

# The Effectiveness of Continuous Exposure to Television Program Sponsorship Content on Young Television Viewers' Product Acceptance

Ismail Sualman\*, Siti Norfadila Binti Ab Wahab

Faculty of Communication and Media Studies, Universiti Teknologi, MARA Shah Alam 40450, Selangor, Malaysia

## ABSTRACT

This research discusses the different approach to advertising, which is the sponsorships on television programs by local beauty brands. This is another branch of advertising to reach out to a larger potential buyers' base instead of using the traditional and conventional form of advertising which are television commercials. The research will mainly focus on the sponsorships by local beauty brands. The scope of the research is being narrowed down to include the young television viewers or potential buyers as the subjects. The research is also going to discuss the effectiveness of this approach to advertising, towards the perceptions and acceptance of the young television viewers and also towards their purchasing powers. This study is a qualitative research which carried out in-depth interview method in collecting data. This study adopts thematic analysis which the networks-generated graphics are based on semantic approach. The researcher is the instrument for this research. This research uses the qualitative software of Atlas.ti version 7.5. The results from this study show positive opinions on the sponsorships on television programs by local beauty brands. The nine participants involved in this study argued that sponsorships on television programs by local beauty brands are successful in turning young television viewers into potential consumers and that there will be ascending results on the graphs of the sales of the sponsoring local beauty brands. Local beauty brands as advertisers are proven to be getting the benefits of highly-profitable sales from the television program sponsorship approach they have undertaken.

**Keywords:** Sponsorships, Advertisers, Television Program, Views, Exposure,

## 1. BEAUTY PRODUCTS AS "COSMETICS" AND ADVERTISING ON TELEVISION

Nowadays, the television is not just a medium for information and dissemination of knowledge. The television also exists as a tool to emit cultivated feelings onto the viewers. A study in 1982 by Hawkins and Pingree deduced a communication Cultivation Theory. Most studies showed evidence for a link between television and cultivated feelings; regardless of the kind of social reality studied (Hawkins, 1982).

The cultivation effects from watching television are well defined by the relationship between the exposure to the television (how much people watch television) and their tendency to choose the television world answer (Potter, 1994). Moreover, Schrum in 2005 deduced the effects of television viewing on materialism will be greater on those who watch television more attentively than for those who do it in a lesser manner (Schrum, 2005). However, the television is exposed to a different approach to advertising, which is through sponsorships on television programs by clients or advertisers. The continuous exposure to sponsorship content may lead to certain favoritism based on popularity and not the quality of the product. The research will argue to prove the contrary because a study in 2007 stated that the brand of the products has a close link and connection to the satisfaction and loyalty of the consumers of cosmetic brands in Malaysia (Stephen, Maznah, Nabsiah, Ishak & Amran, 2007).

It seems like seemingly popular option should impose a higher preference on the research participants than the seemingly unpopular option (Defever, Pandelaere & Roe, 2011). Moreover, O'Guinn and Schrum in 1997 reported exposure to soap operas is positively linked to consumers' perceived prevalence of the use of product categories depicting affluent lifestyles (O'Guinn & Shrum, 1997). This model proposes that viewing makes relevant exemplars more retainable in memory for those who watch more television, and that this accessibility, through the application of the availability heuristic influences prevalence judgments (Tversky, Amos & Kahneman, 1973). Thus, it means, television contents do provide for a sense of retention in the minds of the viewers and leads to the shaping of perceptions to the viewers. It also extends to include the coverage and limelight given to the beauty product's owner in terms of their speeches, their self-endorsing elements or their presence to the

show. The exposure can also come from the coverage and limelight given on the local beauty brands' owners so that they can establish themselves, their attitudes, behaviours, and lifestyles to attract more attention.

This type of attention will then cause them to gain popularity and the products are more well-known. As it is related to the physiological aspect, these repetitions will somehow affect and influence the minds of the viewers. This will then implant some of acknowledgment on the local beauty brands, and in most circumstances, create the feeling or desires to own the products.

On the other hand, the effects of television exposure may instill a sense of annoyance to the television viewers when the exposure is frequent or that the sense of retention is strong. A study in 2004's findings explained the one type of judgment related to the prevalence of particular constructs that occur often on television is influenced by the exposure to the television contents (Shrum, 2004).

Thus, to solve this issue, the present paper will come out with reliable data obtained from nine credible participants on the perceptions of young television viewers and their acceptance towards the sponsoring local beauty brands and on the effectiveness of sponsorships on television programs in positioning local beauty brands' owners in the beauty industry.

