They would compare themselves with the models and try to look like the model. This was because the models were often the celebrity that have a high influencing power. People would pay more attention if there was an expertise or celebrity in the advertisement. (Bhatt & Jayswal & Pattel, n. d).

H1: Online advertisement's innovative message has significance effect towards young female's perception on Beauty.

2.1.2: Definition Of Beauty From Different Cultures

There were some factors that would influence or shaped the perception of ideal body image, feelings and thoughts of their own body size in Sudan. Therefore, according to (Duran, 2003), culture of general believed about beauty nowadays had been changed over the time. For example, in Sudan history, face scarifying and lip tattoo were beautiful. Yet, less people were had it now (Ahmed & Saltus, 2015).

Furthermore, people in the past were willing to gain weight to have a large body size compare to now. They were more rely on natural resources instead of chemical injections to reach the standard of beauty (Ahmed & Saltus, 2015). According to (Manzoor & Shahed 2015), female were more likely to consume beauty product nowadays in order to achieve the standard of beauty (Lee, 2014).

In addition, findings have shown that most of the participants feel happy, fashionable, and sexually attractive through beauty rituals such as skin care, weight loss programmes. These rituals also enhanced the role of women in community and marriage prospects (Ahmed & Saltus, 2015). Besides, females were more likely to face the dissatisfaction of body weight more than males (Manzoor & Shahed, 2015). Females who were in thin body size with low self-esteem have more dissatisfaction of their appearance.

There was another finding in China which targeted on young Chinese females. In their perception, fair skin was considered beauty like an actress from China (refer Appendix 1) named “Fan Bing Bing” which has a fair skin. They set a standard of beauty like the actress that mentioned above (Meng, 2012). A study shows that most of the participants that they interviewed were willing to have cosmetic surgery no matter how risky was the surgery (Lee, 2014).

H2: Online advertisement’s persuasive images has a significance effect influence towards young female’s perception on Beauty.

2.1.3 The Influences of Media on Young Female’s Perception Of Beauty

Media might promote positive body image but audience might perceive wrongly from the advertisement. Media always use “real women” to promote the positive body image but they must be in thin body size and so on (Swami & Smith, 2012).

In the past few years, media portrayed the ideal of beauty that people should have the similar ideal of beauty as the advertisement. For example, Dove had done a campaign for ideal of beauty. They taught participants should be thin in order to

become beauty. They used an image of athlete model and compare it with thin and average body size. It had portrayed the perception of beauty for the participant (Bissell & Rask, 2010).

Online advertisement created a standards of beauty which women cannot reachable. Furthermore, advertisement of beauty showed the defect of women and decreased their self-esteem. Due to the increasing of the beauty industrial, the power of shaping perception of beauty were increased. Media would kept on portraying about the self-image. For example, the thin ideal was beauty. For example, the advertisement is about the women using adornments and became beauty. Therefore, more women would rely on the adornments to increase their attractiveness.

Satisfaction of own body size would reduce when frequently exposed to media about ideal of thin (Tucci & Peter, 2008). The media also influenced the attitude of women about how they thought about their body image. Media made woman to judge their attractiveness and achieved the standard of beauty. This has made woman easier to experience social pressure to get a great body and more (Liu & Liu, n. d).

H3: Online advertisement's brand incorporation has a significance effect towards young female's perception on Beauty

2.2 Theoretical Framework

The theory which was suitable to our study is Cognitive Dissonance Theory. This theory proposed by Leon Festinger in 1957 to explain about psychological anxiety or inner stress practiced by an individual who concurrently holds two or more opposing ideas, beliefs, or values. The existence of cognitive conflict was a significance of a person carrying out an act that reverses personal ideals, values and

beliefs. Leon Festinger pointed out that human beings struggle for interior psychological steadiness in order to psychologically function in the actual world (Festinger, 1962). A person who experienced interior irregularity leans to become mentally uncomfortable, and it's encouraged to diminish the cognitive dissonance, by creating changes to defend the traumatic actions, whichever by adding new portions to the belief can affect the psychological barrier, or by aggressively escaping by common situations and unreliable info probable to rise the greatness of the cognitive dissonance. (Aronson 1969).

On the other hand, Psychologist Elliot Aronson also refined the concept of cognitive dissonance and he suggested that cognitive dissonance mainly stands up when the conflicting ideas were between one's positive concept of self and the consciousness that one's actions or beliefs may be considered to be negative. For instance, most of us considered ourselves to be kind, fair and just with respect to others. If one were to harbor feelings of intolerance, or treat someone unfairly due to this bias, then one would resolve this with a rationalization. The ordinary act of choosing something over a previously favored thing, causes us to actually change our preference in good turn of the new thing.

Cognitive dissonance theory also indicated that how individuals seek out psychosomatic reliability between their personal beliefs of lifecycle and the existential reality of the world. To function by that expectancy of existential constancy, people frequently decrease their mental dissonance in order to make uniform their perceptions with their actions (Aronson 1969). The formation and establishment of emotional consistency has let the person troubled with cognitive dissonance to minimize his or her emotional anxiety by actions that lessen the greatness of the dissonance, realized either by changing with or by justifying against,

or by being indifferent to the existential contradiction that was persuading the mental stress. Cognitive dissonance arises to an individual when he or she voluntarily involved in unpleasant actions in effort to complete a goal that they need. The emotional stress caused by the dissonance can be decreased by the person's overstraining the desirability of the goals (Keith J, 2018). The figure below explained about how a person involved in two different activity which is action and belief and what will happen if a person overstressing when carry two different activity like belief and action. This figure portray, if a person belief one thing but the action differed from the belief, then the person felt inconsistency. So the dissonance can be increased but the same person believed in one thing and started to change their action according to belief in positive way, then they would felt low dissonance.

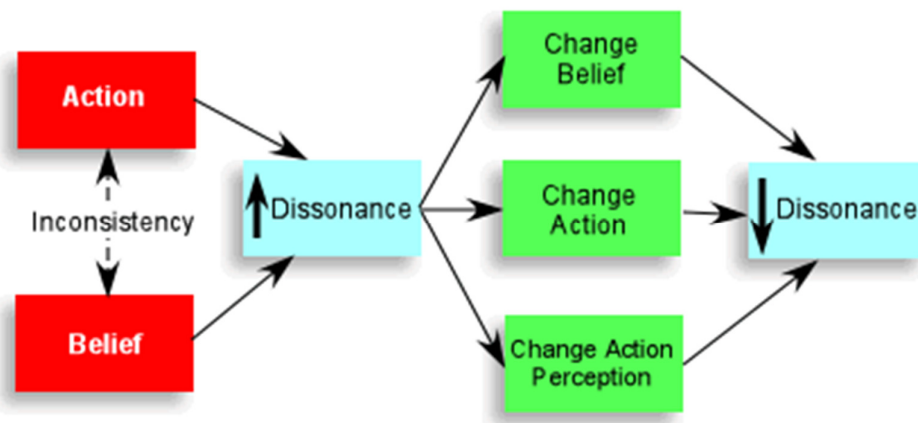


Figure 1. Cognitive Dissonance Theory

2.2.1 Influence of Cognitive Dissonance Theory towards Online Advertisement

Effects on Young Female's Perception

In this point, this theory has been well applicable to our study because today's females voluntarily influenced in beauty advertisement and believed beauty products can give a good look to them, while some other female's felt bad for their appearance when they watched beauty advertisement in online. Therefore they bought variety of beauty products and supplement to be a beauty and to get slim body and also they spent a lot of money for it but the truth was most of the women can't change their appearance by these product and most of the time their attempt became failure. Advertisement portray that white skin, tall and slim body or long hair was beautiful while females also believed that and running behind of the beauty products. Female's believed that white skin, slim body, straight hair only were the most beautiful things to a women and beauty product or changing appearance were the method to be used to increase their beauty. Their idea about beauty always same and nobody thought out of the box and nobody was willing to change their perception because online advertisement strongly influenced in their mentality. Moreover, their personal expectation in life was to become a pretty as show in online advertisement and everybody wanted to say 'Wow' for them. Thus, most of the young females stucked in their perception, beliefs and idea about beauty by influenced from online advertisement.

