

TELEVISION BEAUTIFICATION COMMERCIALS: A STUDY OF FEMALE UNIVERSITY STUDENTS PERSPECTIVE

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ABSTRACT

This research evaluates the university students' perspective regarding television beautification commercials. This study strives to find out how TV commercials affect students' perception about body image, beauty standards, consumer behavior, and self-esteem. Uses and gratification theory and Cultivation Theory provided the base for the research. Population comprises female college students. The key finding revealed that exposure to beauty products is increasing due to exposure of Television beautification commercials. These commercials have a significant correlation among consumer buying behavior and self-esteem.

Keywords: Television Beautification commercials, University students, beauty standards, Usage, Exposure, Self-esteem, consumer behavior.

INTRODUCTION

Commercials have become a constant strength that influences customer insights, selections, and behavior. One of the most powerful and widespread types of commercials is that which promotes ideas of beauty and perfection to consumers. The belief of fairness is like attractiveness, confidence, self-assurance, and collective societal recognition is promoted in commercials for fairness products. In the commercials, media display the color that whitening skin. Fair skin is portrayed in skin-whitening commercials as being superior and beautiful. TV commercials are French-derived term that refers to a body of knowledge. Moreover, it is a type of communication that spreads knowledge and penetrates knowledge into the minds of people. (Kalsoom & Ali, 2019). Commercials can have both a beneficial and bad impact on a consumer's psyche, mostly during the time when families are spending time on watching media content on television. These commercials employ eye-catching images, gender-specific symbols, and signs to capture buyers' attention while ignoring perceptions (Zeb, Khan, & Ajmal, 2021).

The cosmetics industry is forced by the culture surrounding fairness which is unsurprising in a

country where it associates with beauty. Products such as Golden Pearl, Faiza Beauty Cream, Gipsy, and Face Fresh are widely sold in Pakistan ranging from large shopping centers modest food stores located in rural locations to those found in urban areas (Amreen, 2019).

Moreover, Because of the increasing demand for skin whitening products, the fixation with whiter skin has created excellent commercial opportunities (Chowdhury, 2018). It included a variety of methods, Celebrities or influencers may endorse a product to influence client purchase behaviors (Shaikh, Bughio & Kadri, 2015). Commercials often spread the idealized image of a 'Perfect Woman' who represents fairness and a flawless, successful life (Sultana, 2017). Furthermore, this research seeks to investigate the factors that influence the impact of beauty commercials on individuals' self-esteem, body image, and consumer behaviors.

The influence of television beautification commercials on individuals, particularly university students, has drawn considerable attention from scholars and marketers similar due to its potential implications on self-esteem, and consumer decision-making. Different beauty industries market their

fairness and beauty products to increase availability. To gain a competitive market, various industries manufacture a range of fairness creams, accompanied by persuasive advertisements. These commercials often feature skin whitening as a mark of beauty and superiority. As a result, the notion that fairness is synonymous with attractiveness, prettiness, and handsomeness has become deeply ingrained in our society, as well as in South Asia (Jones, 2004).

Skin whitening commercials are known to spread the message that one skin tone determines their beauty, marriage prospects, self-confidence, and career opportunities. In fact, some of these ads even promote harmful beliefs by emphasizing that a woman's attractiveness is solely dependent on her level of fairness (as highlighted in Islam et al., 2006). Many people who don't need promote buy unnecessarily products just because of advertisement and marketing tactics. In the history of Pakistan, the commercial has been flourished using modern technology and media availability. The purpose of a commercial is to advise consumers about societal culture and language significance (Vadid & Esmae'li, 2012).

The aim of this research is to analyze the role and effects of television beautification commercials on female university students. Along that how young female students perceive different outlooks, expression, and behaviors from the beauty commercials of Television. Moreover, the impact of television beautification commercials that how it is making self-perceptions, self-esteem and building consumer purchase behavior among young females. This research aims to investigate the aspects of Television beauty commercials and its impact on female university students.

