# VIETNAMESE CONSUMERS' ATTITUDE ON TELEVISION ADVERTISEMENT OF SKIN CARE

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**Abstract.** The research investigates how the factors affect Vietnamese consumers' attitude on television advertisement of skin care, by intervewing 280 consumers. The method of Cronbach's Alpha analysis, exploratory factor analysis and multiple regression analysis were used with the SPSS program. The result shows that there are five factors affects Vietnamese consumers' attitude on television advertisement of skin care increasingly: Entertaiment, Informativeness, Celebrity, In-irritation, Credibility. The test show that there is a difference in attitudes towards television commercials in the skin care industry in Vietnam by four characteristics: Gender, Age, Income, Academic level. The research also suggests some solutions to the television advertisers to enhance capability of serving consumers.

**Keywords:** consumer attitude, television advertisement, Vietnamese consumers, skin care, multiple regression analysis, quantitative method.

**Overview.** Vietnam's advertising market is growing strongly, with television advertising still dominating the market, accounting for 92% of total advertising revenue compared to other media (Kantar Media Vietnam 2013). By the end of 2016, the country currently has 198 television channels broadcasting from 65 public television stations, and 11 paid TV providers. According to the study, up to 45% of respondents said that television made a decision to their purchase behavior.

Currently, the food and beauty industry is considered as the industry with a huge total advertising cost, accounting for 42% of the total cost of advertising on television (TNS Media Vietnam 2011). Consequently, the understanding and measurement of consumer attitudes towards television advertising is a matter of concern. In particular, the advertising in the beauty industry is always impressive, eye-catching and attract many viewers of television. Therefore, it is necessary to focus on the factors that affect consumers' attitudes towards skin care advertising via television.

## LITERATURE REVIEW

### The concept of television advertising

Kotler (2000) defined "advertising is a non-direct communication, paid through paid media, and clearly identifiable sources of funding". Under the Ordinance of the Standing Committee of the National Assembly No. 39/2001/PL-UBTVQH10 (16/11/2001), advertising is the introduction to consumers of business activities, goods and services, including profit-seeking and non-profit services. According to the American Advertising Association (1991), advertising is an activity of disseminating information, which clearly states the intention of the advertiser, propagates the goods or services of the advertiser on the basis of advertising fees, undirectly target others.

Television appeared in the early twentieth century and developed at a rapid pace, creating an important channel of information in social life. Television advertising not only uses language as a persuasive tool, but also uses image and other signaling elements. Television commercial (TV commercials- TVC) in the United States is often referred to as TVCM (Television Commercial Message), which consists of three elements: image, language, music, and a method of mass communication (Dao Huu Dung 2004). TV commercials have four functions: (1) economics, (2) commerce, (3) society, (4) culture. Forms of TV advertising: (1) Sponsorship, (2) TVC-, (3) Pop-Up, (4) Self-introduction.

### Attitude towards TV commercials

Attitude is a widely studied factor in both psychosocial and psychological aspects of advertising. Gordon (1935) defined: "Attitude is the tendency to learn to react positively or negatively to an object. Individuals shape attitudes through experience and interaction with the audience. Through attitude, the researcher can predict the intention of action". Triandis et al. (1971) modelled the behavior of consumers, including three components related to one another: (1) cognition, (2) affect, (3) conation.

MacKenzie et al. (1986) defined attitudes toward advertising as the emotional response of the consumer, such as attention, depression, sympathy, feelings of distress. According to Friman (2010), studies of consumer attitudes toward advertising vary in positive attitudes and negative attitudes, but there are similarities in keys influencing Consumers' attitudes such as value of information, entertainment, reliability... According to Kamphuis and Ramnarain (2012), customer attitudes towards advertising will affect the effectiveness of advertising campaigns, brand attitudes and consumer trends.