### 1.1. Research Question

*RQ 1:* How effective are sponsorships on television programs by local beauty brands as a different approach to advertising?

*RQ 2:* What are the effects of continuous exposure to sponsorship contents on young television viewers?

*RQ 3:* Are television programs' sponsorships successful in positioning the local beautybrands' owners in the market and turning young television viewers into consumers?

## 2. LITERATURE REVIEW

### 2.1. Relationship of Beauty to Human Behaviours and Humans as Consumers

Human behaviours are actions that are made by humans that are influenced by culture, behaviours, emotions, values, ethics, authority, good relationship, luring, forcing and also genetics. Based on a book titled "Consumer Behaviour", it explained clearly on the definition of behaviours, which is related to the consumers' reflections in making decisions in total or in parts, the use and the vulnerability to own any products, services, activity, experience and also human ideas (Hoyer, MacInnis & Peters, 2010). In other words, consumer behaviours are more inclined towards the way of thinking and the emotions that human feel and their actions that are carried out during making purchases (Peter & Olson, 2005).

The concept of consumers refers to a person or a group of people that purchase any products or services and really use the products themselves or being used by other individuals. According to (Parasuraman, Zeithaml & Berry, 1985).

*"Consumer behaviour research is the scientific study of the process consumers use to select, secure, use and dispose of products and services that satisfy their needs. Knowledge of consumer behaviour directly affects marketing strategy".*

### 2.2. Local Beauty Brands

According to a journal by Richard Russel entitled "Why Cosmetics Works" in 1979, it is stated that in human development history, humans have been beautifying themselves up way before they even used clothes to cover their bodies (Russel, 1979). Cash in 1980 had carried out a research that beauty products can guide behaviours in terms of control and management, and not only restricted to just mere individual image (Cash, 1980).

On the other hand, a research conducted in 2012 indicated that there is a close link between consumer behaviour and, or to the element of culture (Patil & Bakkappa, 2012). When it comes to culture, Bartlett in 1923 defined culture as a part of two components; firstly, cultural elements which focus on the objects and material behaviour and secondly, cultural materials that include forms of cultural practices, artifacts, social and religious rituals, and customs (Bartlett, 1923).

Meanwhile, Seshadri in 2006 connoted that the term "culture" implies a wider meaning and larger applications in modern era (Seshadri, 2006), whereas culture is also defined as a kind of adhesive which binds together men of similar ideas, values

and behaviours (J, 1969). And this; applying to the context of the thesis at hand; extents to include the influence of culture in determining customer behaviours.

Taken into account on the fact that beauty products are essential in our lives and are derived by culture; it is closely related to the locality and how beauty affects the women in our local scene. Day by day, a lot of beauty brands can be seen blossoming in our local market. One of the pioneers is *Sendayu Tinggi* owned by Madam Rozita Ibrahim. The brand *Sendayu Tinggi* has been standing strong for a few decades. Based on the fame, popularity and success gained by the pioneers of local beauty brands in the industry, it has led to many other entrepreneurs to invest on and get involved in the beauty industry, and this is proven by the mushrooms of local brands found in our local market at current. Sponsorships as the tool of advertising have existed long ago but it all started to spark with *DHerbs* brand which spent millions of Ringgit to sponsor the singing competition program *Akademi Fantasia*. This once ignited the fame of the slogan “*Terlajak Laris*”, which is the slogan or motto of the company *DHerbs*.

However, it is not until the sponsorship of Vida Beauty on the musical program “*Gegar Vaganza*” that brought television programs’ sponsorships to the peak of popularity, awareness and critics. It is because the excessive coverage on the owner of *Vida Beauty*, Dato Seri Dr Hajah Hasmiza Othman has brought and opened up to many forms of critics and acceptance.

It was during this time that television programs sponsorships were seen as the “*next big thing*” in advertising because it really made *Vida Beauty*’s brand to blossom in the local beauty market. After her success with television program’s sponsorship, more beauty products followed in the same direction. For example *Aura White* had sponsored the whole program of “*Juara Parodi*” and “*Anugerah MeleTop ERA*” and the brand of *V Asia* is also trailing the path by sponsoring programs on TV3 station that are mostly related to the issue and welfare of women. *Jamu Mak Dara* being a veteran in the beauty line, also sponsored *Dangdut Star* on TV3 and *Lady’s Republic* had sponsored the television program “*Clever Girl*” on TV3. on the club on the Internet so that they will appear easily in Search engines.

