

A Conceptual Study on Impact of Whitewashing on Consumers

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ABSTRACT:

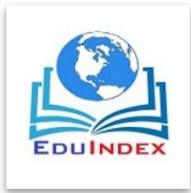
The concept of white-washing means to lighten and digitally manipulate a person's skin tone to form them appear more sort of a white person's skin tone. It describes a situation in which the skin tone of non-white people – when depicted in magazine covers, advertisements, commercials, music videos, etc. – is, digitally retouched or physically modified to appear whiter. This paper deals with the consequences of advertisements for beauty products on consumers and analyzes why these actions happen and whether society is during a position to vary these negative factors. Several studies have demonstrated that beauty advertisements have negative effects on consumers self-esteem and self-image.

INTRODUCTION:

From smoothing skin and erasing wrinkles to enlarging muscles and slimming waists, airbrushing, or "photoshopping," men and ladies to so-called perfection is that the norm in advertising. These images don't reflect reality, yet from a younger and younger age, people are aiming to these biologically impossible ideals. One of the foremost popular example of white-washing is lightening Beyoncé's skin tone for her L'Oréal advertisement.

LITERATURE REVIEW:

1. [Nelson, K. (2016)]



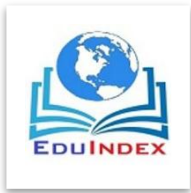
This paper's resolve is to debate the effect Black Erasure and White Washing has had and continues to possess on children within the Black community. Today there are strikingly few substantial roles for Black actors and actresses, few young-adult novels either written or featuring Black bodies, and an alarmingly bit of Black writers, producers, and directors working to produce today's media. The paper will take a glance into the consequences this erasure has on Black children's self-image and self-esteem also as discuss how its negative effects reach other populations of our society. The goal of this paper is to spread awareness and to make conversation.

2. [Russell, M. (2010)]

This paper examines the event of advertising for soap and clothing in Egypt between the late nineteenth century and 1936, when women's bodies evolved from non-representation to mobilized political figures to highly sexualized objects went to market commodities. Depicted as white and Europeanized, her Egyptian incarnation coincided with the emergence of comparable political iconography. The male elite desired to seem civilized before the planet and to simultaneously marginalize its politicized New Women. Advertising facilitated this goal by turning New Women into consuming "girls" at a time when elite women were transitioning from private to public commerce.

3. [Greenfield, S. (2018)]

Women are faced with a continuing barrage of advertisements a day and therefore the subliminal messages that accompany this visual assault. These messages are influenced by years of sexism and over-sexualization within the media, and shape the actions of female consumers. This investigation reviews three existing studies that demonstrate the negative effects of beauty advertisements on women. These effects are then studied through the lens of female consumer behavior to gauge women's motivations in continuing to shop for beauty products. A link between negative effects and consumer motivations is discussed to reveal the tough grip of sexism on the sweetness and advertising industries. A content analysis of



Think India Journal
ISSN: 0971-1260 Vol-22, Special Issue-21
National Conference on
Recent Advances in Commerce, Management and
Computer Science (NRCACMC-2020) sponsored by
Department of Commerce, VEL TECH RangaSanku Arts College,
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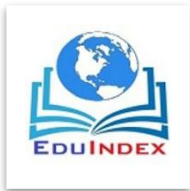
beauty advertisements then defines current trends in advertising and potential impacts of the growing intolerance for harassment.

FALSE PROMISES IN ADVERTISEMENT:

How good that "miracle" serum is at reducing wrinkles or how it's possible that a cream is "clinically proven" to fix split ends after seeing a well-styled ad for it. A number of the claims seem practically outrageous-after all, can something during a bottle actually cause you to look ten years younger? New research published within the Journal of worldwide Fashion and Marketing, only **18 percent** of 757 claims reviewed in commercials for cosmetics convince be trustworthy. Researchers completed a content analysis of advertising claims, watching the subsequent types: superiority, like "award-winning product;" scientific, like "clinically proven;" stand-alone performance ("your skin feels softer"); endorsement, like "dermatologists recommend this;" and subjective, like "all you would like for each day of confidence." Similarly, they classified each ad's claim as vague/ambiguous ("inspired by science"), an omission, a false/outright lie, or as acceptable. Every category of beauty products was checked out, including makeup, skincare, body and bath, fragrance, hair, and nail.