The attitude of a consumer or an individual to any form of advertising is influenced by attitudes toward publicity (Bauer and Greyser 1968; Lutz 1985). Hudha and Hidayat (2009) show that the influence of celebrities appearing in TV commercials will greatly affect the attitude of the viewer. Băbu (2012) outlined the factors that influence the attitude of consumers to TV commercials in Romania: (1) useful sources of information, (2) fraud, (3) art, (4) distractions, (5) entertainment, (5) celebrities. Khan and Rajput (2014) investigated the impact of TV commercials

in the city of Karachi, Pakistan in terms of: (1) aesthetics, (2) nuisance, (3) belief, (4) advertising content, (5) charisma, (6) the difference.

In Vietnam, Le Thi Minh Toan (2011) identified the following factors: (1) reliability, (2) advertising information provided, (3) entertainment factor, (4) distraction. Thach To Kim (2013) studied consumer attitudes towards advertising through social media in Ho Chi Minh City, including variables: (1) advertising elements, (2) entertainment, (3) distractions, (4) advertising value, (5) interoperability, (6) trust. Tran Thi Thanh Van (2013) studied customer attitudes toward SMS text ads on mobile phones, including: (1) entertainment, (2) informativeness, (3) distraction, (4) trust. Pham Thi Lan Huong and Tran Nguyen Phuong Minh's (2014) study of the attitudes of young consumers to SMS advertising by SEM analysis shows that belief strongly influences attitudes, besides, there is a positive relationship with excitement and sensory perception, while distraction negatively affects the attitudes of young people. However, permission and control do not affect attitudes.

**Proposed research model**

This study uses factors that influence attitudes toward mobile advertising and commercial television advertising by Brackett and Carr (2001), Hudha and Hidayat (2009), Chithra and Kothai (2014) ) as shown in Figure 1.

$H_1$: Entertainment has the positive impact on consumers' attitudes toward TV commercials on skin care.
$H_2$: Informativeness has the positive impact on consumers' attitudes toward TV commercials on skin care.
$H_3$: Creditibility has the positive impact on consumers' attitudes toward TV commercials on skin care.
$H_4$: Non-irritation has the positive impact on consumers' attitudes toward TV commercials on skin care.
$H_5$: Celebrity has the positive impact on consumers' attitudes toward TV commercials on skin care.
$H_6$: There is a difference in the gender, age, average income, academic level and attitudes of consumers toward TV commercials on skin care.

**RESEARCH RESULTS**
**Information about the sample**

A convenient sampling method was used, questionnaire information was distributed, collected and used is shown in Table 1. Table 2 and Table 3 summarized the demographic characteristics of the sample.

**Measure the reliability of the scale using the Cronbach's Alpha coefficient**

The results of the scale scales (Table 4) show that the scales have Cronbach's Alpha reliability > 0.6 and the correlation coefficient - sum of > 0.3, all the observed variables of the scales satisfy the condition for EFA.

**Exploratory Factor Analysis - EFA**

The EFA method is used for 28 observed variables, using the Principal Component Analysis method with Varimax rotation and the stoppage when extracting the Eigenvalues elements. The second EFA result with 22 remaining observations with KMO = 0.890 > 0.5 which is satisfactory, explaining the appropriate sample size for factor analysis and Barlett coefficient of Sig significance = 0.000 < 0.5 (correlation between variables) confirmed that the above analysis method is appropriate. The total variance of the observed variables and the multiplier factor loading is greater than 0.5, which is satisfactory (Table 5).

Results of factor analysis were compared with 4 observed variables, KMO coefficient = 0.838, and Barlett coefficient with sig. = 0.000 < 0.5, variance was 74.263% and variables had factor loading which is greater than 0.5. Therefore, the attitude factor for TV commercials contains four variables.

**Correlation analysis and linear regression analysis**

Pearson's correlation analysis shows that there is a correlation between behavioral attitude towards television advertising (ATT) with five independent variables: Entertainment (ENT), Informativeness (INF), Credibility (CRE), Non-irritation (NIR), Celebrity (CEL). Correlation coefficients were statistically significant (Sig < 0.05), which should be used in the next regression analysis.