If this situation was continued to a person but she failed in attempt of becoming a beautiful, then she would be affected by cognitive dissonance problem like felt psychologically uncomfortable with their self and it would course dangerous mental barriers like they became very stressful, get low self- confident and it would be caused various health complications such as bulimia, anorexia and also psychological problems such as depression and obsession maintaining a beautiful face. In this situation, most of the females carried two mutual contradictory beliefs or

idea at the same time, whether beauty product would not really gave positive effects or negative effects and also they started to think about real beauty in their own perception. According to Elliot Aronson, an individual whose involvements inner inconsistency lean to become mentally uncomfortable, and it will inspired to a person diminish the cognitive dissonance, by do changes in their old beliefs and they started to justify the new behavior. This will indicate that how do a person convinced themselves from negative behavior to a positive behavior.

2.2.2 Cognitive 'Consonance'

The inverse of 'dissonance' was 'consonance'. If dissonance delivered an extremely negative emotional reaction then consonance created a prompt positive emotional response. We all have accomplished this as well (Skeptic's Dictionary 2006). In this consequence, if a female knew the truth about online beauty

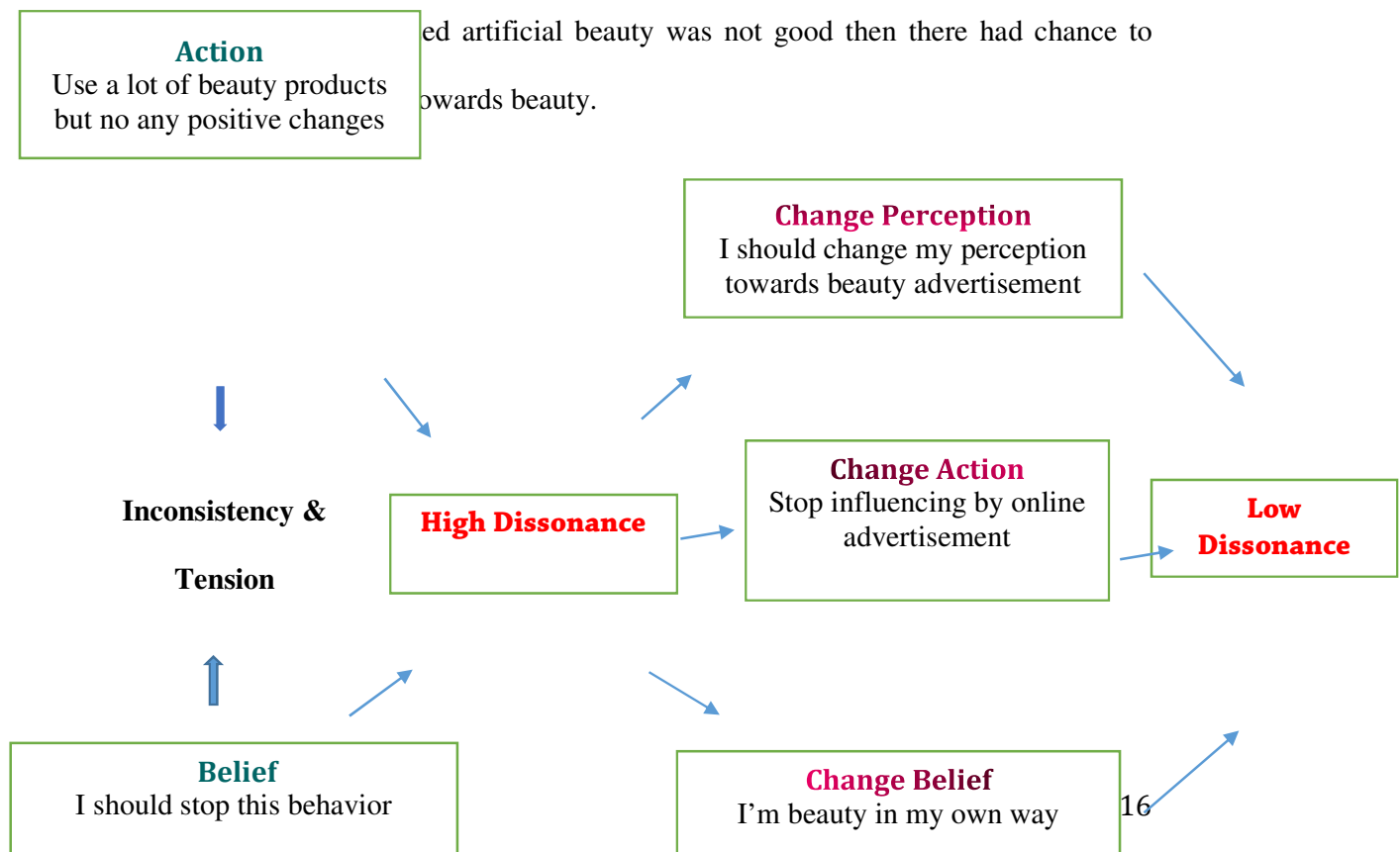


Figure 2: Cognitive Dissonance Theory with explanation

Figure 2 explained about how a female involved in two different activities which were action and belief. When a female held two different attitude she felt overstressing but she knew that her action was wrong while the belief was right. If a person believed one thing but the action differ from the belief, then the person felt inconsistency. In the figure 2, a female used a lot of beauty product but no any changed while her though she would stop this behavior. This two different perception could lead to high dissonance. In order to decrease the cognitive dissonance, she should changed her perception towards beauty advertisement, changed action through stop influencing by online advertisement and finally she must change her previous belief and should start to think that “I’m beauty in my own way”. By this way, a female could get positive energy and can felt low dissonance. Thus, after get low dissonance a person can think rationally and can avoid influencing by online beauty advertisement.

CHAPTER 3

3.0 Introduction

In this chapter we reviewed the research method that we had used in this research. The quantitative research method were namely, (a) research design (b) sampling and (c) instrumentation. The chapter was purposely explained more detailed on our research method.

3.1 Research design

Research design was the core frame that explained how the research be functioned along the research design enabled the author to sketch and interpret the data qualities by research method (Francisco, Butterfoss, & Capwell, 2001). Research design also functioned for explaining different type of inquiry such as quantitative, qualitative and mixed method which was a guidance for direction and procedure of research (Creswell, 2014). The sampling method we implemented was simple random sampling where our data will be collected among girl genders 'of Utar student.

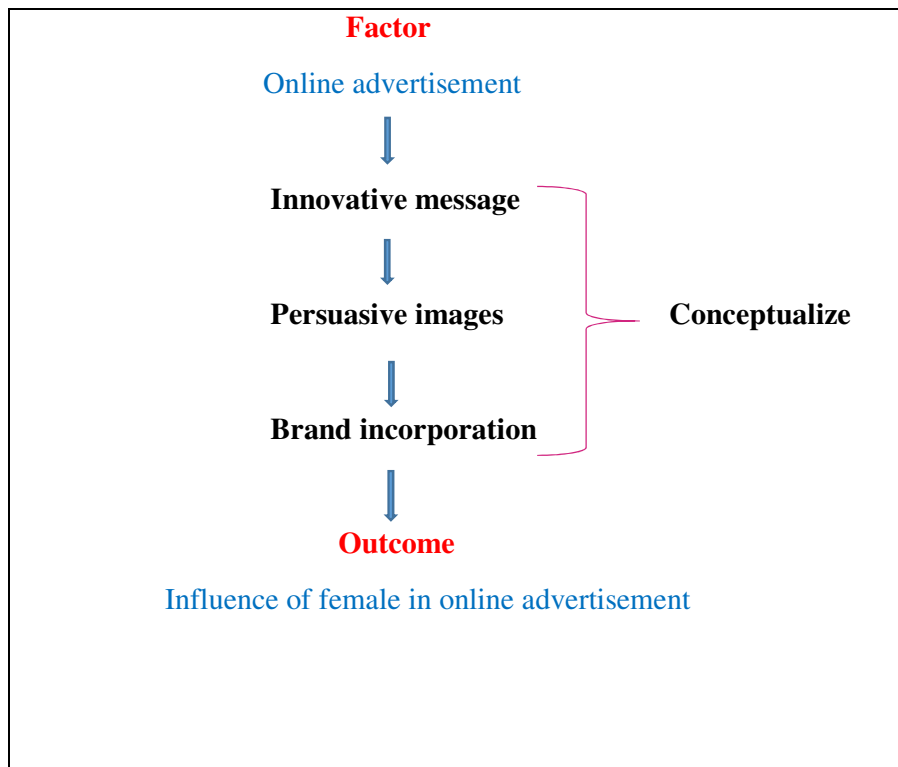
Quantitative research method had multi significant advantages on implementing research. One of it will be the target audiences of research would be more in quantity and enabled the researchers to understand deeper by the sampling feedback. Quantitative element would be focusing design which the result took in the format of numerical data where it able the statistical mathematics to analyzed the data (Walker, 2005). We would be continued to discuss sampling method and the research procedure in following topics.