Different natures of television programs impose different impacts to several types of audience, particularly depending on the targeted audience, or the targeted potential buyers. However, all the advertisers share the same interest; to boost up the sales of the products through television programs’ sponsorships and positioning themselves in the beauty industry.

### **2.3. A Different Approach to Advertising**

Sponsorships are seen to be the “*next big thing*” in advertising. It operates on a whole different level, it is opened to many rooms for creativity and this approach is also viewed to be one of the best options for advertising at least for another couple of years. This may be caused by the fact that consumerism is pretty much closely related to the power of the mind. The mind is the human’s nature to think, but in using the mind, people tend to make incorrect decisions because logics are not taken into account (Ainon & Abdullah, 2003). Thus, this leads to the final aspect of “*acceptance*”. When the mind is deceived into believing that what we see is good, we tend to accept the matter in a positive light. Decisions are considered “*correct*” if they are successful in completion (Ahmad Atory, 1991).

### **2.4. Theoretical Framework**

#### **2.4.1. Cultivation theory 1982**

Cultivation Theory was introduced and ignited by Professor George Gerbner, the Dean of the Annenberg School of Communications at the University of Pennsylvania (University of Twente). Gerbner argues that the mass media cultivate the elements of attitudes and values which already exist in a culture. He contended that television has the tendency to cultivate middle-of-the-road political and socio-economy perspectives. And Gross also considered that ‘television is a cultural arm of the established industrial order and as such serves primarily to maintain, stabilize and reinforce rather than to alter, threaten or weaken conventional beliefs and behaviours’ (Boyd-Barret, 1987).

The cultivation effect is well defined by the relationship between the exposure to the television (how much people watch television) and their tendency to choose the television world answer (Potter, 1994). Cultivation theorists posit that the amount of television watching is positively associated to the extent of which people’s beliefs about particular features of social reality infuse with the way they are displayed on television (Potter, 1993). This is led by the viewers’ tendency to integrate television information into their conceptions of social reality. The literature by Hawkins and Pingree in 1982 concluded that most studies showed evidence for a link between these two (television and cultivated feelings); regardless of the kind of social reality studied (Hawkins, 1982).

Mass media developed to become a tool of advertising, and these behavioural patterns extend to include purchasing behaviour and consumerism. The cultivation effects include the cultivation of feelings leading to consumerism and the attraction to certain products arising from the advertising the viewers see on the television. This extends to include the advertising elements on television programs' sponsorships. Gomery in 2001 suggested that everyone embraced the television, consisting of both male and female, white collar, blue collar, married and single (Gomery, 2001). All members of potential audience took the television into their lives. The pioneering television audience embraced no new medium change so rapidly, with passion and in total since the coming of sound a generation earlier (Bogart, 1958) & (Siepmann, 1950).

The making of social judgments, these judgment-related accessible constructs come to mind as "exemplars" of the judgment domain and influence overall social estimation. Hence, in evaluating consumer's purchasing decision, viewers take into account social judgments prior to any possible purchases (Shrum, 2003). Research results in 2005 showed television information and contents are less likely to have an effect on those judgments during on-air (Shrum, Burroughs & Rindfleisch, 2005). The higher judgment and alert were imposed on investigated memory-based judgments as was shown in the reanalysis of studies in the said research.

Shrum's research showed that consumers often take what they watched on television and later construct perceptions of social reality including the prevalence of affluence. Heavier viewers are prone to believe luxury products and services to be more commonplace than they actually are. In a research conducted by Wood in 2005, the results of this study indicated the prevalence of direct-to-consumer advertising during primetime television, whereby each commercial is not in and of itself significant (Wood, 2005). Based on Cultivation Theory, the relevance lies in the cumulative effect of similar texts over time.

A study in 2004's findings explained the one type of judgment related to the prevalence of particular constructs that occur often on television is influenced by the exposure to the television contents (Shrum, 2004). On the contrary, the judgments related to values and attitudes that might exist from the lessons of television, however, are simply not attested by the amount of television exposure. A second explanation is that the judgments are distinct in terms of the processes involved in its development. This possibility implies at least two significant things; television may influence in variation on each of the two types of judgments and different factors may mediate or moderate the linkage between television exposure and the two types of judgments.