The adjusted $R^2$ coefficient of 0.507 indicates that the independent variables explain 50.7% of the dependent variable (Table 6). The beta coefficients of the independent variables were statistically significant (Sig. < 0.05) and positive showing a positive effect on the dependent variable. ANOVA analysis of the regression model shows that the regression model is F = 58.444, Sig. < 0.05 indicating the overall suitability of the regression model.
The unstandardized regression model is as follows:

**TD = - 0,241 + 0,123*ENT + 0,195*INF + 0,293*CRE + 0,219*NIR + 0,228*CEL**

In detecting violations of linear regression models: the scatterplot shows that the residuals do not change in any order for the predicted value, they disperse randomly, the hypothesis of the multicollinearity is not violated. Spearman correlation coefficients of absolute values of residuals and independent variables: Sig. value of correlation coefficients with 95% confidence intervals are greater than 0.05, indicating that the variance of the error remains unchanged, assuming no violation. The Histogram shows the normal distributed residuals with very small mean values near zero (Mean = 1.43E-15) and its standard deviation is almost equal to 1 (SD = 0.991). Actual observation points are very close to the diagonal of the expected values, which means that the residual data has a standard distribution. Coefficient 1 < Durbin -Watson = 1.455 < 3 which is satisfactory, the variance coefficient VIF < 10 shows that the independent

variables are not closely related so there is no multicollinearity. Thus, the linear regression model constructed by the above equation does not violate the regression assumptions.

**Determining the difference of individual characteristics to attitudes towards TV commercials**

In terms of Gender, Levene Test having Sig. = 0.008 < 0.5 means the variances of the two mean values of male and female are different , the results of t test showed that Sig. = 0.000 < 0.5, meaning there is a difference in the attitude of men and women towards the TV advertisement.

In terms of Age, the Levene Test having Sig. = 0.007 < 0.05 means that there is a different variance between the groups. Next, ANOVA analysis has Sig. = 0.000 < 0.05, meaning that there is a difference between age groups. Tamhane's T2 calibration - a t-test of the variance, the Sig. shows that there is a significant difference between the 18-25 age group compared to the older age group (26-35 and 36-45).

In terms of Average income, Levene Test having Sig. = 0.217 > 0.05 means that the variance has a normal distribution. Analysis of ANOVA showing that Sig. = 0.000 <0.05 means there are differences between different income levels. Tamhane's T2 test showed that at an income of over $ 20 million, there was a difference in attitudes toward advertising compared to the rest.

In terms of Academic level, Levene test result has Sig. = 0.174 > 0.05, which means that the variance has a normal distribution. Analysis of ANOVA showing Sig. = 0.000 < 0.05 means there is a difference between the different academic levels. Tamhane's T2 test showed that at the postgraduate level, there was a difference in attitudes towards television advertising compared to the lower two levels of education which are from high school to the secondary level (Sig. , 02 < 0.05) and from college to university level (Sig. = 0.01 < 0.05).

## CONCLUSION AND ADMINISTRATIVE IMPLEMENTATION
### Conclusion

Research used convenient sampling method, 250 responses met data analysis and processing requirements. After evaluating reliability with Cronbach's alpha, and the EFA, five factors were identified as those of the proposed model. The result of linear regression model with $R^2$ correlation is 50.7%. The results show the influence of factors on attitudes of consumers in Vietnam towards the advertisement of skin care on television in the order of increasing importance: Entertainment, Informativeness, Celebrity, Non-irritation, Credibility.

Statistical hypotheses are accepted. Independent variables have the same effect on consumers' attitudes towards television advertising through the skin care industry in Vietnam. The test show that there is a difference in attitudes towards TV commercials in the skin care industry in Vietnam by four characteristics: Gender, Age, Income, Academic level.