3.2 Sampling Method

On the concern of sampling, we used simple random sampling as our sampling method. One of the reasons why we chose simple random sampling was because simple random sample was the prime option for the sampling process and it was meant to be perceived easily by the researchers (Frerichs, 2008). The sampling method occurred when everybody from a populated people in N size to be all equally chose as a sample (Fricker, 2013). If we use simple random sampling method, it would ease the researchers to do their research and simple random sampling was a straight forward research method.

Other than that, simple random sampling required only small amount of population information which to ease the sampling method. The method been elaborated in two ways where the first will be drawing with replacement and the other without replacement (Frerichs, 2008). In our study, we decided to use the drawing without replacement so that there was none respondent able to give multi feedback. It was to made sure that the method would not make us confused or blurred.

3.3 Conceptualize and Operationalize



3.3.1 Factor: Online advertisement

Online advertisement was the main factor to female thought about beauty. Online advertising was one of the notable and profitable approach of promoting a business.

Every business now followed this method for more attention from females because usually female were very conscious in terms of beauty.

3.3.2 Innovative message

Online advertisers made sure that the message or content provided must be in creative way and it should be on point. This message should attract peoples' attention. So, the message came up with ultra-creative methods which took on the target viewers.

3.3.3 Persuasive images

Beyond just displayed the product, advertiser can have specific persuasive images in online advertising. Nothing would pull the attention of the viewers like persuasive images. Some special images that does not make the viewer's feel gloomy.

3.3.4 Brand incorporation

While creating the advertisement, it is very important to keep in mind about product or service. If the commercial does not match with the appealing and awareness of the brand, the advertisement will end up with a confused viewers. This could lead the advertisement to be failure.

3.3.5 Outcome: Influence of female in online advertisement

The outcome of these three criteria could lead to a successful online advertisement. In this situation, a females can easily influenced by online advertisement and started to purchase beauty product that appeared in online advertisement.

3.4 Pilot Test

By referring to (Thabane, 2010) pilot studies exist as a reliable conversation. It may had functions like checking the studies method, act as a device for validity, to measure the control variables and the quantity of the studies. Pilot test is not feasible but it would check the feasible on doing an overall research. Pilot study functioned estimation and judge such as the studies process and practices (Leon 2011).

A pre-test is the place where questionnaire is tested measurably, small sample of respondents before a full-scale study, keeping in mind the end goal to recognize any issues, for example, unclear wording or the questionnaire taking too long to direct. A pre-test can likewise be utilized for initial measurement an underlying estimation, before a trial treatment was managed and ensuing estimations were taken (Insight Association, 2018).

3.5 Data Collection

Data collection was a term used to describe a process of preparing and collecting data from our research study. In this research study, the data collection of responses has been analyzed by quantitative methods by assigning numerical values. Quantitative data collection used numerical and statistical processes to answer the questions. Statistics were used in different ways to support inquiry or program assessment to evaluation. The purpose of data collection was to obtain information from our target audience, kept on record and to make decisions about important issues. Normally, the quantitative data collection results were easier than qualitative

techniques to analyze. The methods involved in data collection can be any form like traditional paper-and-pencil interviewing, computer-assisted interviewing, face-to-face surveys, telephone surveys and mail surveys were important methods in data collection. These methods were used to collect information in a systematic way (Peersman, 2014).

3.6 Data Analysis

Data analysis was a procedure of reviewing, purging, changing, and displaying information with the objective of finding valuable data, advising conclusions, and supporting decision-making. There were differences between qualitative data analysis and quantitative data analysis. In qualitative researches using interviews, focus groups and experiments. Data analysis involved in identifying common patterns within the responses and critically analyzing them in order to achieve research aims and objectives. Data analysis for quantitative studies, included basic examination and translation of figures and numbers, and endeavors to find discover basis behind the rise of fundamental discoveries. Comparisons of essential research findings to the discoveries of the literature review were fundamentally important for both types' studies of qualitative and quantitative.

CHAPTER 4: FINDINGS AND ANALYSIS

PART A

INTRODUCTION

In findings and analysis, it indicates the results of our data analysis obtained from the questionnaire. The findings were done through Statistical Package for

the Social Sciences (SPSS). This chapter includes the analysis of respondents in terms of demographic profile, dependant variable and independent variable.

AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
18	16	8.0	8.0	8.0
19	70	35.0	35.0	43.0
20	42	21.0	21.0	64.0
21	24	12.0	12.0	76.0
Valid 22	19	9.5	9.5	85.5
23	17	8.5	8.5	94.0
24	6	3.0	3.0	97.0
25	6	3.0	3.0	100.0
Total	200	100.0	100.0	

Most of the respondents are from aged 19 years old which consist of 35%. Besides, there are 8% of respondents aged 18 years old, 21% of respondents aged 20 years old, 12% of respondents aged 21 years old, 9.5% of respondents aged 22 years old, 8.5% of respondents aged 23 years old, 3% of respondents aged 24 years old and 3% of respondents aged 25 years old. As per title, all the respondents are female respondents and staff from Utar, Kampar.

2. Year of Study

- Year 1
- Year 2
- Year 3

YEAR

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YEAR 1	107	53.5	53.5	53.5
YEAR 2	44	22.0	22.0	75.5

YEAR 3	49	24.5	24.5	100.0
Total	200	100.0	100.0	

Majority of the respondents are from Year 1 which is 53.5%. Respondents from Year 2 consist of 22% and Year 3 consist of 24.5%.

3. Faculty:

- Faculty of Science
- Faculty of Engineering& Green Technology
- Faculty of Business& Finance
- Faculty of Information& Communication Technology
- Faculty of Arts& Social Science
- Institute of Chinese Studies

FACULTY				
	Frequency	Percent	Valid Percent	Cumulative Percent
FSC	51	25.5	25.5	25.5
FEGT	6	3.0	3.0	28.5
FBF	63	31.5	31.5	60.0
Valid FICT	1	.5	.5	60.5
FAS	68	34.0	34.0	94.5
ICS	11	5.5	5.5	100.0
Total	200	100.0	100.0	

Majority of the respondents were from the Faculty of Arts and Social Science which is 34%. Respondents from Faculty of Business and Finance consist of 31.5% followed by respondents of Faculty of Science 25.5%. Respondents from Institute of Chinese Studies consist of 5.5%. The lowest number of respondents were from Faculty of Engineering and Green Technology and Faculty of Information and Communication Technology which has percentage of 3% and 0.5% respectively.

4. Ethnic Group

- Chinese
- Malay
- Indian
- Others. Please specify: _____

ETHNIC				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CHINESE	149	74.5	74.5	74.5
MALAY	5	2.5	2.5	77.0
INDIAN	43	21.5	21.5	98.5
OTHERS	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Majority of the respondents are Chinese (74.5%), followed by Indian (21.5%) and Malay (2.5%).

5. In your opinion, is the media a strong influence on young females?

- Yes
- No
- Sometimes

A5				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	149	74.5	74.5	74.5
NO	2	1.0	1.0	75.5
SOMETIMES	49	24.5	24.5	100.0
Total	200	100.0	100.0	

74.5% of respondents believe that media has strong influence on young females while 24.5% said that only sometimes media has strong influence on young females while 1% said that media do not has strong influence on young females

6. Do you watch female's beauty related online advertisement?

- Yes
- No

A6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	154	77.0	77.0	77.0
NO	45	22.5	22.5	99.5
4.00	1	.5	.5	100.0
Total	200	100.0	100.0	

Majority of respondents consist of 77.5% watch females' beauty related online advertisement while 22.5% of respondents don't.

