Factors Impacting Consumers' Attitude toward TV Commercials of Beauty Products and Services

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Abstract: The research in this paper identifies factors and explains how they impact consumers' attitude toward beauty products and services (BPS) commercials by intervewing 280 consumers. Both qualitative and quantitive methods were applied. Regarding quantitative methods, the Cronbach's Alpha analysis, EFA analysis and multiple regression analysis were used within the SPSS package. The result shows that factors impacting buyer's behavior related to BPS' commercials are in increasing order as following: Entertainment, Information, Celebrity, Convenience, and Credibility. The research also suggests several solutions to enhance capability of serving consumers.
Keywords: commercials, consumers, beauty products and services

1. INTRODUCTION

Vietnam commercials market is sharply on the rise in which TeleVision Commercials (TVCs) are still reigning, outpacing, in terms of total turnover, other forms of media (Kantar, 2013). At the end of 2019, there are several hundreds TV channels broadcasted from over 100 public TV stations and dozens of private TV service providers. Also according to the researching results, there is over 50% respondents who agree that TVCs have a great impact on their purchasing decisions and that rate tends to continually increase.

Nowadays, beauty products and services (BPS) is the only branch with highest total cost of advertising, reaching half of total of the TVCs' expenditure (TNS, 2011). Hence, understanding and measuring the attitude of consumers toward TVCs c are at the heart of marketers' interest. Particularly, advertising materials in BPS are always impressive, eye catching and attracting lots of attentions of public audience. Therefore, paying closer attention to the factors impacting consumers' attitude toward TVCs is really necessary. The research will help BPS marketing managers to infer many managerial implications, to formulate and put in use policies and programs to better respond to the needs of consumers.

The subject of research are factors affecting consumers' attitude in Vietnam's market toward BPS' TVCs The object of research are consumers ages 18 to 45 watching TVCs and using beauty and skin care products. The time frame of research is 02 months starting from the 1st February 2019 to the 1st April 2019.

2. THEORETICAL FRAMEWORK
2.1. *Defining TV commercial*

Kotler (2000) defined "Commercial is a form of indirect communication, carried out through media on the commercial basis with determined source of financing". Commercial is to introduce all business activities, goods and at-profit or not-for-profit services of a certain company to its consumers. According to the American Advertisement Association (1991),

"Commercial is a propagating activity with clear intention to disseminate information on goods and services of a certain company on the commercial basis and not infringe business of other companies" (Tien and Anh, 2017).

Television first appeared at the beginning of XX century and developed rapidly being an important channel of information in the life of society. TVCs not only convince people using not only voice but also image and video. TVCs, as they are called in Europe and USA, encompass three different factors: image, voice, video and music and they are the main mode of public communication (Dao, 2004). TVCs themselves have four functions: (1) Economic, (2) Commerce, (3) Social, (4) Cultural. The forms of TVCs are: (1) sponsoring, (2) TVC in its true sense, (3) Pop-up, (4) Self presentation (Tien, 2020).

2.2.   Atittude toward TV commercials

Atittude is a factor widely investigated in the social psychology and advertising psychology. Gordon (1935) defined: "attitude is an acquired inclination to react positively or negatively toward certain object. Individuals form their atittudes through experience and interation with this object. Through atittude, researchers can project the action or intention of action". Triandis et al (1971) propose an attitude model that includes 03 interrelated components: Cognition, (2) Affection, Conation.