### Administrative implication
### Credibility

The analysis confirms that "Credibility" is the most influential factor and has the same impact on consumers' attitudes to television advertising. This means that the higher the trust a consumer has toward television advertising, the more positive their attitude toward the ad is. In particular, the factor "I trust TV commercials more than other forms of advertising" is the factor with the highest average value of 3.83 and the factor "I absolutely believe what is advertised on TV" (mean = 3.63) is ranked second. From the preliminary results by qualitative method, the author also noted many opinions of consumers show that they trust television advertising than other forms of advertising. The reason for the fact is that TV commercials often appearing on television has the power to influence millions of viewers, so the information and images provided on television ads are heavily invested and censored, only quality and culturally appropriate ads will be shown on the central or local television. On the other hand, watching television is also a habit of daily entertainment of consumers. Therefore, the frequency of their ad exposure is so much that the advertising messages gradually affect the emotions as well as behavior of the viewer. Therefore, compared to other forms of advertising such as newspapers/magazines, Internet, outdoor ..., television advertising is considered to be more reliable. In addition, the content of the ads, images and messages in the skin care industry are always portrayed by the glossy, flashy and eye-catching stories. This can easily lead to skepticism about the authenticity of the message to be conveyed. Therefore, "TV ads are real stories" has the lowest average value of 3.06. To overcome this, businesses in the skin care industry need to build a message that is tailored to the consumer to increase conviction and trust. It is necessary to create a condensed, close, culturally appropriate message and a lifestyle for each client so that each advertising story is more authentic and trustworthy.

The purpose of television advertising is to increase awareness and brand recall, as well as provide the most important, and useful information about the product. Because in just a short 60 seconds, 30 seconds, or 15 seconds on television, advertisers must extract the information that is easy to understand, and concise to convey to viewers of television. Therefore, the factor "TV ads are useful for shopping references" (mean = 3.39) also has many consumers' agreement with this statement. To lead to a buying behavior, it needs a lot of impact factors, in which advertising is a factor that is considered reliable in influencing consumers' purchasing decisions. From here, businesses in the skin care sector need to carefully select useful information to integrate into TV advertising messages as the most easy to understand and remember to affect the buying behavior of consumers.

On the other hand, TV commercials are often handled by very professional, modern craftsmen, so sometimes they do not fully depict the true image of the product being advertised. Consumers, when shopping, feel that the products they watch on television are often not in line with the actual purchase. According to the results, the "TV ads reflect the true image of the advertised product" (mean = 3.26) is not appreciated more than the other factors. The solution for advertisers in this matter is to be more sophisticated in the production of commercials and technical processing so that product images appear in advertisements not too unfamiliar with the product images which are sold in real situtations. It is necessary to choose the angle, the image processing techniques, professional video to produce a film which brings genuine feelings for the viewer, so new consumers feel more confident about advertising transmission form.

*Non-irritation*

The "Non-irrtation" factor has the second highest influence in the model and has the same impact on consumers' attitudes toward television advertising. This shows that the lower the annoyance of consumers with television ads, the more positive they have for advertising. As a result, "TV ads are not a nuisance" (mean = 3.22) has the highest average value, and the "TV commercials do not make me uncomfortable" (mean = 3.19) has the mean value ranked second. The result is also consistent with the content of television advertising is one of the forms of entertainment when consumers watch television every day. Advertisers need to be more in control of the message, image, content, and frequency of the ad, to lessen the potential for annoyance and increase positive perception for TV viewers.

Normally, in a television program there will be 3-4 ads with a duration of about 5 minutes each. Sometimes viewers are more likely to be cut off by ads at attractive spots that are intended to impact viewers' emotions about the brands being advertised. Therefore, the survey results in two factors "TV ads do not make me feel uncomfortable when appearing" (mean = 3.16) and "I rarely switch channels when watching TV ads" (mean = 2.99) are lower because viewers are always disturbed if the ad appears too dense and offensive. Then they will switch channels immediately, to other stations, television programs. Such channeling behavior will affect the brand being advertised because it will unintentionally make the viewer feel uncomfortable and disgusted with the brand, by interrupting the attractive program they are watching. Therefore, advertisers need to pay attention to adjust the ad duration so that the viewer does not feel uncomfortable and less likely to switch channels when it comes to advertising. So the brand new advertising has the opportunity to appear fully in a short time on television to send strong messages to viewers. In addition, skin care businesses need to select the right broadcast time frame for the target audience so that when an ad appears, the viewer feels like watching a form of entertainment and the advertising information they receive is useful in terms of perception and suit their needs rather than being disturbed by interruptions that are transient and offensive.