7. If yes, how often do you watch female's beauty related online advertisement?

- Once a week
- Once a month
- A few times a year
- Never

A7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ONCE A WEEK	85	42.5	42.5	42.5
ONCE A MONTH	40	20.0	20.0	62.5
FEW TIMES A YEAR	54	27.0	27.0	89.5
NEVER	21	10.5	10.5	100.0
Total	200	100.0	100.0	

Majority of respondents (42.5%) watch females' beauty related online advertisement while the minority (10.5%) states that they never watch females' beauty related online advertisement.

8. Do you feel pressured into conforming to a perfect body because of seeing young beautiful female models in online advertisements?

- Yes
- No

A8

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	85	42.5	42.5	42.5
Valid NO	115	57.5	57.5	100.0
Total	200	100.0	100.0	

Majority of respondents (57.5%) states that they did not feel pressured into conforming to a perfect body because of seeing young beautiful female models in online advertisements while the minority (42.5) said they feel pressured.

9. The media might have an indirect impact on girls' body image through influence on boys' expectations and evaluations of girls' appearance. Do you agree?

- Yes
- No

A9

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	161	80.5	80.5	80.5
NO	37	18.5	18.5	99.0
Valid 4.00	1	.5	.5	99.5
5.00	1	.5	.5	100.0
Total	200	100.0	100.0	

Majority of respondents (80.5%) media might have an indirect impact on girls' body image through influence on boys' expectations and evaluations of girls' appearance while 18.5% of respondents think media don't have an indirect impact on girls' body image through influence on boys' expectations and evaluations of girls' appearance.

SECTION B

Respondent's perception on online advertisement portrayed of beauty with scale of agreement (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree).

Please TICK in the box that describe you the best.

Strongly Disagree = 1 Disagree = 2 Neutral = 3

Agree = 4 Strongly Agree = 5

NO		1 SD	2 D	3 N	4 A	5 SA
1.	Online advertisement always portray slim women as beautiful.					
2.	I do not care if my body does not look like the models in online advertisement.					
3.	I compare my body to the bodies of models in online advertisement.					
4.	Online advertisements are not an important source of information about 'being attractive'.					
5.	I wish I look like the models in online advertisement.					
6.	I've felt pressure to diet from online advertisement.					
7.	I compare my body to that of people in 'good shape'.					
8.	I've felt pressure from online advertisement to exercise.					
9.	I felt pressure from online advertisement to change my appearance.					
10.	After watching models in online beauty advertisement, I think I am no good at all.					
11.	After watching models in online beauty advertisement, I have felt I do not have much to be proud of.					
12.	After watching models in online beauty advertisement, I take a positive attitude towards myself.					
13.	On the whole I am satisfied with myself.					

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
STRONGLY DISAGREE	4	2.0	2.0	2.0
DISAGREE	12	6.0	6.0	8.0
NEUTRAL	40	20.0	20.0	28.0
AGREE	81	40.5	40.5	68.5
STRONGLY AGREE	63	31.5	31.5	100.0
Total	200	100.0	100.0	

From the table above, 40.5% respondents agree that online advertisement always portray slim women as beautiful.

B2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
STRONGLY DISAGREE	8	4.0	4.0	4.0
DISAGREE	30	15.0	15.0	19.0
NEUTRAL	62	31.0	31.0	50.0
AGREE	66	33.0	33.0	83.0
STRONGLY AGREE	34	17.0	17.0	100.0
Total	200	100.0	100.0	

From the table above, 33% respondents agree that they do not care if my body does not look like the models in online advertisement.

B3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
STRONGLY DISAGREE	28	14.0	14.0	14.0
DISAGREE	54	27.0	27.0	41.0
NEUTRAL	68	34.0	34.0	75.0
AGREE	44	22.0	22.0	97.0
STRONGLY AGREE	6	3.0	3.0	100.0
Total	200	100.0	100.0	

From the table above, 34% feel neutral about compare their body to the bodies of models in online advertisement.

B4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	13	6.5	6.5	6.5
DISAGREE	38	19.0	19.0	25.5
NEUTRAL	86	43.0	43.0	68.5
AGREE	48	24.0	24.0	92.5
STRONGLY AGREE	15	7.5	7.5	100.0
Total	200	100.0	100.0	

From the table above, 43% feel neutral that online advertisements are not an important source of information about 'being attractive'

B5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	20	10.0	10.0	10.0
DISAGREE	36	18.0	18.0	28.0
NEUTRAL	60	30.0	30.0	58.0
AGREE	61	30.5	30.5	88.5
STRONGLY AGREE	23	11.5	11.5	100.0
Total	200	100.0	100.0	

From the table above, 30.5% agree that they wish to look like the models in online advertisement

B6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	27	13.5	13.5	13.5
DISAGREE	46	23.0	23.0	36.5

NEUTRAL	76	38.0	38.0	74.5
AGREE	39	19.5	19.5	94.0
STRONGLY AGREE	12	6.0	6.0	100.0
Total	200	100.0	100.0	

From the table above, 38% feel neutral about the pressure to diet from online advertisement.

B7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	20	10.0	10.0	10.0
DISAGREE	42	21.0	21.0	31.0
NEUTRAL	66	33.0	33.0	64.0
AGREE	55	27.5	27.5	91.5
STRONGLY AGREE	17	8.5	8.5	100.0
Total	200	100.0	100.0	

From the table above, 33% feel neutral about compare their body to that of people in 'good shape'

B8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	19	9.5	9.5	9.5
DISAGREE	61	30.5	30.5	40.0
NEUTRAL	65	32.5	32.5	72.5
AGREE	43	21.5	21.5	94.0
STRONGLY AGREE	12	6.0	6.0	100.0
Total	200	100.0	100.0	

From the table above, 32.5% feel neutral about the pressure from online advertisement to exercise

B9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	24	12.0	12.0	12.0
DISAGREE	67	33.5	33.5	45.5
NEUTRAL	48	24.0	24.0	69.5
AGREE	50	25.0	25.0	94.5
STRONGLY AGREE	11	5.5	5.5	100.0
Total	200	100.0	100.0	

From the table above, 33.5% disagree that they felt pressure from online advertisement to change their appearance.

B10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	33	16.5	16.5	16.5
DISAGREE	55	27.5	27.5	44.0
NEUTRAL	60	30.0	30.0	74.0
AGREE	44	22.0	22.0	96.0
STRONGLY AGREE	8	4.0	4.0	100.0
Total	200	100.0	100.0	

From the table above, 30% feel neutral about the statement “after watching models in online beauty advertisement, I think I am no good at all”.

B11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	35	17.5	17.5	17.5
DISAGREE	62	31.0	31.0	48.5

NEUTRAL	58	29.0	29.0	77.5
AGREE	37	18.5	18.5	96.0
STRONGLY AGREE	8	4.0	4.0	100.0
Total	200	100.0	100.0	

From the table above, 31% disagree to the statement “After watching models in online beauty advertisement, I have felt I do not have much to be proud of.”

B12

	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY DISAGREE	8	4.0	4.0	4.0
DISAGREE	23	11.5	11.5	15.5
NEUTRAL	78	39.0	39.0	54.5
AGREE	71	35.5	35.5	90.0
STRONGLY AGREE	20	10.0	10.0	100.0
Total	200	100.0	100.0	

From the table above, 39% feel neutral to the statement “After watching models in online beauty advertisement, I take a positive attitude towards myself.”

B13

	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY DISAGREE	4	2.0	2.0	2.0
DISAGREE	22	11.0	11.0	13.0
NEUTRAL	56	28.0	28.0	41.0
AGREE	69	34.5	34.5	75.5
STRONGLY AGREE	49	24.5	24.5	100.0
Total	200	100.0	100.0	

From the table above, 34.5% agreed that on the whole they are satisfied with themselves.