Hence, these studies suggest that media consumption (in particular, the amount of exposure to the television contents) may influence the accessibility of constructs that are usually displayed. It does follow, but then, that differences in the amount of exposure to the television contents may affect the level of accessibility of those significant constructs. Thus, if the said "constructs" concern on the tendency and probability to consumerism, then heavier media consumers should exercise higher estimates of tendency and probability than lighter media consumers. In fact, this is the exact prediction on what cultivation theory suggests.

Advertising on television affects consumer behaviour. A research in 2011 studied the effects of advertisement exposure on shifts in value indicates; for advertising to be capable of activating values, there should be behavioural consequences that go beyond the advertising context. (Defever, Pandelaere & Roe, 2011). It is caused by the fact that important individual values provide specific guidelines for behaviour across varied situations (Feather & Norman, 1990).

It was suggested, if advertising has the capability to activate the value type it communicates (i.e. self-direction, security, benevolence or achievement), then decisions subsequent to the exposure to those advertisements should be driven by those primed values and the motivational goals and aims those said values belong to (i.e. willingness to change, conservation, self-transcendence or self-enhancement), even when the context is different from that of the advertisement. (Defever, Pandelaere & Roe, 2011).

From this context, it can be said that the television viewers with cultivated minds and feelings may have the tendency to become the persons, images and faces they see on television and success in one of the driving factors. And this feeling of motivation is intrigued is not based on the products advertised, but rather based on other elements embedded in the advertisements.

#### **2.4.2. The Engel, kollat and blackwell model theory 1978**

This theory describes consumers' decision process and how decisions are made when choosing among a list of alternatives available. The model builds on the field of consumer psychology theories and models such as those developed by Howard in 1963 and Nicosia in 1966, which includes the factors in the environment and which also influences the forming of consumer decisions (SueLin & Tan, 2010). Environmental factors do influence the purchase probability and product acceptance of young

television viewers. And the research also focuses on the “stimuli” that the young television viewers received from watching their favorite television programs which received sponsorships.

From this theory, it shows that the stimuli they received do influence the vulnerability of the viewers into falling to the advertisements and become potential buyers. These influences may come from several factors such as the high admiration on the television programs, television show’s loyalty, or even because the sponsorship comes with alluring visuals and taglines that make the television viewers feel intrigued to purchase.

In supporting the Cultivation Theory and consumerism, Engel, Kollat and Blackwell is the subsequent model theory that comes into place; after the exposure to television and television contents and when Cultivation Theory had emitted its effects. It works after the television viewers’ minds had already been cultivated with certain feelings of tendency, persuasion and desires to purchase or the desires to become like the faces they see; as a result from continuous exposure they received from the television. Engel, Kollat and Blackwell Model Theory supports the equation by providing a more rigid base for the television viewers to explore the cultivated desires, and instills the persuasion to consumerism that leads the viewers to not just feel desires, but becoming the consumers and purchasing the products at the end of the day. And by the element of acceptance, this research argues that acceptance comes with acknowledgment for the sponsoring local beauty brands’ owners.

### 3. RESEARCH DESIGN

The researchers carried out the research by using the Qualitative method of in-depth interview in collecting data for the research findings. This research at hand is also exploratory in nature and that the in-depth interview questions are made into semi-structured nature. The researcher selected in-depth interviews method, bearing in mind on the possibility of potential researcher bias, which has been suggested as a limitation of this method (Lester, 1999). The in-depth interviews were carried out on nine participants in Klang Valley, consisting of varied positions, and ages; but with similar interest in local beauty brands. The nine participants are a local beauty brands’ seller, two Academics majoring in Advertising, an advertising expert in a media organization, two producers of local beauty programs that attained sponsorships from local beauty brands, a local beauty brand’s founder, and two local beauty brands’ users. Purposive sampling was necessary to establish research participants.

The researcher also acts as the instrument of the research. A latent coding method (also known as semantic analysis) was also used in the research. Deacon in 2007 defined these codes as interpretative devices that enable communication to occur in particular cultures in order to instruct the combination of cultural and ideological meanings (Deacon, 2007). The audio recording was also used as the means for the storage of data.

The interview data was analysed using thematic analysis, which was coded using the ATLAS.ti version 7.5 software for Qualitative research, which is also essential for handling a large amount of data. This software helped to classify, sort and arrange the information according to the themes. It later examined the relationships by shaping selected themes. Thematic analysis helped to produce a recurring pattern that cut across the preponderance of the (Taylor, 1984). Themes are concepts indicated by the data and construction of themes and their application should be subjected to the situational demands of a given study (Constas, 1992). The research at hand employs Thematic Analysis to evaluate the data collected throughout the research process. Thematic Analysis operates on the derivation of themes and sub-themes from the collected data that make up the objectives of the research (University of Auckland). Thematic analysis is defined as a method for identifying, analysing, and reporting patterns (themes) within data (Boyatzis, 1998). It organises and describes the data set in rich details even if carried out minimally. Ideally, the analytic process involves a progression from description, where the data have simply been organised to show patterns in semantic content, and summarised, to derive interpretation, where there is an attempt to theorise the significance of the patterns and their broader meanings and implications (Patton, 1990).