*Celebrity*

The "Celebrity" factor has the third strongest impact in the regression model and has the same impact on consumers' attitudes toward television advertising. This shows that the higher the influence of celebrities, the more positive attitude consumers have towards television advertising. In particular, "TV ads with celebrities are more attractive than normal ones" has the highest mean of 3.40. Currently Vietnamese artists are very interested and loved. Therefore, advertisers need to find out which celebrities are influencing and spreading the word to the public so that when they appear in television ads, they will increase the audience's enjoyment. In addition, the higher the popularity of the character, the greater the cost of image monopoly. From that, advertisers need to know how to choose well-known celebrities who have a strong appeal to the public, but must adhere to the advertising message, product characteristics, and personality of the target audience in order to make consumers when watching television ads feel fascinated by celebrities and yearning to use the same product that celebrities are advertising. Therefore, the research results show other factors are also of high mean value such as "I often decide to shop based on my trust in the celebrities of TV commercials" (mean = 3.32) and "I like to buy products that are recognized by famous people" (mean = 3.23). The results show that choosing a celebrity for TV commercials is important because it influences consumers' buying decisions. When the quality of the product has been confirmed by the celebrity, then consumers also become more confident and easy to choose.

Advertisers, especially in the field of skin care and beauty, need to carefully study and analyze the celebrity appearance in the advertising brand image of the brand that they want to advertise with target audience. It also affects the level of interest and convincing consumers as the results show that "I am interested in the TV commercials that have my favorite celebrities" (mean =3.22) and "TV commercials featuring celebrities will be more convincing" (mean = 3.15) also have quite good average value. In order to have different ads and impress the viewers in many other advertisements, the company should pay attention to celebrities that are suitable to the target audience. Once the celebrity appearance on television has a strong influence on the viewer and has a wide influence on the public, capturing the emotions of many audiences, it also brings resonance for the effectiveness of the advertisements. From the above analyzes, skin care businesses need to consider and select celebrities that are relevant and have a strong influence on the public to increase the effectiveness of the message they want to send to consumers when appearing on television.

*Information value*

The "Informativeness" has the positive impact on consumers' attitude toward television advertising. Therefore, the more valuable information consumers have, the higher their attitudes towards TV ads. As a result, the highest mean value is "TV ads help me update information about markets, products" (mean = 3.09). However, this average value is

not really high in the 5 rating scale. This only stops when consumers feel the new information about the market, the products they get not only from television advertising but also through other media. The problem is due to the habit of exposure to the media channels of the audience. Nowadays, modern communication channels have been developed very strongly, information is updated quickly, consumers always have the opportunity to catch the latest news. So, with traditional advertising such as TV ads, the information they update is not appreciated. Therefore, in order to bring in the most innovative information about the product or market, advertisers need to filter information carefully, incorporating only the freshest and most highlighting and authentic information for consumers to timely update, and not to be confused by many other advertising information. In addition, they have to constantly innovate and supply information that is appropriate to the social context, market trends, consumption behavior and different customer segments so as to bring the consumers fresh and timely information.

Nowadays, consumers become smarter and it is very difficult to influence their buying behavior. TV commercials are no exception. So few consumers agree with the statement, "TV ads can make me buy things I do not really need" (mean = 3.08) and "TV ads provide the information I need" (mean = 3.08). With so many modern communication channels and various tools affecting consumer buying behavior, television advertising is not the real power tool that drives consumers to buy what they do not need. Only occasionally due to the overwhelming appeal from the charismatic promotional image of skin care products that consumers decide to buy. But it is really effective when the frequency of the ad appears to be large enough for consumers to see the product familiar and close to them. Therefore, in order to influence the purchase behavior of television viewers, businesses need to have appropriate advertising strategies, have a large budget to promote the frequency of advertising to remind consumers, and make products become familiar with them when ads appear. Once the ad images, the messages sent in the advertisement become familiar to the consumer, it is easy to influence their buying behavior.