SECTION C

C1. Online advertisement always portray persuasive image to get customers attraction.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	1	.5	.5	.5
DISAGREE	2	1.0	1.0	1.5
NEUTRAL	40	20.0	20.0	21.5
AGREE	107	53.5	53.5	75.0
STRONGLY AGREE	50	25.0	25.0	100.0
Total	200	100.0	100.0	

From the table above, 53.5% which are the highest respondents agree that online advertisement always portray persuasive image to get customers attraction because now days majority buy products based on the first impression which is the image shown to the customers and 0.5% which is only one person strongly disagree for this statement because maybe this person not believe in advertisement especially which is highly use of image or graphics in advertising. The moderate number of respondents are 40 which is 20%. This amount of respondents state that there are neutral which means they not specify that agree or not. This is because this number of students not aware of this persuasive image that indicate in advertising.

C2.Persuasive image make people belief in the product or brand that appear in online advertisement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	3	1.5	1.5	1.5
DISAGREE	6	3.0	3.0	4.5
NEUTRAL	35	17.5	17.5	22.0
AGREE	117	58.5	58.5	80.5
STRONGLY AGREE	39	19.5	19.5	100.0
Total	200	100.0	100.0	

From the table above, the highest of 58.5% agree that persuasive image make people belief in the product or brand that appear in online advertisement because this number of females also belief and purchase a product based on the image that show in advertisement. The average number of people here is 35 which are 17.5%. This females also state that neutral because maybe they not sure about this statement. Moreover, the lowest 1.5% respondents strongly disagree for this statement because they not simply buy a products based on the picture that appear in advertising.

C3. Most of the persuasive image contain emotional appeal to connect people by emotionally.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	3	1.5	1.5	1.5
DISAGREE	12	6.0	6.0	7.5
NEUTRAL	56	28.0	28.0	35.5
AGREE	102	51.0	51.0	86.5
STRONGLY AGREE	27	13.5	13.5	100.0
Total	200	100.0	100.0	

From the table above, 51% agrees that most of the persuasive image contain emotional appeal to connect people by emotionally. Majority agree this statement because whenever we see advertisement, it content emotional appeal. For an example Nivea lotion advertisement use fear appeal like if people doesn't use body lotion they can get dark skin or sun burn. So, when people see this kind of advertisement they emotionally connect with the advertisement and start to buy their products. The small size of group of people which is 1.5% state there are strongly disagree because there will be less emotional type. The middling number of females which are 13.5% strongly agree for this statement because they always connected by this emotional image.

C4. Advertiser use unordinary image to persuade people to by their product.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
STRONGLY DISAGREE	3	1.5	1.5	1.5
DISAGREE	21	10.5	10.5	12.0
NEUTRAL	63	31.5	31.5	43.5
AGREE	87	43.5	43.5	87.0
STRONGLY AGREE	26	13.0	13.0	100.0
Total	200	100.0	100.0	

From the table above, 43.5% which are majority agree that advertiser use unordinary image to persuade people to by their product. For example Dettol use an unordinary picture like killing someone and ask to use Dettol to clean it. So almost all people realize that advertiser use unordinary picture to attract people mind. The average part of people which are 13% also strongly agree for above statement and only 1.5% of females only strongly disagree for this statement.

C5. Usually image will make people think about the person and their beauty that appear in online advertisement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
STRONGLY DISAGREE	2	1.0	1.0	1.0
DISAGREE	12	6.0	6.0	7.0
NEUTRAL	63	31.5	31.5	38.5
AGREE	94	47.0	47.0	85.5
STRONGLY AGREE	29	14.5	14.5	100.0
Total	200	100.0	100.0	

From the table above, the big number of females which are 47% agree that usually image will make people think about the person and their beauty that appear in online advertisement because when females see football player Ronaldo in advertisement definitely they think about his manliness. The medium of 14.5% of females also strongly agree for this statement and only 2 person which is 1% strongly disagree about this because maybe the only focus on advertisement and not see the models in advertisement.

C6.The picture used in advertisement always match with brand and product.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	8	4.0	4.0	4.0
DISAGREE	35	17.5	17.5	21.5
NEUTRAL	86	43.0	43.0	64.5
AGREE	60	30.0	30.0	94.5
STRONGLY AGREE	11	5.5	5.5	100.0
Total	200	100.0	100.0	

From the table above, the highest of 43% feel neutral about the picture used in advertisement always match with brand and product. This is because maybe they not deeply observe the advertisement. The average amount of females which are 17.5% disagree and the lowest of 4% also strongly disagree for this statement. This is because the advertisements not always show related picture to advertisement. It also portray unmatched picture too.

C7.Persuasive image can help us to understand about a product.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	4	2.0	2.0	2.0
DISAGREE	33	16.5	16.5	18.5
NEUTRAL	63	31.5	31.5	50.0
AGREE	82	41.0	41.0	91.0
STRONGLY AGREE	18	9.0	9.0	100.0
Total	200	100.0	100.0	

From the table above, 41% agree that persuasive image can help us to understand about a product. Majority agree for this statement because one suitable image can explain thousands of words about a products. Moreover, the medium amount of females which are 16.5% disagree and the lowest 2% strongly disagree for the above statement because whenever they see the image it will not so clear and they can't understand very well about the product.

C8. A brand value of “innovative” may be highlighted with unusual and surprising image in online advertising.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
STRONGLY DISAGREE	1	.5	.5	.5
DISAGREE	15	7.5	7.5	8.0
NEUTRAL	87	43.5	43.5	51.5
AGREE	79	39.5	39.5	91.0
STRONGLY AGREE	18	9.0	9.0	100.0
Total	200	100.0	100.0	

From the table above, 43.5% feel neutral about a brand value of “innovative” may be highlighted with unusual and surprising image in online advertising. This is because maybe they see the advertising in ordinary. They can’t feel anything in the advertisement. In the other side the moderate number of students which are 9% strongly agree for this statement because maybe they are watch and feel innovative highlighted with unusual image. For example, now day the guerrilla marketing become very trendy in advertising field. The guerrilla marketing always be innovative, creative, unusual, and also it can be surprising to its target audience. The lowest which is 0.5% strongly disagree about this statement, maybe the one person can’t see any innovative in advertisement.

C9. A persuasive picture will be worth more than a thousand words in beauty advertisement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
STRONGLY DISAGREE	5	2.5	2.5	2.5
DISAGREE	16	8.0	8.0	10.5
NEUTRAL	66	33.0	33.0	43.5
AGREE	84	42.0	42.0	85.5
STRONGLY AGREE	29	14.5	14.5	100.0
Total	200	100.0	100.0	

From the table above, giant amount of females which are 42% agreed and medium number of people which are 14.5% also strongly agree that persuasive picture will be worth more than a thousand words in beauty advertisement. This is because most of the advertisement use more picture and less the words. Moreover, a person who can't read also can understand the advertisement based on the persuasive picture that used in advertisement. The little amount people is about 2.5% strongly disagree about the statement.

C10. Online advertisements persuasive image always influencing towards young females' perception on beauty.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	3	1.5	1.5	1.5
DISAGREE	13	6.5	6.5	8.0
NEUTRAL	46	23.0	23.0	31.0
AGREE	107	53.5	53.5	84.5
STRONGLY AGREE	31	15.5	15.5	100.0
Total	200	100.0	100.0	

From the table above, the excessive which are 53.5% agreed and the average of 15.5% which are 31 females also strongly agreed that online advertisements persuasive image always influencing towards young females' perception on beauty. This is because the picture portray in advertising always give impact to the female's perception. The lowest of 3 females which are only 1.5% strongly disagree for above statement maybe because they are not influence or addicted to the online advertisement by its persuasive image.

SECTION D

1. The brand incorporation is important for online advertisement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	23	11.5	11.5	11.5
AGREE	99	49.5	49.5	61.0

NEUTRAL	67	33.5	33.5	94.5
DISAGREE	8	4.0	4.0	98.5
STRONGLY DISAGREE	3	1.5	1.5	100.0
Total	200	100.0	100.0	

From the table above, 49.5% highly influencers agreed that the brand incorporation is important for online advertisement and the moderate amount of females which are 11.5% also strongly agree for the statement above. This is because a specific brands or products are incorporated into another work, such as a film or online program, with specific advertisement intent can become a successful advertisement. The strongly disagree people amount is very less like 1.5% only. They think brand incorporation not important for online advertisement.