*Sampling Procedure- Proportionate Stratified sampling* is a probability sampling technique whereby the researcher divides the entire population into different subgroups or strata, then randomly selects the final subjects from the different strata in a proportionate manner (Explorable.com). The most common strata used in stratified random sampling are age, gender, socioeconomic status, religion, nationality and educational attainment. In the research at hand, the researcher sub-grouped and divided into six stratas based on the population pertaining the position and interests of those subgroups in local beauty brands, Stratified random sampling was used because the researcher wanted to highlight a specific subgroup within the population. This technique is beneficial in such researches because it provides for the key sub-group within the sample and ensures it to be present in the stage of data collection. The researcher also employed stratified sampling because the researcher wanted to observe existing relationships between two or more subgroups. Proportionate stratified sampling almost always leads to an

increase in survey precision (relative to a design with no stratification), although the increase will often be modest, depending upon the nature of the stratifiers (National Centre For Research Methods).

*Purposive Sampling-* Data collection method via Proportionate Stratified sampling narrowed the sample size and enabled the researcher to attain a purposive sampling, thus it provided for the easement of the researcher as the sample size is selective and does not involve a large number or population group. This research employs purposive sampling based on the stratas priority-divided, in which the samples are specific targeted participants. The participants of the six stratas come from various fields with regards to the positions and interest in local beauty brands in Malaysia. The targeted participants are from the production teams, advertising department, from the academic field, young consumers, and the local beauty brand's superior. Each of them is in the right position to come out with the answers that made up the data collection of the research at hand.

#### **4. RESEARCH FINDINGS AND ANALYSIS**

*RO1: To explore the effectiveness of sponsorships on television programs by local beauty brands as a different approach to advertising.*

*RQ 1: How effective are sponsorships on television programs by local beauty brands as a different approach to advertising?*

*Theme 1: Sponsorship/Mass Media as the tool of advertising.*

*Sub-themes 1-6: Consumer base, age category, effects on men, effects of conventional commercials, advertising approaches and effects of advertising approaches.*

The total of the participants is nine. The results came in as six participants agreed that young adult consumers make up a larger consumer base of the beauty products, which two of the participants agreed that the young adult and matured adult consumers both make up the consumer base equally. While, seven participants answered that the consumers range from as early as eighteen years old to as high as 40 years old, which also includes the young adults as making the integral part of the equation. Five participants agreed that there are not only women consumers but also men consumers and those advertisements do have luring effects on men. Next, six participants agreed that the conventional television commercials are indeed relevant. It turned out that seven participants gave positive opinions on the approach of sponsorships on television programs, on which they stated that sponsorships on television programs by local beauty brands are good for branding purpose, could boost up the sales, and that they have caused a shift in advertising approaches. In contrast, two of the participants have doubts in this approach, whereby they said that the results are still uncertain. And three out of the nine participants also agreed that sponsorships require massive amount of money, and there are risks to them.

Last but not least, six out of the nine participants stated that sponsorships on television programs by local beauty brands are a smarter approach compared to conventional television commercials in attracting young potential consumers.

*RO2: To analyse the influence of continuous exposure to sponsorships' contents on young television viewers.*

*RQ 2: What are the effects of continuous exposure to sponsorship contents on young television viewers?*

*Theme 2: Continuous Exposure to sponsorships' contents.*

*Sub-themes 7-8: Factors of appeal and effects of the television on demands.*

Next, six out of the nine participants stated that the reputation of the products speaks for themselves and that they make up the factor of appeal of those local beauty brands. Eight participants agreed that they indeed do because continuous exposure to television contents instills a higher rate of cultivated feelings or cultivation effects onto television viewers.