WHY WHITEWASHING WAS INTRODUCED?

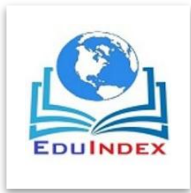
Skin care products with whitening and lightening function are introduced to the Asian market over the past decades years and it recorded because the best-selling product categories within the Asian beauty industry. consistent with the study title the search for Beauty: Asia's Fascination with Pale face (2009) stated the entire whitening marketing is forecasted the market are going to be continuing to \$18 billion and therefore the rate of growth is around 12 per cent annually. In South East Asia, there are quite 62 skin lightening products were introduced in year 2008. Besides, the involvement of girls within the workforce increases in their income and wealth. Most of the ladies tend to shop for the whitening product to lighten their skin. to satisfy the buyer needs, the whitening product was still developing to match the market demand.



The men and ladies who flock to stores, spas, and clinics seeking beauty enhancements are often motivated by a society that places a high value on being attractive. People are conditioned over the years to believe that achieving a particular level of success is merely possible if you furthermore may attain a particular level of beauty and physical attractiveness. That vulnerability creates the chance for the sweetness product to step in with the answer to the matter. “Many advertisers play on consumer insecurities in beauty advertising”. The advertisers get rid of the premise that each consumer believe they need to achieve the extent of perfection shown by the models within the ads. the sweetness industry has had an influence on how people view attractiveness. The advertising surrounds us to the purpose where consumers begin to lose the excellence between the important view of beauty and therefore the idealized image we have created for ourselves. Consumers hope that products will make them look better than they did without the products.

FAIR SKIN:

In Japan, fair skin is adequate to wealth and high education level. As in Thailand, the fair skin is usually related to the upper social station and wealth. As contrast to the white, black, in Indian culture symbolize as underprivileged people and sometimes associated with dark, dirty, wrong, hell, and etc. On the contrary, Indian culture prefer lighter skin tone because it related to the brilliant side of the culture. White, in Indian culture, is think of a symbol of beauty, purity, cleanliness, happiness, and symbol of power. Moreover, fair skin is additionally presented nearly as good marriage in India. Overall, “whiteness” is a crucial predictor for presenting the positive image within the Indian society. There are almost half 35 to 54 years of Asians used skin care product with whitening function, some analysts have said it might be worth billions of dollars. In Asian countries, that has been a trend of growth of whitening and lightening product since that have long histories of utilizing fair skin as a key criterion of private beauty. there's a Chinese idiom ‘One whiteness can cover three sorts of ugliness’. In people perception, fair skin is usually a logo of elegance and nobility. The preferences for “white” of fair skin are common within the modern Asian market. In India,



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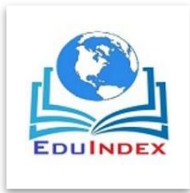
for instance, a big a part of many Sunday newspapers is devoted to non-public advertisements by men seeking fair-skinned brides.

IMPACT ON CONSUMERS:

Studies reported that girls aged 5 to 7 who, when exposed to pictures of thin dolls like Barbie, said they wanted to seem thinner compared with those that saw dolls with a healthier body shape. From children's toys to TV programs, images of the idealized body have permeated every level of our visual culture. People not only expect to seem good, but feel good too. If consumers see just one to 2 images of extremely thin models, nobody would have noticed. But all we ever see are ads that promote one particular 'desirable' somatotype, often a particularly thin somatotype that only 5% of girls within the globe have. Advertisers have an inevitable innate purpose to make anxieties on certain aspects, including age, skin quality and body shape, to tempt consumers to shop for their products. a part of the intent of advertising is to make a particular amount of hysteria, that's understandable; but it's now become far more overwhelming than ever before. Retouched images are often so impactful and deceptive, largely because of advanced technology like photoshops.

Today's brands got to seek a singular identity and a valuable brand character for sustainable business development. At the top of the day, the core principle of advertising is to make something new and galvanizing, and ultimately, redefining the social norms. Whether beauty advertising is crammed with false hopes or not, there's definitely a psychological aspect that proves beauty is quite skin deep. While the planet is becoming a worldwide marketplace, more and more about marketing and advertising, it's some impactful side effects that advertisers should take into consideration to scale back the harm.