This research mainly focuses on university students who influenced by the commercials of beauty products. The objective of the research is to examine the cultivation effects of television beauty products like beauty creams that how these commercials promote the buying capabilities of female university students. This research describes the importance of media for the promotion of local beauty products among university students. This study identifies the reasons and factors that how beauty commercials have an impact on beauty perceptions of female students. This study intends to find out how much beauty commercials affect university students' self-esteem, individuality, and identity. Researcher can

also learn more about how such commercials may affect young adults' self-esteem, and general well-being.

Objectives of the study

Followings are the objectives of the study:

- To analyze the level of exposure of female university student through Television beautification commercials.
- To examine the influence of Television Beautification commercials on the self-esteem of female university students.
- To identify the relationship between Television Beauty commercials and consumer Behavior.
- To identify the usage of beauty products through Television's commercial among female university students.

Literature Review

Rasheed, Baqir & Ullah (2024) examine that use TV advertising and billboards to target over the line. This research received no specifics through these channels. This study contains both theoretical and practical applications. The study recommends continuing to use newspaper media for advertising, regardless of whether it is public, commercial, or not-for-profit. It emphasizes the importance of confidence and belief in the medium. Advertisers are advised to focus on inventiveness when designing print advertisements.

Today commercials are the best mean to sale products in the market. All the media platforms like newspaper, Television radio and social media are paving new ways for advertisement (Cook,2004, p.1). Arens (2006) identify that commercials are the paid communication which explain about the good quality, services, and media sponsors. Commercials are the tools to create awareness about the significance of various products. In contemporary society, the pervasive presence of beauty commercials has become an integral aspect of society. The beauty industry's increase promotion of impossible beauty standards, often targeting young females, has raised concerns about its potential impact on their self-esteem, and overall well-being. Pertly (2002) define that commercials include many factors it uses to sale product, reach towards large audience, and target large population with complete information of message. According to Srivastava et al. (2015), ads can also be viewed as a

business activity in which distinctive creative tactics are utilized to entice consumers to acquire a product, and these advertisements are typically delivered to a specific set of people via mass media.

Commercials sometimes promote unrealistic or impossible beauty standards, which causes individuals to compare themselves negatively to the models featured in the commercials (Knobloch and Meng, 2009).

Consumerism has been described as the predictable order of modern day, with a homogeneous and totalistic nature that has brought about a lifestyle that adds to the existing stress of modern life (Bennett & O'Reilly, 2010). However, the effects of consumerism are brief, and buyers often feel hollow and unsatisfied, constantly craving new products. Studies have shown that students have positive attitudes towards commercials, recognizing their economic and social impact, but also expressing concerns about their influence on values and representation (Dan and Sidin, 2006).

According to Richards and Curran (2007), It's a compensated, mediated message from an established source meant to alter the recipient's behaviour, either instantly or over time. Likewise, it is proposed that the purpose of commercials is to prompt immediate action, to create liking, preference and awareness for product or organization. Some commercials also aim to establish a reputable corporate identity for a business, product, or brand name or to make the public familiar to them (Dramola, 2013). The commercial Practitioners' Council of Nigeria (APCON 2015) defines commercials as a method of broadcasting communication regarding things, services, or concepts that is funded by a named sponsor. In the same manner, commercials are non-personal representation of different services, things, and viewpoint through an acknowledged sponsor, according to the American Marketing Association (AMA) in Kazini & Batra (2008).

Knobloch and Janiszewski (2009) propose that consumers may develop negative self-perceptions and body image dissatisfaction because of being exposed to idealised representations of beauty in ads. One explanation for this is that advertisements frequently promote unattainable or unrealistic beauty standards, which can lead people to negatively compare themselves to the models in the commercials. This can lead to the feelings of incompetence and insecurity, mainly among those

who do not feel that they meet the beauty standards introduced in the commercials. Beauty is a universal idea that is hard to define and what is considered beautiful can vary greatly across cultures and individuals (Ruth, 2005).