2. Brand incorporation is priority to concern in online advertisement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	13	6.5	6.5	6.5
AGREE	88	44.0	44.0	50.5
NEUTRAL	87	43.5	43.5	94.0
DISAGREE	11	5.5	5.5	99.5
STRONGLY DISAGREE	1	.5	.5	100.0
Total	200	100.0	100.0	

From the table above, 44% which are the highest agreed and average number of Utar females about 6.5% also strongly agree that brand incorporation is priority to concern in online advertisement because a brand must be corporate with another source like online is necessary in advertisement field. The very minority like 0.5% that only one female only state strongly disagree for the above statement. This is maybe she not aware of the important of brand incorporation.

3. Brand incorporation save your time to understand a company through internet.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
STRONGLY AGREE	23	11.5	11.5	11.5
AGREE	98	49.0	49.0	60.5
NEUTRAL	57	28.5	28.5	89.0
DISAGREE	20	10.0	10.0	99.0
STRONGLY DISAGREE	2	1.0	1.0	100.0
Total	200	100.0	100.0	

From the table above, giant amount of females about 49% agreed and medium number of 11.5% strongly agreed that brand incorporation save your time to understand a company through internet. Because most of the time brand incorporation briefly tell about the company by internet. So, the females also will get the clear knowledge about a company or advertisement by brand incorporation in short period. The lowest 2 females which are 1% only strongly disagree for this because the brand incorporation fail to explain about the company when the see the advertisement, so because of this the 2 females might spend long time to understand about a company through internet.

4. Brand incorporation can identify the product.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
STRONGLY AGREE	16	8.0	8.0	8.0
AGREE	102	51.0	51.0	59.0
NEUTRAL	66	33.0	33.0	92.0
DISAGREE	15	7.5	7.5	99.5
STRONGLY DISAGREE	1	.5	.5	100.0
Total	200	100.0	100.0	

From the table above, the highest 51% agreed and medium number of females 8% strongly agree that brand incorporation can identify the product like easily consumer can identify product from which company. For example different company make a same product like chilly source can be from different brand like 'Life', 'Maggi'. So,

brand incorporation can identify show specifically about the product and company. Besides this only one people strongly disagree for this.

5. Brand incorporation help to connect the audience and online advertisement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	17	8.5	8.5	8.5
AGREE	114	57.0	57.0	65.5
NEUTRAL	49	24.5	24.5	90.0
DISAGREE	14	7.0	7.0	97.0
STRONGLY DISAGREE	6	3.0	3.0	100.0
Total	200	100.0	100.0	

From the table above, the sky-high of 57% of females agree that brand incorporation help to connect the audience and online advertisement and also the 8.5% moderate number of people also strongly agreed about this. Majority agree because the females maybe felt that the brand incorporation can connect themselves with online advertisement. The very less number of people here is 3% that they said strongly disagree for the above statement.

6. Brand incorporation convenience the audience.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	22	11.0	11.0	11.0
AGREE	97	48.5	48.5	59.5
NEUTRAL	65	32.5	32.5	92.0
DISAGREE	11	5.5	5.5	97.5
STRONGLY DISAGREE	5	2.5	2.5	100.0
Total	200	100.0	100.0	

From the table above, 48.5% which is highest number of females agreed and medium sized of females about 11% declare that brand incorporation convenience the audience. A good brand incorporation has talent to convenience his customers. Maybe our Utar females also experienced by this. Then, only 2.5% which is 5 people strongly disagreed for this.

7. Brand incorporation is effective through online advertising.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	31	15.5	15.5	15.5
AGREE	94	47.0	47.0	62.5
NEUTRAL	63	31.5	31.5	94.0
DISAGREE	9	4.5	4.5	98.5
STRONGLY DISAGREE	3	1.5	1.5	100.0
Total	200	100.0	100.0	

From the table above, majority 47% agreed and moderate 15.5% strongly agreed that brand incorporation is effective through online advertising. Maybe this number of people might see brand incorporation ineffective in other channel of advertising and also through online advertising the brand incorporation can achieve its target because now day lot of people using online. The lowest point is 1.5% strongly disagree for the above statement.

8. Brand incorporation is the curial to tune the advertisement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	25	12.5	12.5	12.5
AGREE	63	31.5	31.5	44.0
NEUTRAL	97	48.5	48.5	92.5

DISAGREE	11	5.5	5.5	98.0
STRONGLY DISAGREE	4	2.0	2.0	100.0
Total	200	100.0	100.0	

From the table above, 48.5% which are the top highest feel neutral about brand incorporation is the curial to tune the advertisement. Maybe the not sure and not aware of this and the lowest about 2% strongly disagree. Maybe the think brand incorporation not relate to the advertisement. The moderate number of people 12.5% strongly agreed that brand incorporation is the curial to tune the advertisement. Yes, most of the advertisement related to the brand incorporation. A good brand incorporation can lead an effective advertisement.

PART B

TEST 1 :CORRELATIONS DATA ANALYSIS (RELATIONSHIP BETWEEN (THE EFFECTS OF ONLINE ADVERTISEMENTAND PERSUASSIVE IMAGES AND BRAND INCORPORATION)

Test 1 A: Relationship Between Persuasive Messages And Effects Of Online Advertisement

		Effects of online Advertisement	Persuasive Images
Effects of online Advertisement	Pearson Correlation	1	.792**
	Sig. (2-tailed)		.000
	N	200.000	200
Persuasive Images	Pearson Correlation	.792**	1
	Sig. (2-tailed)	.000	
	N	200	200.000

Table 1.A relationship between Persuasive Images and Effects of Online Advertisement

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

Source: Developed for the research

From the table above, the correlations between persuasive images and effects of online advertisement have significant relationship. This indicated a positive relationship between persuasive images and effects of online advertisement whereby correlation shows 0.792 between the independent variable persuasive images with dependent variable effects of online advertisement. 0.792 which is the coefficient of Pearson's correlation falls into the coefficient interval of ± 0.71 to ± 0.90 and it can be proved that the relationship between persuasive images and effects of online advertisement is significant and strong enough. Furthermore, p-value of 0.000 is less than alpha value 0.01 which indicated to us which the two variables has a significant positive relationship.

Test 2 A: The Relationship Between Brand Incorporation And The Effects Of Online Advertisement

		Effects of Online Advertisement	Brand incorporation
Effects of Online Advertisement	Pearson Correlation	1	.883**
	Sig. (2-tailed)		.000
	N	200.000	200
Brand incorporation	Pearson Correlation	.883**	1
	Sig. (2-tailed)	.000	
	N	200	200.000

Table 2.A The Relationship between Brand incorporation And Effects of Online Advertisement

** Correlation is significant at the 0.01 level (2-tailed)

Source: Developed for the research

From the table above, the correlations between brand incorporation and effects of online advertisement has significant relationship. This indicated a positive relationship between brand incorporation and effects of online advertisement whereby correlation shows 0.883 between the independent variable brand incorporation with dependent variable effects of online advertisement. We can say that the effects of online advertisement among viewers will become high with brand incorporation. 0.883 which is the coefficient of Pearson’s correlation falls into the coefficient interval of ± 0.71 to ± 0.90 and it can be proved that the relationship between brand incorporation and effects of online advertisement is significant and strong enough.

TEST 2: MULTIPLE LINEAR REGRESSION ANALYSIS

Multiple linear regression analysis is referred to a tool that to illustrate the proportion of variance in a dependent variable that has more than one of the independent variables.