*RQ 3: Are television programs' sponsorships successful in positioning the local beauty brands' owners in the market and turning young television viewers into consumers?*

*Theme 3: The "Positioning" of local beauty brands' owners in the market and Youngviewers' acceptance.*

*Sub-themes 9-15: Effects of coverage, sustainment of consumers, reactions to sponsorships, effects of reactions, psychomotor enhancer influence, effectiveness of approach and effectiveness on consumerism and sales.*

All the nine participants answered that the coverage given onto local beauty brands' owners in the midst of sponsorships help in making the products well-known in the market. Hence, it was a saturated point. The next question asked by the researcher on whether the consumers of local beauty brands can be sustained even after the sponsorship period ends; witnessed seven out of the nine participants said they indeed could be sustained. Similarly, seven out of the nine participants stated that there is the

presence of bad reactions or annoyance on the part of young television viewers arising from the continuous exposure to the sponsorships' contents and the self-endorsements by the sponsoring local beauty brands' owners.

Moreover, the researcher was able to attain yet another saturated point from the participants when they answered bad reactions or the annoyance present is beneficial to the sponsoring local beauty brands. Next, seven out of the nine participants agreed that there is psychomotor enhancer influence on young television viewers when they watch sponsored television programs. And this influence was stated by them as influencing their purchasing vulnerabilities. The next result was an obtainment of a huge majority of eight participants agreeing that sponsorships on television programs are indeed a smart approach executed and pursued by local beauty brands. And lastly, five participants stated that sponsorships on television programs are successful in turning young television viewers as potential consumers of the sponsoring local products, and sponsorships on television programs by local beauty brands contribute to the increment of sales on the part of the sponsoring local beauty brands.

## 5. DISCUSSION AND CONCLUSION

This study aims to study on the effectiveness of continuous exposure to television program sponsorship content on young television viewers' perceptions and product acceptance. This study has succeeded in studying the factors that contribute to the shaping of perceptions and influencing acceptance of young television viewers upon local beauty brands. It turned out that young adult consumers make up a larger consumer base of beauty products. The consumers start from as early as the age of eighteen years old. However, women are not the only consumers of beauty products. Most of the participants agreed that there are men consumers of beauty products and that the advertisements of those products impose luring effects on men. Sponsorships on television programs by local beauty brands are also seen as a positive approach by majority of the participants and that this approach could boost sales, provide for branding purposes and had caused a shift in advertising approaches; hence making it a smarter approach in attracting young potential buyers as compared to the conventional way of using television commercials.

The reputation of the local beauty brands is what making them appealing to the consumers. Next, it is concluded that the local beauty brands that often appear on television have higher demands in the market than those which do not. The huge majority of participants who agreed on the contention that local beauty brands often appear on television have higher demands than which do not; proves that television is still relevant as the tool of advertising; regardless of the natures of approaches used. The coverage given onto the sponsoring local beauty brands' owners during the period of sponsorship help in making the products well known in the market. This is a solid and unchallenged point as all of the nine participants agreed on this and thus, it is saturated in nature. This coverage assists in positioning the local beauty brands owners in the industry and some even go all-out and fully-utilising the benefits attained from the signed ROI. In certain instances, exploring this golden opportunity, some even demands for more benefits from the television station, such as having a microphone of his/her own, limelight focusing on him or herself like singing segments or even wanting to be the award presenter in influential award events.

Despite having agreed by a mass majority of participants on the presence of annoyance or bad reactions on the part of the young television viewers arising from the sponsorship contents; however the annoyance is indeed beneficial to the local beauty brands' owners. That makes up the third saturated point that had been successfully attained by the researcher from the in-depth interviews' outcomes. Moreover, it is also concluded that the consumers can be sustained even after the sponsorships reach to the end. The sponsorship contents are also concluded to impose psychomotor enhancer influence onto young television viewers and this influence does impose effects on their purchasing powers. It is also concluded that sponsorships on television programs by local beauty brands is a smart approach executed by local beauty brands, and that they are also successful in turning young television viewers into potential consumers.

In the interim, it is apparent from the results derived from the nine participants that the coverage given onto sponsoring local beauty brands' owners in the midst of the sponsorships had successfully positioned the owners in the beauty industry; even negative reactions received provide for a sense of acknowledgment by most consumers or non-consumers onto the local beauty brands. The owners' attempts to brand themselves alongside their products are way more successful when it is being carried out through sponsorships on television programs, as a different approach to advertising. Next, it is also established that sponsorship approach is successful in turning young television viewers into potential buyers, and that the sales of the sponsoring local beauty brands will show ascending figures.

Thus, it is a good light that the researcher was able to answer the all Research Questions and was also able to fulfill all of the Research Objectives.