As per Benett and O'Reilly (2010), consumerism is the unavoidable order of today's globe. Consumers are empty and never feel fully fulfilled with their purchases. This is because consuming consumes a lot of time, leaving purchasers with little time for managing other tasks that are essential to insight and for tending to personal connections. They also suggest that purchasers investigate and deconstruct current advertising. Dan & Sidin (2006) examined 124 students in a Malaysian college and found that while there are differences in the value and depiction aspects of advertising, substitutes have a positive mental attitude regarding the impact of advertising on the economy, students, and crowd. According to their findings, the understudies' perceptions of commercials are influenced by what they could reasonably predict from them. The understudies' positive mental states support advertising's crucial influence and potent message impact. Consumers make knowledgeable purchasing decisions to get the best things available, and marketers must recognize this. Second, customers are emotional and make rational choices, thus promotional activities may be attractive to them. Emotional attachment influences customers' thoughts in the same way. Finally, clients buy to solve problems they seek answers that will help them resolve their challenges (Bakshi and Gupta, 2013).

However, according to experts, consumer knowledge and feedback are two of the most important factors influencing purchasing decisions. Experience and learning influence our behaviors, which ultimately influence our buying habits. Brand positioning is affected by a company's success or failure. Due to their desire to seem younger and the fact that they can afford such pleasures since they are settled in their lives, people in their forties and fifties have a positive attitude toward cosmetics and beauty products (Tamizhthyothi, 2018). Furthermore, women today participate in all spheres of life and make a living because of all these innovations that have empowered them. In addition, women's empowerment has made them more self-assured and self-conscious about their appearance (Kumar, Jacob, & Sriskandarajah, 2006).

Today every business needs to produce advertisements to promote and market their products. Television commercials are used to establish a good image among consumers of product. Yang (2000) observed that commercials are helpful for receiving individual to select their product. While previous research has explored the impact of beauty commercials on the public to some extent, there is still a need for further investigation into its specific influence on university students. It is important to recognize and address the potential negative effects of such messages on individuals' self-esteem, and mental health. By understanding how skin whitening commercials affect young adults, we can work towards creating more comprehensive and empowering beauty standards that celebrate diversity in all its forms.

The past studies indicate that Television beauty commercials have become significant space for advertising and promoting different trends of beauty. It provides information to users about new products and trends. Most of the past researchers had explained advertisements on TV about beauty or beauty products has influenced the exposure, self-esteem, and consumer behavior and product usage. Moreover, these studies explained the impact of different beauty commercials in general perspective with limited approach to females. Therefore, the objective of this research is to examine the impact of Television beauty commercials among rural area females.

Theoretical Framework

This research utilizes the three theoretical perspectives with provide base to the study. The Uses and Gratifications theory was originated by Elihu Katz, Jay Blumler, in the late 1974. They proposed this theory as an alternative to the traditional "effects" model of media communication, which mainly focused on the impact of media on individuals. The Uses and Gratification theory can be applied to investigate the influence of Television beauty commercials on university students by examining how they actively seek out, consume, and gratify from such commercials. This research was analyzing how students use these commercials to fulfill their needs for information, social interaction, and personal identity. By surveying participants, the study uncovers the motivations behind their engagement

with beauty commercials and the specific gratifications.

Moreover, Cultivation theory is applicable to current research work because it identifies how television beauty commercials cultivate the perceptions and beliefs of beauty standards. According to cultivation Television commercials lead beauty awareness among female university students. However, Albert Bandura, who was a Canadian American psychologist, introduced social learning theory in the 1960s. This idea proposes that people learn behaviors, attitudes, and emotional reactions by observing and imitating the behaviors of others, particularly in social situations.