Information on the Internet is becoming more diversified and rich, just few operations consumers can capture the information they need. Therefore, TV ads are underestimated in providing valuable information. The results show that "TV advertising is a valuable source of information about the product" has low mean value (mean 3.06). Due to the limited amount of ad serving and advertising budgets on television, the ads appearing are not long enough for consumers to memorize, as well as too little information to transmit. Consumers do not feel that the information they receive from TV commercials is really valuable. From here, a solution that is good for the skin care business of making TV commercials is to focus on the most outstanding features of the product and communicate it gently so that consumers feel valued. Let them refer in buying decision. In addition, businesses should pay attention to the choice of channels and broadcasting time frame in accordance with the target audience so that the message advertising products are transmitted to the customers that businesses are advertising. As such, the new advertising information is really valuable because it transmits the right audience. In addition, advertisers need to be creative in the way messages are conveyed through images, colors, sounds, characters ... and include ingeniously the information about the product to increase the appeal and more convincing to the consumer.

*Entertainment*

The "Entertainment" factor has the lowest beta in the regression model, and has the same impact on consumers' attitudes toward TV commercials. This means that the higher the level of entertainment, the more positive the consumer's attitude toward television advertising. Because TV commercials are considered a form of entertainment, it is broadcast live in daily entertainment programs on television so consumers are always comfortable and enjoy watching. Moreover, due to the gentle nature and humor are integrated through the image, color, music in the ads, they are always impressed with the viewer. So the research results show that the factors are of medium value such as "I enjoy watching TV commercials" (mean = 3.47), "Watching TV ads helps my mind relax" (mean = 3.41), and" TV ads give me a lot of laughter "(mean = 3.34). From here, businesses in the skin care industry need to focus on developing an advertising message that focuses on gentle nature, humor, and fun to make the viewer feel more excited when the ad appears. Everyday, television audiences are faced with hundreds of commercials appearing on television, only promotions with entertaining element, differentiation, relaxation, and bringing laughter to viewers really attract the attention of the audience. However, the entertainment of advertising must conform to the culture and fine customs of the Vietnamese, as well as focus on the target audience and convey the right message about the product or service that is advertised. Because with too much focus on entertainment but not portraying a clear message, it will confuse the consumers and make them unable to understand the message that the advertisement wants to send.

Consumers now want to have high-end, convenient, suitable products for modern lifestyle. So when watching TV commercials, consumers feel like they are experiencing a new life that they always wish for with the best products and services. Normally, advertisements depict the modern, new features of the product and people appearing in the advertisement. However, sometimes they reflect life in a lavish, frivolous way and do not match the reality that television viewers are feeling. Therefore, according to the research, the "TV ads reflect the life that I wish for" (mean = 3.01) has a medium value, this shows that consumers still feel normal towards what is reflected in the ad. They are not easily fooled by the lavish, frivolous images of advertising. Therefore, businesses in the skin care industry should not focus too much on eye-catching advertising that is far from reality. After all, advertising messages wanting to be kept in the minds of viewers must go from practical life, must reflect the needs and expectations of customers and they will

easily affect the consumers' buying behavior. Finally, for an advertisement to appeal to consumers, it is necessary to increase the authenticity and convey the message in a gentle and moral way, but still bring entertainment to consumers.

**Limitations of the study**

The research still has some limitations: (1) Study used the convenient sampling method in HoChiMinh City; therefore, the generalizability is not high. (2) The study does not mention other factors: aesthetics, advertising content, advertising value, economic conditions ..., (4) The research is limited at investigating factors affecting attitudes, not mentioning intentions of behavior or buying behavior of consumers when viewing ads on TV. The limitations of this study may also be the direction of further studies.

<div align="center"><b>References</b></div>

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