MacKenzie et al (1986) defined attitude toward TVCs as consumers' emotional reaction such as interest, discourage, compassionate, annoyance. According to Friman (2010), his research results on the consumers's attitude toward TVCs differ in terms of the proportion of positive and negative attitude but are quite similar in terms of main factors affecting consumers' atittudes such as: "value of information", "entertainability", "reliability", etc. According to Kamphuis & Ramnarain (2012), customers' attitude toward TVC samples will impact greatly on the effectiveness of advertising compaign, brand recognition and comsumption trend.
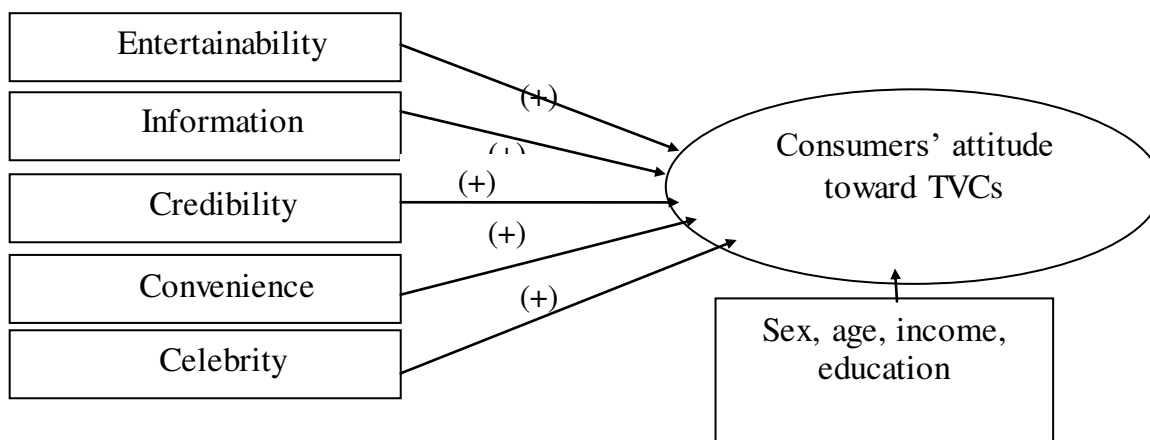
Consumer's attitude toward any form of advertisement is impacted by attitude toward the advertisement in general (Bauer & Greyser, 1968; Lutz, 1985). Hudha & Hidayat (2009) pointed out the great impact of celebrity in TVC samples on the attitude of the audience. Băbuţ (2012) pointed out 05 following factors affecting consumers'atittude toward TVCs in Romania: "useful source of information", "form of cheating", "artwork", "annoyance", "entertainment", "celebrity". According to Khan & Rajput (2014), the impact of TVCs in Karachi is expressed by 6 factors: "aesthetic", "annoyance", "trustworthiness", "content", "attraction", "differentiation".

Le (2011) in his general ads attitude research puts forward 04 factors: "credibility", "information delivered", "entertainability", "annoyance". Thach (2013) in her research on consumers' attitude toward ads in social media pointed out 06 variables: "commercial information"," entertainability", "annoyance", "value", "interactivity", "credibility". Tran (2013) in her research on customers' attitude toward mobile SMS ads pointed out 04 variables: "entertainability", "value of information", "annoyance", "credibility". Pham and Tran (2014) in their research on attitude of young consumers toward SMS ads showed that the most affecting factor is "credibility" which is in strongly proportional with "interest" and "perceived benefit". "Annoyance" affects negatively young consumers' atittude. However, "permission" and "control" do not affect their atittude.

2.3.   Proposed model of research

This research will apply factors affecting consumers' attitude toward TVCs proposed by Brackett (2001), Hudha and Hidayat (2009), Chithra (2014) as seen in the figure 1.

Figure 1. Factors affecting attitude towads TVCs

(Source: author's development)

- H_1: **Entertainability** affects proportionally to consumers' attitude toward BPS TVCs
- H_2: **Information** affects proportionally to consumers' attitude toward BSC TVCs
- H_3: **Credibility** affects proportionally to consumers' attitude toward BPS TVCs
- H_4: **Convenience** affects proportionally to consumers' attitude toward BPS TVCs
- H_5: **Celebrity** affects proportionally to consumers' attitude toward BPS TVCs
- H_6: There are differences between factors: **sex, age, income, education** in terms of affecting consumers' attitude toward BPS TVCs

3. RESEARCH RESULTS
3.1. *Information on samples*
From theories and models mentioned we created a draft measuring scale. Based on draft scale, by interviewing 10 respondents a preliminary scale has been formed. After removing 3 observing variables, the preliminary scale remained with 30 observing variables including 26 observing variables belonging to 5 groups of factors (independent variables) and 4 observing variables which are factors related to atittudes toward TVCs (dependent variables). A test survey with sample of 50 selected respondents results in final questionnaire as well as preliminary scale unchanged.

We used convenient method of sampling. Table 1 contains information on the issued and received useful questionnaires. Table 2 and 3 are syntheses of demograohic feature of researched samples. The procedure of data analysis is carried out through following steps:

(1) Data preparation: receiving questionnaires, data cleansing, and codification of data needed in the survey questionnaire to SPSS 20 package,

(2) Statistic analysis: statistical description of data collected,

(3) Reliability analysis assessing reliability of measuring scale using Cronbach's Alpha coefficient,

(4) Exploratory Factors analysis (EFA),

(5) Multiple regression analysis,

(6) Testing model,

(7) Testing difference,

(8) Testing hypothesis.