### 5.1. Application of Cultivation Theory 1982 and Engel, Kollat and Blackwell Model Theory 1978

The media effects do impose a certain influence on the conscience of the television viewers in shaping their perceptions either negative or positive and cultivate, instill and implant certain feelings onto their minds. In general cases, Cultivation Theory causes for some of the viewers to feel as if the real world would occur as similar to what they had seen on television. However, when it comes to advertising approaches, these media effects do exist, but not to affect their ways of lives and how the television viewers aspect the real life would be; but rather affect their purchasing powers and trigger their purchasing vulnerabilities.

Applying to this research at hand, when the television viewers watch the television programs with sponsorships by local beauty brands; they are constantly exposed to the sponsorships' content, product placement, owners' self-endorsements and repetitious slogans; whereby these are the cultivation effects that play their roles in subtle. Upon and subsequent to such continuous exposure, the television viewers will most likely have some driven feelings which results in them giving opinions (perceptions) which really are the cultivated feelings. However, when the perceptions are shaped and even better; shared; this is evident on how the Cultivation Theory works in this equation.

The claim is supported by Shrum in 2003 who connoted, in the making of social judgments, these judgment-related accessible constructs come to mind as "exemplars" of the judgment domain and influence overall social estimation. Hence, in evaluating consumer's purchasing decision, viewers take into account social judgments prior to any possible purchases. And these social judgments are made from their experiences on watching the television, and in this case; watching television programs that attained sponsorships by local beauty brands.

The scholar, L. J. Shrum is one of the active scholars that made several researches on studies relating to Cultivation Theory in advertising. One of the researches he helped construct alongside James E. Burroughs & Aric Rindfleisch in 2005 stated, higher judgment and alert were imposed on investigated memory-based judgments. Moreover, Jin Seong Park and Jean M. Grow's research in 2008 also employed Cultivation Theory in advertising.

It is safe to say that the research at hand worked in the direction of L.J. Shrum's past researches on advertising, and that the aims and objectives of this research are similar to his. It is proven by the similarity of the research findings of this study to the research Shrum conducted in 1997 which showed that consumers often take what they watched on television and later construct perceptions of social reality including the prevalence of affluence. Heavier viewers are prone to believe luxury products and services to be more commonplace than they actually are. The research came to a conclusion by suggesting a psychological process explanation for this effect; frequent viewing (exposure to the television) increases the accessibility of relevant exemplars in memory (retention effect). Applying to the research at hand, the media effects instill the desire of success, beauty, admiration and motivation to become like the faces the audience saw on television.

The last part of the purchasing equation concerns on the application of the advertising theory illustrated by Engel, Kollat and Blackwell in 1978. After the application of the communication Cultivation Theory up until the development of perceptions by young television viewers; Engel, Kollat and Blackwell Model Theory will complete and finalize the purchasing equation by sealing it with consumerism. This model theory describes consumers' decision process and how decisions are made when choosing among a list of alternatives available. The model builds on the field of consumer psychology theories and models such as those developed by Howard in 1963 and Nicosia in 1966. The theory puts the basis on the "stimuli" received from the media effects which later shapes the perceptions of the television viewers. These "stimuli" also trigger the psychomotor enhancer factor on television viewers, and (based on the research at hand was constructed); on young television viewers.

Hence, it can be concluded that, Cultivation Theory 1982 that is often related to the television is used to justify the emission of media effects. And, upon receiving the media effects arising from the continuous exposure to sponsored television programs' contents; it will lead to the cultivation of feelings (admiration or product interest) in the minds of the young television viewers. Next is when the Engel, Kollat and Blackwell Model Theory comes into the equation. This theory finalises the equation by exploring further on the cultivated feelings leading to the expansion of interest by leading to product research and product evaluation. This theory seals the equation with the consumers' purchases and wraps it all out with the consumers' post-purchase behaviours. On top of that, acceptance of the local beauty brands by young television viewers also reaffirms the brands' owners positions in the beauty industry.

### 6. REFERENCES

A. Parasuraman, Valarie A. Zeithaml, Leonard L. Berry. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *The Journal of Marketing*, 49(4), 41-50.