Social learning suggested that people learn from television beauty commercials and young female imitate the beauty standards that they learnt from television commercials. People observe and imitate the TV commercials in their daily lives.

Research Questions

- What is the level of exposure to Television beautification commercials among female university students?
- How do beauty commercials impact the self-esteem of university students?
- Is there any correlation between Television beauty commercials and consumer behavior among female university students?
- What factors (e.g., price, brand reputation, product features) contribute to the relationship between beautification commercials and consumer behavior?
- What is the usage of beauty products among female university students?

Hypotheses

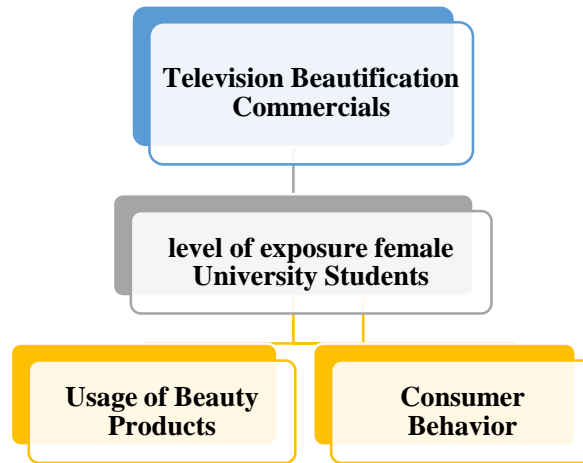
H1:

Female students' level of exposure is increasing due to Television beautification commercials.

H2: Television Beauty commercials have a significant relation between beauty commercials and self-esteem of female University students.

H3: There is a correlation between Television beautification commercials and consumer behavior among female University students.

H4: the more they watch beautification commercials on television, the more they use beauty products.



Methodology

In the current research study, a quantitative research approach has been opted. The quantitative approach has been adopted to acquire statistical data. The researcher has chosen a significant technique based on which data related to investigating the influence of beauty commercials on university students. A structured questionnaire was formulated and sent to individuals who were university students. A closed ended questionnaire was prepared to address the questions of the research and examine hypotheses. The questionnaire was generated based on the Likert

scale that investigated the opinions, ideas and experiences while watching the beauty commercials of the survey respondents. The targeted population for the survey was female university students of Narowal.

To formulate the sample for the current study, the researcher collected primary data from 200 female university students through purposive sampling technique. Purposive sampling has been chosen because it guarantees each sample appropriately (Agaba, Bosco & David, 2023). It has been detected that the value of Cronbach Alpha’s test is .948.

Table 1: Reliability Analysis

Cronbach’s Alpha	N of Items
.948	19

Findings

Table 2: Correlation Analysis Usage and Exposure

		Usage	Exposure
Usage	Person Correlation	1	.689**
	Sig. (2-tailed)		<.001
	N	200	200
Exposure	Person Correlation	.689**	1
	Sig. (2-tailed)	<.001	
	N	200	200

The coefficient correlation (r) value between usage and exposure of TV beautification commercials is 0.689 which indicates high positive correlation

among variables. The p-value is <.001 which means the relationship is statistically significant. So, the level of usage can also increase the exposure of TV

beauty commercials in university students. Hence H1 is supported.

Table 3: Correlation Usage and Self esteem

		Usage	Self-esteem
Usage	Person Correlation	1	.706**
	Sig. (2-tailed)		<.001
	N	200	200
Self-esteem	Person Correlation	.706**	1
	Sig. (2-tailed)	<.001	
	N	200	200

The coefficient correlation (r) value between usage and self-esteem of females is 0.706 which indicates High positive correlation among both variables. The p-value is <.001 which means the correlation is

statistically significant. So, the level of usage can also influence the self-esteem of female University students. Hence H2 is supported.