Table 1: Survey questionnaires issued and received

	Sent	Received and useful
Survey on the field	150	144
Online survey	150	136
Sum	**300**	**280**

(Source: Authors' development)

Table 2: Features of surveyed samples

Sample fearure (size n = 250)		Amount of people	Percentage(%)
Sex	Male	130	46,4
	Female	150	53,6
	Sum	**280**	**100,00**
Age	18 to 25	95	33,9
	26 to 40	105	37,5
	41 to 55	80	28,6
	Sum	**280**	**100,00**
Income	Up to 400USD	15	5,3
	400 to 1000USD	145	51,8
	1000USD to 1500USD	80	28,6
	More than 1500USD	40	14,3
	Sum	**280**	**100,00**
Education	High school	53	18,9
	Bachelor	127	45,4
	Master and higher	100	35,7
	Sum	**280**	**100,00**

(Source: Authors' development)

Table 3: Beauty products and services used

			Sex		Sum
			Male	Female	
BPS used	Shower cream	Quantity	122	158	280
		%	100,0	100,0	
	Cleansing milk	Quantity	48	109	157
		%	30,6	69,4	
	Perfume	Quantity	22	106	128
		%	8,1	75,7	
	Moisterizing cream	Quantity	16	115	131
		%	14,9	73,1	
	Shaving cream	Quantity	95	0	97
		%	72,5	0,0	
	Body lotion	Quantity	2	74	78
		%	1,3	51,4	
	Whitening and acnes	Quantity	52	72	124

treatment	%		38,4	49,0	
Sum			**123**	**157**	**280**

(Source: Authors' development)

3.2. Analysis of reliability of measuring scale using Cronbach's Alpha coefficient

Results of scales assessment in table 4 show that all scales reach the level of credibility with Cronbach's Alpha coefficient > 0,6 and variable-sum correlation coefficient > 0,3, all observing variables of scales fulfill requirements for exploratory factors analysis (EFA).

Table 4: Cronbach's Alpha coefficient results of measuring scales

	Measuring scale	Code	Observing variables	Cronbach's Alpha coefficient	Variable - sum correlation coefficient
1	Entertainability	EN	4	0,720	0,505
2	Information	IN	4	0,765	0,610
3	Credibility	CR	5	0,807	0,549
4	Convenience	CO	4	0,772	0,469
5	Celebrity	CE	7	0,803	0,398
6	Atittude	AT	4	0,853	0,733

(Source: Authors' calculation)

3.3. Exploratory Factors Analysis (EFA)

EFA method has been used for 28 observing variables using Principal Component Analysis method with Varimax rotation and stop point when extracting factors with Eigenvalues 1. Result of EFA analysis for second time with 22 observing variables left, KMO coefficient = 0,874 fulfill the requirement (> 0,5) meaning that the size of sample is right for factors analysis and Barlett coefficient has a level of significance Sig = 0,000 <0,5 (with correlation between variables) confirmed that this method of analysis is right. Total covariance extracted 60,217% means that 22 extracted variables explain for 60,217% variability of observing variables and load factor coefficient >0,5 fulfill the requirement (table 5)

Table 5: Result of rotating operation – the 2nd time

	Factors				
	1	2	3	4	5
CE_2	0,735				
CE_3	0,725				
CE_1	0,721				
CE_4	0,645				
CE_5	0,539				
CR_3		0,780			
CR_2		0,731			
CR_4		0,658			
CR_1		0,620			

CR_5		0,617			
IN_4			0,709		
IN_1			0,725		
IN_2			0,732		
IN_5			0,632		
EN_2				0,728	
EN_4				0,859	
EN_5				0,746	
EN_3				0,767	
CO_4					0,682
CO_3					0,623
CO_2					0,645
CO_1					0,624

(Source: Authors' calculation)

Result of factor analysis of dependent variable with 4 observing variables, KMO coefficient – 0,874 and Barlett coefficient with level of significance Sig = 0,000 <0,5, covariance extracted 72,245% and all variables have load factor coefficient > 0,5. Hence, factor of attitude toward TVCs consists of 4 variables.

3.4. Correlation and linear regression analysis

Pearson's correlation analysis shows that there is correlation between dependent variable attitude toward TVCs (AT) and 5 independent variables: Entertainability (EN), Information (IN), Credibility (CR), Convenience (CO), Celebrity (CE). All correlation coeficients have statistical significant Sig < 0,05 so they are allowed to be used in further regression analysis.