Table: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig. F change
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1	.927 ^a	.859	.847	.35284	.000
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a. Predictors: (Constant), **Persuasive Images, Brand Incorporation**

b. Dependent Variable: **The effects of Online Advertisement**

Source: Developed for the research

The R value is obtained by measuring the correlation coefficient of independent variables **persuasive images and brand incorporation** with the dependent variable. From the result that we had in the table, the relationship between dependent variable **effects of online advertisement** and independent variables **persuasive images and brand incorporation** are considered as high and positive correlation because we have acquired 0.90 as the correlation coefficient. On the other hand, R Square is defined as the ratio or percentage to indicate the level of variability of dependent variable **effects of online advertisement** that is influenced by the independent variables **persuasive images and brand incorporation**. From the table above, it is clearly shown that 85% of the dependent variable **effects of online advertisement** is sufficiently influenced by the independent variables **persuasive images and brand incorporation**. Nevertheless, the leftover of 15% (100%-85%) is consists of other factors that does not take into account as the independent variables to study **effects of online advertisement** for the survey.

CHAPTER 5 : DISCUSSION AND CONCLUSION

5.0 Introduction

Nowadays, online advertisement is one of the influential platform to attract the consumers to purchase the product, it also promote to increase the desire of consumers to buy the product.

To done this research, a total of 200 female students aged from 19-25 years old were selected from Utar (Universiti Tunku Abdul Rahman) Kampar on the purpose of data analysis exercise. All target respondents were being distributed and explained equally on our questionnaire. The respondents were all form Utar Kampar. The composition of the student year recorded were are from Year 1 which is 53.5%. Respondents from Year 2 consist of 22% and Year 3 consist of 24.5%. It can be confirmed that year 1 students or juniors being the highest population. Next, Majority of the respondents were from the Faculty of Arts and Social Science which is 34%. Respondents from Faculty of Business and Finance consist of 31.5% followed by respondents of Faculty of Science 25.5%. Respondents from Institute of Chinese Studies consist of 5.5%. The lowest number of respondents were from Faculty of Engineering and Green Technology and Faculty of Information and Communication Technology which has percentage of 3% and 0.5% respectively. On behave the races in respondents , Chinese were the major respondents which consist of 74.5%, followed by Indian 21.5% and Malay 2.5% which the lowest.

Those respondents were well in understand the studies title. Referring from the data recorded from the questionnaire, we can clarified that 74.5% of respondents believe that media has strong influence on young females while 24.5% said that only sometimes media has strong influence on young females while 1% said that media do not has strong influence on young females. There were 154 peoples who watch females' beauty related online advertisement while 45 peoples who don't. Meanwhile, from the readings 85 respondents watched females beauty only advertisement once a week, 40 watches once per month, 54 watch only once a year and remains didn't watch at all. Apart from frequencies, the influences toward seeing model in online advertisement which arouse the desire on perfect body need whereby only 85 people

respond on this meanwhile 115 respondents didn't. Thus, 161 respondents agree that media might have an indirect impact on girls' body image through influence on boys' expectations and evaluations of girls' appearance while 37 respondents oppose toward the statement.

5.2 Discussion

5.2.1 Interpret online advertisement

According to our research, most of our respondents which are from FAS agreed to the statement that mentioned, online advertisement always portray slim women as beautiful. It is because there are a lot of online advertisement related to beauty no matter in magazine, television, radio, social media and others. Nowadays, most of the advertisement always portray the pictures about females keep fit. (Klein, 2013). About 40.5% of respondents also feels that slim women is considered beautiful and in that way media describes that slim woman models as beautiful in their advertisement.

Besides, 33% of respondents also agree that they do not care if their body don't look like the models in online advertisement. Moreover, most of the respondents feel neutral about comparing body image to the bodies of a model in an online advertisement as well as thinks that media is not an important source of information about being attractive. In this case, many of the respondents seems to be

not understand about media or may not fully understand the topic that has been discussed.

From the data collection, we also found that most of respondent are not being influenced by the online advertisement portrayal of beauty although they agree that online advertisement portray a high beauty standard. The possible reason is their thought did not being influenced. The attitude will be changed only when the thought has been influenced. (Bhatt & Jayswal & Pattel, n. d).

Furthermore, based on our study, most of the respondent did not have any pressure from the portrayal of beauty in media. It is because the respondents have a high self-esteem which they are satisfied with themselves. When people lack of self-esteem, they will be easier to get influenced by the portrayal of beauty in media (Tucci & Peters, 2008)

In addition, there are some respondents that felt pressure from the portrayal beauty in media because media shaped a high standard of beauty. They felt hard and difficult for them to achieve it. People do comparison with the ideal body from the media and they get societal pressure in order to achieve it (Pritchard & Cramblitt, 2014).

However, our research found that they are being influenced by the online advertisement were due to the model that show up in the online advertisement. They will compare themselves with the models and try to look like the model. This is because the models are often the celebrity that have a high influencing power. People will pay more attention if there is an expertise or celebrity in the advertisement. (Bhatt & Jayswal & Pattel, n. d).

5.2.2 Interpret Impact of Online Advertisement

Online advertisement are quite popular nowadays as it reaches wide range of its audiences. Online advertisement which grows rapidly over decades continue to increase as people are connected through online and spend most of their time on devices that are connected to internet. Online advertisement also generates immediate responses from their audiences.

Media have a strong influence on young females. It is because there are a lot of advertisement related to beauty no matter in magazine, television, radio, social media and others. Nowadays, most of the magazines are published about the method of losing weight or pictures about females keep fit in gym on Facebook and Instagram (Klein, 2013). In this study, there are more than half of the respondent realized the strong influence of the media on young females but they did not being influence by the content.

They did not felt any pressure in changing their appearance from the online beauty advertisement. Therefore, this showed that most of our respondent have high self-esteem. Although there are effects of online advertisement in shaping perceptions of beauty but they did not really get much affected. People should know about how media actually influencing the society and understand what is the purpose of advertisement to prevent getting influenced from it.

5.2.3 Interpret Persuasive Images

Persuasion meant that a communication process of changing a listener's belief or moving a listener to action. Some people are easily persuaded but some are not. While, image is a representation of the external form of a person or thing in art.

Thus, the collaboration of persuasive image defined that marketers or advertisers seek to convince their consumer to buy their product by using an effective image in their advertising. Beyond just display the product message, advertiser can have specific persuasive images in online advertising. The messages in advertising are conveyed into the mental and emotional systems through visual developments (Frontiers Research Topics, 2015). Nothing will pull the attention of the viewers like persuasive images. Some special images that do not make the viewer's feel gloomy. So, an attractive image can convinced thousands of consumer to buy the product.

According to our research, 53.5% which are the highest respondents agree that online advertisement always portray persuasive image to get customers attraction because now days majority buy products based on the first impression which is the image shown to the customers. Image or animated content advertising has superior attention-grabbing abilities, and makes advanced recollection, more promising to public, and advanced click-through aim than static advertisement. (Yoo, C. Y., Kim, K., & Stout, P. A. 2004). Continuously, 117 of 200 respondents also agree that persuasive image make people belief in the product or brand that appear in online advertisement. From here we clearly get to know that this number of female's belief and purchase a product based on the image that show in advertisement.

Moreover, 43.5% feel neutral about a brand value of "innovative" may be highlighted with unusual and surprising image in online advertising. This is because maybe they see the advertising in ordinary. They can't feel anything in the advertisement. On the other side, 78 of students agree and 18 students strongly agree for this statement because maybe they are watch and feel innovative highlighted with unusual image. For example, now day the guerilla marketing become very trendy in

advertising field. The guerilla marketing always be innovative, creative, unfamiliar, and also it can be surprising to its target audience.

5.2.4 Interpret Impact of Persuasive Images

This is to examine how the females' consumer has been affected by the persuasive image that showed in online advertisement. Using an attractive image in advertisement become an important part in advertising. Many advertiser gave first priority to image because an effective image can convince many customers. Pictures played an important character in making active online advertising. Pictures and images can make the advertisements perform extra eye-catching to the consumers. In fact, that pictures are more effective than content in terms of capturing consumers' attention in online advertising (Jerome, T. M., Shan, L. W., & Khong, K. W,2010).

Based on our research, the big number of females which are 47% agreed that usually image will make people think about the person and their beauty that appear in online advertisement. The medium of 14.5% of females also strongly agreed for this statement. An author described that, advertisement agency marketing feminism in the form of an inspirational advertisement and also selling "hot girls in bikinis eating hamburgers" (D'Enbeau, 2010). Thus, this kind of picture gave negative effects to females perception on beauty and they start to think being sexier is the style for now days and it good also.