Table 4: Correlation Usage and Usage of Beauty Products

		Usage	Beauty Products
Usage	Person Correlation	1	.511**
	Sig. (2-tailed)		<.001
	N	200	200
Usage of Beauty Products	Person Correlation	.511**	1
	Sig. (2-tailed)	<.001	
	N	200	200

The coefficient correlation (r) value between usage of frequently watching beauty commercials on TV and the usage of beauty products is 0.511 which demonstrates high positive correlation among variables. The p-value is <.001 which means the

relationship is statistically significant. So, the level of usage of frequently watching beauty commercials on TV can also increase of usage of Beauty products among university students. Hence H3 is supported.

Table5: Correlation Usage and Consumer Behavior

		Usage	Consumer Behavior
Usage	Person Correlation	1	.972**
	Sig. (2-tailed)		<.001
	N	200	200
Consumer Behavior	Person Correlation	.972**	1
	Sig. (2-tailed)	<.001	
	N	200	200

The coefficient correlation (r) value between usage of frequently watching beautification commercials on TV and the consumer behavior female university students is 0.972 which demonstrates high positive correlation among variables. The p-value is <.001

which intends the relationship is statistically significant. So, the level of usage of frequently watching beautification commercials on TV can also has an impact on consumer behavior. Hence H4 is supported.

Table 6: *Summary of Regression Analysis*

Predictor	Dependent	R	R Square	P Value	Coefficient
Usage	Exposure	.689a	.474	<.001	.494
Usage	Self-esteem	.706a	.498	<.001	.535
Usage	beauty products	.972a	.945	<.001	.912
Usage	Consumer Behavior	.511a	.261	<.001	.367

Table 5 indicates the R value which is .689a which shows the positive relationship among the variables while, R2 value directs the ratio difference in the outcome variables to explain exposure of beauty commercials by the usage of frequently watching beauty commercials on TV which can be describe by the model which is .474. Moreover, the unstandardized coefficient for "usage beauty ads" is .494. These coefficients indicate the amount of change in the dependent variable "exposure" for each one-unit increase in the predictor variable and the p-value (" $<.001$ ") indicates that the relationship is highly significant.

Moreover, usage and self-esteem R value which is .706a which shows the positive relationship among the Variables while, R2 value directs the ratio difference in the outcome variables to explain influence of usage of frequently watching beauty ads on self-esteem of females which can be describe by the model which is .498. Moreover, the unstandardized coefficient for "usage of beauty ads" is .535. These coefficients indicate the amount of change in the dependent variable "self-esteem" for each one-unit increase in the predictor variable and the p-value (" $<.001$ ") indicates that the relationship is highly significant.

Furthermore, the R value which is .972a which shows the positive relationship among the variables while, R2 value directs the ratio difference in the outcome variables to explain consumer behavior of females by the usage of frequently watching beauty commercials on TV which can be describe by the model which is .945. Moreover, the unstandardized coefficient for "usage of beauty ads" is .912. These coefficients indicate the amount of change in the dependent variable "usage of beauty products" for each one-unit increase in the predictor variable and the p-value

("<.001") indicates that the relationship is highly significant.

Likewise, the R value which is .511^a which shows the positive relationship among the Variables while, R2 value directs the ratio difference in the outcome variables to explain consumer behavior of females by the usage of frequently watching beauty commercials on TV which can be describe by the model which is .261. Moreover, the unstandardized coefficient for "usage of beauty ads" is .367. These coefficients indicate the amount of change in the dependent variable "consumer behavior" for each one-unit increase in the predictor variable and the p-value (" $<.001$ ") indicates that the relationship is highly significant.