Table 6: Summary of linear regression model

R coefficient	Determined coefficient – R^2	R^2 corrected coefficient	Standard error of estimation	Durbin-Watson indicator
0,608	0,526	0,503	0,523950	1,365

(Source: Authors' calculation)

Table 7: Weighted regression

Factors	Non standardized beta coefficient	Standardized beta coefficient	T value	Sig. value	Variance increasing factor - VIF
(Constant)	-0,231	0,246	-0,970	0,318	
EN	0,143	0,127	2,753	0,007	1,027
IN	0,175	0,183	3,376	0,002	1,853
CR	0,243	0,255	4,634	0,000	1,742
CO	0,223	0,217	3,845	0,000	1,674
CE	0,231	0,215	3,932	0,000	1,645

(Source: Authors' calculation)

R^2 corrected coefficient 0,526 shows that independent variables explain for 52,6% dependent variable (table 6). All of beta coefficients of independent variables have statistical significance Sig. < 0,05 and are above zero. That means that they are in proportional relation with dependent variable (table 7).

Table 8: ANOVA analysis

	Sum of squared	Free stage	Average squared	F coefficent	Sig. value
Regression	98,676	5	19,832	57,434	0,000
Residual	93,454	273	0,353		
Sum	185,087	278			

(Source: Authors' calculation)

According to table 8, ANOVA analysis of regression model shows that its (regression model) testing results are: F = 57,434 and Sig. < 0,05. That means the regression model in general is suitable.

So the non-standardized multiple regression model is as following:

AT = - 0,246 + 0,127*EN + 0,183*IN + 0,215*CE + 0,217*CO + 0,255*CR

The results of regression analysis show that all 05 factors: Entertainability, Information, Credibility, Convenience, Celebrity will have positive (+) affect on attitude toward TVCs. This is totally in line with previous theories and research results. Values of non standardized beta coefficient in non standardized multiple regression model show that in condition of unchanged values of the rest of factors, change in one unit of value of factor considered implies change in non standardized beta (of considered factor) multiplied by unit of value of dependent variable (attitude toward TVCs).

In a search for violations of linear regression hypotheses we see that the dispersed Scatterplot diagram shows that the residuum is not changing according to certain order for predicted values, it is dispersed randomly so the hypothesis about linear correlation is not violated. Spearman correlation coefficient of the absolute value of residuum and independent variable: all the Sig. values of correlation coefficients with 95% liability are > 0,05. It shows that covariance of error unchanged, so the hypothesis is not violated. Histogram shows that the residuum has standard distribution with average value close to zero (Mean – 1.43E-15) and its standard deviation close to 1 (SD = 0,982), P-P plot diagram shows all practical observation points are concentrating close to the diagonal line of the expected values, that means the residuum data has standard distribution. 1< Durbin-Watson coefficient = 1.426 <3 and VIF <10 show that independent variables are not strictly interrelated so the multi collinear phenomenon will not occur. So the linear regression model according to the equation above does not violate all the regression hypotheses.

3.5.   *Testing difference of personal features to attitude toward TVCs*

In terms of sex, Levene Test has Sig. = 0,007 < 0,5. Covariances of average values for male and female are different, the t test result shows that Sig. = 0,000 < 0,5, that means there is difference between male and female in terms of atittude toward TVCs.

In terms of age, Levene test has Sig. = 0,005 < 0,05.Covariances of different age groups are different. Next, ANOVA analysis for Sig. = 0,000 < 0,05, that means there are differences among age groups. Tamhane's T2 test, the t-test of each pair of covariance, the Sig.

coefficient shows that there is a real difference among 18-25 age group compared to 26-40 and 41-55 age groups.

In terms of average income, Levene test has Sig. = 0,208 > 0,05. This means that this covariance has standard distribution. ANOVA analysis shows that Sig. = 0,000 < 0,05. This means that there are differences among different income groups. Tamhane's T2 test shows that in the highest income group (more than 1500USD) there is a difference in terms of attitude toward TVCs compared to the rest of groups.

In terms of education, Levene test has Sig. = 0,162 > 0,05. That means that this covariance has standard distribution. ANOVA analysis shows that Sig. = 0,000 < 0,05. That means there is a difference among groups with different levels of education. Tamhane's T2 test shows that in a group with Master degree or higher there is difference in attitude toward TVCs compared to groups with lower levels of education, high school (Sig. = 0,03 < 0,05) and Bachelor degree (Sig. = 0,02 < 0,05).

4. CONCLUSION
4.1. Conclusion

In this research using convenient method of sampling, 280 survey questionnaires received and useful in terms of fulfilling requirements for data analysis and processing. After assessing the Cronbach's alpha's credibility and EFA analysis we extracted 5 factors as the model proposed. The result of linear regression model with R^2 corrected coefficient is 50,3%. The result shows that the level of affecting of 05 factors on consumers' attitude toward BPS' TVCs is in the following order of rising importance: Entertainability (0,217); Information (0,183); Celebrity (0,215); Convenience (0,217); Credibility (0,255).