Apart from this, 41% agreed that persuasive image can help us to understand about a product. Majority agree for this statement because one suitable image can explain thousands of words about a products. This is positive impact to customer

because maybe some people illiterate so they can understand the message by the picture. Therefore, by using a persuasive image in online advertisement, it will give both negative and positive impact to customers. Consumers should take the positive and avoid the negative impact from this kind of online advertisement.

5.2.5 & 5.2.6 Interpret of Branding Incorporation and Impact of Branding Incorporation

According to the test, brand incorporation showed that is very important for online advertisement especially when the symbolic and emotional attachment between a brand and a consumer is more probable with brands that connect heritage and authenticity to their image (Ballantyne et al., 2006).

From the **D1** test showed that 49.5% highly influencers agreed and 11.5% also strongly agree the important of the brand incorporation for online advertisement.

From the **D2** test also showed that 44% which are the highest agreed and average number of Utar females about 6.5% also strongly agree that brand incorporation is priority to concern in online advertisement. This result proved that the media portray the ideal of beauty that people should have the similar ideal of beauty as the advertisement which bring a meaning that online advertisement's brand incorporation has a significance effect towards young female's perception on Beauty. Media promoted what was so called "positive" or "beauty" as a guide , there is influencing the female's perception.

Besides, there are giant amount of females about 49% agreed and medium number of 11.5% strongly agreed that brand incorporation save your time to understand a company through internet. They agreed that brand incorporation can

save their time because it showed the identity and detail itself. As this result also proved in the **D4** test, the highest 51% agreed and medium number of females 8% strongly agree that brand incorporation can identify the product. This result proved that media use “real women” to promote their product so that the incorporated spokesperson can be the identity of the brand. According to Lassar et al. (1995) said that the greater the confidence the consumers place in the brand, the more likely they are willing to pay for it, some loyal consumers are tend to believe the brand or spokesperson.

From the table D5, the sky-high of 57% of females agree that brand incorporation help to connect the audience and online advertisement and also the 8.5% moderate number of people also strongly agreed about this statement. Other than that, 48.5% which is highest number of females agreed and medium sized of females about 11% declare that brand incorporation convenience the audience. These result proved that branding incorporation have very strong effect toward consumers.

5.3 Implication of Theory

As we mentioned earlier in our research, we decided to apply Cognitive dissonance theory in our research. This theory was proposed by Leon Festinger in 1957. According to Leon Festinger, he said cognitive dissonance is a psychological anxiety or inner stress practiced by an individual who concurrently holds two or more opposing ideas, beliefs, or values (Aronson, E 1969). As a result, we used this theory in our research is because we wanted to know how did cognitive dissonance impact on young female’s perception on beauty by online advertisement. By using this theory, we were discussed on how the online beauty advertisement influences the buying behavior among young females. We also used this theory to examine female’s

action and belief towards online beauty advertisement and how they can reduce the high dissonance when they watch beauty related advertisement in online advertisement.

A researcher conducted a study about the “Influence of cosmetics on the confidence of college women”. In the research, in America females are continuously shelled with descriptions about what of our evolution believes as stunning. As a result, countless women have a habit of to feel insufficient and their approaches of self-self-assurance and predictions of personality are affected. She said “When one’s body is disliked because of unconventionality from norms of function or appearance, fake evidence shows that anxiety, insecurity, and low self-esteem are consistent relates”. She also establish that the media and advertisement create, rather than reproduces, societal perceptions of the female body (Scott, S). In addition, in other article said that females’ body image happiness is partial by their coverage to the thin ideal presented in fashion magazines (Schroeder, F. E.). Moreover, the figure those women are seeing have been airbrushed with computer-modified and their reproductions have amassed with makeup to cover-up any slight blemishes that may but in reality it exist. A profusion of research be present on how women feel when comparing themselves to the ultimate of slimness that is in American culture (Scott, S). In another article, researcher found that most of the American urban females give priority to makeup and admire to beauty related things (Beausoleil, N. 1992). So females always want to be beautiful as they see at advertisement or other media but they not realize this can give them variety of problem.

A study of the *Journal of Consumer Research* establish that advertisements which highlighted beauty products actually give lower self-esteem to female consumers. In the research the authors bring females to participants in her research to

choose beauty-enhancing product like eye shadow, perfume. The products all inserted with a glossy background and an imitation brand name and also it was described against a nonaligned planned white background in an advertisement. After exposure to the attractive products customers were show extra likely to think about themselves with the beauty advertisement and ignore the white color background advertisement.

Therefore, from this we can clearly see that this advertisements affected customers believed about themselves. After viewing both advertisements featuring an enhancing product consumers estimated themselves less completely. Advertisements for beauty-ornamental products look to make consumers feel that their present attraction levels are different from what they would supremely think. The author also pointed about "Consumers seem to 'compare' themselves to the product images in advertisements, even though the advertisement does not include a human model," said by the authors (Journal of Consumer Research, 2010).

Apart from that, in this competitive era, internet also has played an important role in our society as most of the people use internet for variety purpose. With the emergence of internet technology, marketers start to impose online advertisement strategy instead of just focusing on conventional advertisement (WordStream). This is because marketers realize that most of the people could not live without internet and they spend at least 3-5 hours per day to do internet surfing (Statistic, 2017) .Hence, it is a good choice for marketers to impose their marketing strategy by using the internet technology.

Marketers would request advertiser to play their advertisement few times per day through online as they know that people would not have an immediate impact after watching the advertisement because they have a lot of competitors used the same

strategy to promote their good and services as well. People will convince slowly when they watch same advertisement keep on repeat in front of them. When they keep on watching same advertisement they will start to think beauty products can give a good look to them, while some other females feel bad for their appearance when they watch beauty advertisement in online. So beauty products or beauty related advertisements are becoming very common things now a day and also we can't avoid online advertisement but we can ignore those things and make self-satisfied is better to reduce high dissonance.

According to our research, 85 of the 200 respondents agree that they feel pressured into conforming to a perfect body because of seeing young beautiful female models in online advertisements. Therefore they buy variety of beauty products and supplement to be a beauty to get slim body and also they spend a lot of money for it but they also know the truth about the product showed in online advertisement can't give 100% beauty to them. Even they know the truth, they can't change their action. Thus, two different activities like belief and action give them high dissonance. Some more if a female can't change their appearance by these product and their attempt become failure, then they will feel more pressure.

To conclude, females must practice low cognitive dissonance to avoid their pressure by influencing in online advertisement. Based on our research 118 respondents agree that they will satisfied with their self but 26 respondents still said not satisfied with their self and 56 think neutral about it. So, we want all females should satisfied with their natural beauty and appreciate with what they have.

5.4 Limitations and Recommendations of Study

In the chance of future studies, we wish to conduct a studies that in different gender of audience. Along, we would like to test new concept such brand perception and brand loyalty. The existence and significance in these concept would be the new idea. Besides, we can do a comparison between young females and other age of women to determine the perceptions of beauty of them. This may help us to find out which group of people are easier to be influenced by media in portraying beauty. We can find out the strong influence of media towards which age group of women

5.5 Conclusion

From the overall outcome, we can conclude that we had managed to achieve the hypothesis. Therefore, hypothesis is accepted.

In a modern world, internet to seen develop change toward society channel of receiving information. Whereby online itself is limitless and been clarified world without border. It can help people to communicate online, game through online and launch advertisement online. Advertisement industries see through opportunity in there and online advertisement had been implement immensely. Although online advertisement distinctly growing, but it may had weakness such as clutter or non-effectiveness. Yet there might be other element that bolster up the effectiveness. So, this studies central on analysed the persuasive images and brand incorporation in sourcing online advertising effectiveness. Results shown that majority Utar female student indeed agree that online advertisement in beauty category did effect on them such the perception on beauty.

To sum up, we aspire our studies enable upcoming researchers on similar topic to understand better on female audience perception towards beauty and the influences of

beauty by online advertisement. Along, we hope it can help future advertiser to have better strategies on implement messages in attracting their audiences toward their advertisement and able to create a foundation to direct the audiences toward perception on their advertisement.

Appendix 1



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