Discussion and Analysis

The findings from this research study provide valuable insights into the influence of television beautification commercials on female university students. The data revealed that a considerable proportion of participants agreed and strongly agreed with the positive influence of these ads on various aspects of their usage and exposure to beauty products. Regarding their exposure to beauty advertising, half of the respondents (30.50%) reported that the exposure to beautification commercials is increasing day by day, additional 28.50% strongly agreeing. Similarly, 50.50% agreed that these ads are targeting female university students more frequently, while 26.00% indicated an average effect. Moreover, 49.00% agreed that the level of exposure to beauty commercials has an impact on females, and 30.00% reported moderate impact, indicating that exposure to these commercials has a proper impact on female university students. The influence of beauty product TV commercials extended beyond the choices. Participants also

acknowledged noticeable change in females due to exposure to television beautification commercials, with 37.00% agreeing and 28.00% strongly agreeing. These findings suggest that exposure to beauty commercials encourages participants to experience new beauty products by watching beauty ads.

H1:

Female students' level of exposure is increasing due to television beauty commercials.

Additionally, the study's findings indicate the importance of television beauty TV commercials was evident in shaping participants' self-esteem. Substantial proportion (43.00%) agreed that these ads have an impact on self-esteem of females, with an additional 27.50% strongly agreeing. Additionally, 34.00% agreed that these ads playing a role in shaping the personality of female university students and 28.50% strongly agreed. Moreover, 30.50% of participants agreed and 24.00% strongly agreed that these commercials are designed to influence individually of females, while 34.00% agreed and 26.00% strongly agreed that television beauty commercials portray unrealistic image of beauty to affect the identity of females. These findings highlight the significant impact of television beauty commercials has a considerable impact on self-esteem of female university students by changing their personality, individuality, and identity.

H2: Television Beauty commercials have a significant relation between beauty commercials and self-esteem of female University students. In terms of consumer behavior, the data indicated that beauty commercials significantly influence the consumer behavior of females. 33.50% agreed and 26.50% strongly agreed that beauty advertisement influenced their decisions to purchase fashion items, and 34.0% agreed that the commercials have an impact on consumer behavior as a female university student. Additionally, 28.50% agreed and 32.50% strongly agreed that females have purchased the beauty product featured in television beauty commercials, while 29.00% agreed and 32.00% strongly agreed beauty ads effectively target and appeal to females as consumers, and 32.00% agreed and 28.00% strongly agreed regarding beauty TV commercials are influential for making purchasing decisions. These findings suggest that beauty commercials have an impact and influence to the female's consumer behavior.

H3: There is a correlation between Television Beauty commercials and consumer behavior among female University students.

In terms of usage of beauty products among university students by watching television beauty TV commercials, A large number of respondents (49.00%) agreed and 26.50% strongly agreed that these ads motivate the females to use a beauty product after watching it on Television. Additionally, 49.00% agreed and 28.00% strongly agreed to use beauty products featured in television beauty commercials. Furthermore, 37.00% agreed and 28.00% strongly agreed that the usage of beauty products is influenced by the promotional offers and discounts through beauty TV commercials, while 45.00% agreed and 27.50% strongly agreed that exposure to television beauty commercials encourages the usage of beauty products. These findings suggest that exposure to beauty commercials significantly contributes to participants' usage of the beauty product featured in television beauty commercials.

H4: the more they watch beautification commercials on television, the more they use beauty products.

Conclusion

This study investigated the perceptions of female university students in reference to television beautification commercials. The relationship of main independent variable beauty TV commercials with dependent variables (Exposure, Self-esteem, and consumer behavior and product usage) is measured through regression analysis and correlation by using SPSS software. Findings of hypotheses tests indicates the positive significant relationship of independent and dependent variables. Although beauty is the basic concept of the study but consumer behavior toward beauty products and its exposure which is supported by the previous literature enables a better examining of beauty TV commercials impact on females' perception of beauty. All the hypotheses of the study are accepted after testing which indicate influence of television beauty Commercial is significant and how beauty ads influence the styles, choices, self-image and perceptions of students and it also show the social learning by watching beauty related commercials which overall contribute to shaping one's personality.

Recommendations

This study focused on beautification commercials on television; The Future Researchers may also work through the qualitative research method approach. Moreover, Future researchers may also work and collect data from males and females.

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