All statistical hypotheses are accepted. Independent variables affect proportionally the consumers' attitude toward BSC TVCs. Tests shows that there are differences in terms of attitude toward BPS' TVCs according to: sex, age, income and education.

4.2. Managerial implications
Credibility

Credibility is the most powerful factor affecting the consumers' attitude toward BPS' TVCs. Customer trust more TVCs than any other forms of advertisement. That's why the frequency of TVCs' appearance should be focused on. Beside, the TVCs' contents, images and messages communicated to the audience in the BPS industry should be truthful, honest and more reliable that they are now to attract more customers. Therefore, companies in this industry should build suitable ads messages to suit all groups of consumers to enhance trust and persuasiveness. For them message should be short, clear, honest and trustworthy to suit with culture and lifestyle of each of groups of customers. With a purpose to enhance awareness and brand recognition as well as delivering important information on the usefulness of products, companies in this industry should select and intertwine positive ans useful information into the TVCs for them to be easy to understand and remember. That will surely impact positively the consumers' buying behavior. Moreover, advertisers should be more delicate and sensitive in producing TVCs and craft them skillfully and professionally so that they do not deviate very much from images of real-life products but bring about genuine feeling about genuine products offered.

Convenience

Convenience has a second powerful affect on consumers' attitude. Advertiser need to enhance the control of messages, their images, contents and frequency of appearance to decrease maximally the risk of making audience annoyed and enhance their positive perception. Normally, in an average TV program there are several TVCs clips with about 5-minute duration. The audience will be uncomfortable if TVCs appeared too frequently

causing offensive feeling. They will change the program they are watching at this moment. This should be prevented by adjusting the frequency and amount of time devoted for TVCs. Moreover, companies in the BPS industry should choose right time slot to deliver right TVCs to the right audience for them to feel more entertained and received messages are useful and fit their needs without being disturbed.

Celebrity

Celebrity has third powerful affect on consumers' attitude toward TVCs. Today, celebrities are on the focal point and beloved by the audience. Hence, ads maker should find out who are having great public viral influence and suitable to the ads message, products' feature and target customers'personality to maximally enhance the audience's interest and joy. Ads makers, especially in the BPS industry, should explore and analyze carefully celebrities appearing in the TVCs and representing image and brand of the products they would like to convey and offer to public.

Information

Information is placed not so high in the hierarchy of factors affecting consumers' attitude. Consumers approach information through many modern media. For this reason, ads producers should sort out information carefully, intertwine only newest and hottest ones for the audience to update and not be wrongly mistaken with other advertsing message of competitors. Beside, change and update must be made for information to be on-time and suitable with current socio-economic context, market trends, consumption behavior in different market and clients' segments. Due to constraints in terms of time and buget for TVCs all TVC materials with poor contents appear not long enough and frequently enough for consumers to remember. Therefore, BPS industry enterprises making ads TVCs should focus on distinctive features of products and convey them skillfully for the consumers to feel valuable to refer to during purchasing decisions. Beside, marketing mamagers should pay attention to the TV channels selection, air time to be suitable for target audience for the purpose that ads message to be conveyed to the right consumers.

Entertainability

Entertainability has the lowest beta coefficient in the regression model. For the reason that TVCs are treated commonly as forms of entertainment, aired in progress of other entertaining program on TV, BPS industry companies should construct ads message focusing on lightsome, sense of humor, funniness to make audience more delectable and entertained when TVCs appear. However, entertainability of ads samples should be in line with culture, fine customs of local people as well as focus on target customers and convey right message about products and services to be offered. Normally, ads samples always portray modernity, freshness of products and persons appearing and conveying message. However, sometimes intentionally or not, they reflect luxury frivolous aspect of life, not suitable to real life that the audience perceives. Companies in the BPS industry should not overconcentrate on eye catching ads images being away from reality and do best to keep ads messages in the heart of the consumers.

Research constraints

The research carried out hear still has some constraints: (1) it is done using convenient sampling method so the representativeness of the sample is not so high in general, (2) The size of sample is not big enough so that the subjective assessment of respondents may cause some deviations in the research result, (3) The research did not mention other factors: easthetic, TVCs' contents, TVCs' value, economic condition and more, (4) Research is focused mainly in investigation of factors affecting consumers' attitude but not the intention of behavior or real buying behavior of consumers when watching TVCs. The research's constraints could be orientational guidelines for further researches.

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