

**EXPOSURE TO SKIN WHITENING BEAUTY PRODUCT
TV ADVERTISEMENTS AND TEENAGERS
PERCEPTION OF BEAUTY**

THESIS

RACHELLE L. ALCEDO

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**EXPOSURE TO SKIN WHITENING BEAUTY PRODUCT TV
ADVERTISEMENTS AND TEENAGERS
PERCEPTION OF BEAUTY**

An Undergraduate Thesis
Submitted to the Faculty of the
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Bachelor of Arts in Mass Communication
Major in Journalism



*Exposure to skin whitening beauty product
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ABSTRACT

ALCEDO, RACHELLE L. Exposure to Skin Whitening Beauty Products TV Advertisements and Teenagers Perception of Beauty. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University. April 2012. Adviser: Cristina M. Signo.

The study aimed to find out if the teenagers' perception of beauty is affected by the skin whitening beauty products TV advertisements. Specifically, the study sought to determine the skin whitening beauty products TV advertisements where the respondents were exposed to; teenagers' level of exposure to skin whitening beauty products TV advertisements'; their perception on messages conveyed by the skin whitening beauty product TV advertisements and if teenagers' perception of beauty is affected by level of exposure and messages perception.

The survey questionnaire was administered to 100 respondents of the study to determine the effect of the respondents' level of exposure on skin whitening beauty products TV advertisements to their perception of beauty. The data gathered from November 2011-March 2012 were used with statistical method in order to tabulate, analyze, and evaluate.

Findings generated of the study were as follows: 84 percent of the respondents were exposed to advertisements of *Ponds*. 66 percent of the respondents were familiar with the commercial model; 55 percent of the respondents had always seen the skin whitening advertisements during primetime shows; 52 percent of the respondents were using the brand *Ponds*. It also reveals that the messages perceptions of the respondents conveyed by the skin whitening beauty products affect them to purchase and use the

product. Further, it was found out that the respondents' level of exposure and messages perception on skin whitening beauty products TV advertisements affected the teenager's perception of beauty.

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Rachelle L. Alcedo

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INTRODUCTION

Television advertising has a considerable amount of influence over what is predominantly perceived to be beautiful in our society. Teenagers are constantly exposed to these advertisements, which can affect how they see themselves and how they look at others. Television has become the primary and common source of socialization and everyday information (Wilkinson, 2009). As a strong sales medium, through the use of product demonstration and the condition of visual pictorialization, the consumer is afforded the pictorialization to see the advertised products and gain more insights about the product (Miranda, 1991).

Nowadays, teenagers have become so conscious of their physical appearance that they frequently use skin whitening beauty products such as soap, lotion and facial wash to make themselves more attractive and presentable. A certain type of 'look' seems to be