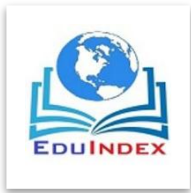
It doesn't take much to form a woman feel plain. Just watching an object intended to reinforce beauty makes women feel worse about themselves. Advertisements displaying beauty-enhancing products are likely to remind consumers of their own shortcomings. Although skin whitening product can lighten people skin tone, it's going to



indirectly discriminate the races that have darker skin tone. as an example, that's an argument in India thanks to the Fair and wonderful advertisement. The advertisement showed a young, dark-skinned girl's father lamenting he had no son to supply for him, as his daughter's salary wasn't high enough – the suggestion being that she could neither get a far better job or marry due to her dark skin. This advertisement has got overwhelming responses.

Skinny women in advertising can cause unhealthy behavior in women and young girls. consistent with the article. The average woman sees 400 to 600 advertisements per day, and by the time she is 17 years old, she has received over 250,000 commercial messages through the media. This is often tons of ads aiming at one person, 69 percent of women during a study say that “magazine models influence their idea of the right body shape.” It's very unrealistic to think that each woman has an equivalent somatotype which every woman can appear as if the models if they exerting enough. Girls who have already got body image problems and low self-worth are even more significantly affected by constantly be surrounded by advertisements in fashion and wonder. It states that males also are suffering from the pictures in advertising and also undergo body issues to satisfy up to the “standards” of what's depicted in advertising.

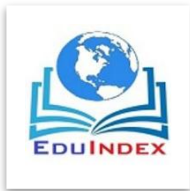
Women face overwhelming pressure to satisfy an often unrealizable “beauty” ideal. The result's that 80% of girls report being unhappy with their appearance, and three-quarters of all women engage in some sort of disordered eating like crash dieting or skipping meals. Many companies have capitalized on this trend, offering a veritable cornucopia of products designed to “fix” women's perceived flaws. The advertisements for these products, however, frequently leave women feeling bad about themselves, particularly when images in these ads contain unrealistically “perfect” women. Advertising tricks aren't limited to photoshopping, though. the proper lighting, heavy makeup, and clever clothing placement can leave models looking very different from how they appear in real world.



Some tricks mislead women about the consequences of products featured in advertisements. Mascara manufacturers, for instance, may resort to the utilization of false lashes or lash extensions to form the merchandise look far more effective than it actually is. Women who buy the merchandise are then left feeling like there's something wrong with them because they can't appear as if the model within the advertisement. Media set a typical standard for beauty that's beyond natural or maybe attainable to most young women. Being surrounded by of these advertisements makes young women emotionally and physically confused about their bodies. Young girls are usually told it matters who you're on the within, not the surface. This notion has less value as time goes on because media says otherwise. There's no way of escaping what media considers beautiful. Advertisements are found everywhere you switch, magazines, newspapers, bus-stops, billboards and particularly on television. Advertisements for make-up and other beauty products contain the foremost artificial concept of beauty.

Women get the thought that if they appear sort of a model, men will find them more attractive. the most message of those ads is that if you would like to be beautiful, buy this product. But the hidden messages are within the ad itself; companies see these models as just objects of advertising. the general public sees these models as a mirrored image of the self that they dream to become. the thought is once you buy lingerie from Victoria's Secret, you are feeling as sexy because the models appear. albeit this might motivate women to shop for the products, it's going to still make them feel insecure.

It may be surprising to ascertain that ladies admire the right bodies being shown within the media, but the most point is that it hurts them within the end. Insecurity results in consumption, that's what drives companies to advertise. it's going to be seen that companies enjoy the insecurities of girls by manipulating their minds to think that they have to seem like that in order that they can buy that product. it's sad to ascertain that beauty is being defined by media. Women should know that perfection in created on a computer. By accepting this, they will feel better about their bodies and be beautiful through their eyes and not those of the media.



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CONCLUSION:

Advertisers got to document their claims and supply support for what they're saying. Cosmeceutical advertising faces strict regulation when it involves scientific claims, the fashion industries still be accused of excessively using image manipulation to reinforce the looks of models in ads. The FDA monitors the industry, they will only guarantee that the products are safe. It's really up to consumer to understand whether the ingredients there in bottle will solve their skin problems, which suggests consumers must do their own research. Also, education system should take up the duties to educate young generations of how advertising works in general, as well as the use of digital manipulation in advertising.

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