- Ahmad Atory Hussain. (1991). *Kerajaan Tempatan: Teori dan Peranan di Malaysia*. Kuala Lumpur: Dewan Bahasa dan Pustaka.
- Ainon Mohd & Abdullah Hassan. (2003). *Belajar Berfikir*. Pahang: PTS Publications & Distributors.
- Bartlett, F. (1923). *Psychology and Primitive Culture*. Cambridge: Cambridge University Press.
- Boyatzis, R. E. (1998). *Transforming Qualitative Information: Thematic Analysis and Code Development*. Thousand Oaks, California: Sage.
- Boyd-Barret, O. &. (1987). *Media, Knowledge & Power*. London: Croom Helm.
- Caroline SueLin, Tan. (2010). Understanding Consumer Purchase Behaviour in the Japanese Personal Grooming Sector. *Journal of Yasar University*, 17(5), 2821-2831.
- Cash, T. (1980). Does Beauty Make a Difference? *CTFA Cosmet. Journal*, 12(1), 24-28.
- Christine Defever, Mario Pandelaere & Keith Roe. (2011). Inducing Value-Congruent Behaviour Through Advertising And The Moderating Role of Attitudes Towards Advertising. *Journal of Advertising*, 40(2), 25-38.
- Constas, M. (1992). Qualitative Analysis as a Public Event: The Documentation of Category Development Procedures. *Educational Research Journal*, 29(2), 253-266.
- D. Hoyer, MacInnis and Peters. (2010). *Consumer Behaviour*. Ohio: South-Western CENGAGE Learning.
- Deacon, D. P. (2007). Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis. *Bloomsbury Academic, Department of Social Science, Loughborough*.
- Explorable.com. (n.d.). *Stratified Sampling*. Retrieved April 26, 2017, from Explorable.com: <https://explorable.com/stratified-sampling>.
- Feather, Norman T. (1990). "Bridging the Gap Between Values and Action" in *Handbook of Motivation and Cognition Vol. 2*, E. Tory Higgins and Richard Sorrentino, eds. New York: Guilford Press.
- Gomery, D. (2001). Finding TV's Pioneering Audiences. *Journal of Popular Film & Television*, 9(3).
- HemaPatil & B Bakkappa. (2012). The Influence of Culture on Cosmetics Consumer Behaviour. *Journal of Business and Management*, 3(4), 41-47.
- J, M. R. (1969). *The Psychology of Consumer Behaviour*. New Jersey: Prentice Hall.
- J. Paul Peter & Jerry Corrie Olson. (2005). *Consumer Behaviour and Marketing Strategy (7th Edition)*. New York: McGraw Hill.
- Lester S. (1999). *An Introduction to Phenomenal Research*. Retrieved April 20, 2017, from [www.sld.demon.co.uk/resmethy.pdf](http://www.sld.demon.co.uk/resmethy.pdf).
- National Centre For Research Methods. (n.d.). *Sample Stratification*. Retrieved April 27, 2017, from ReStore: <http://www.restore.ac.uk/PEAS/srtheory.php>.
- O'Guinn, T. C. and L. J. Shrum. (1997). The Role of Television in the Construction of Consumer Reality. *Journal of Consumer Research*, 23, 278-294.
- Patton, M. Q. (1990). *Qualitative Evaluation and Research Methods (2nd ed.)*. Newsbury Park. California: Sage.
- Potter, W. J. (1994). *Cultivation Theory and Research: A Methodological Critique*. South Carolina: University of South Carolina.
- Russel, R. (1979). Why Cosmetic Works? *The Science of Social Vision, Department of Psychology, Harvard University: Oxford University Press*.
- Seshadri, V. (2006). *Consumerism: With Reference to Selected Home Appliances*. New Delhi: Mittal Publications.
- Shrum, L. J. (2003). Media Exposure and Exemplar Accessibility. *Media Psychology*, 5(3), 255-282.
- Shrum, L. J. (2004). *A Process Model of Consumer Cultivation: The Role of Television is a Function of a Type Judgment*. New Jersey: Lawrence Erlbaum.
- Siepmann, C. A. (1950). *Radio Television and Society*. New York: Oxford University Press.
- Stephen L, Maznah, Nabsiah, Ishak & Amran. (2007). The Effect of Brand Image on Overall Satisfaction And Loyalty Intention in The Context of Color Cosmetic. *Asian Academy of Management Journal*, 12(1), 83-107.
- Taylor, S. &. (1984). *Introduction to Qualitative Research Methods: The Search for Meanings*. New York: John Wiley.
- Tversky, Amos and Daniel Kahneman. (1973). Availability: A Heuristic for Judging Frequency and Probability. *Cognitive Psychology*, 207-232.
- University of Twente. (n.d.). *Mass Media: Cultivation Theory*. Retrieved March 8, 2017, from [https://www.utwente.nl/en/bms/communication-theories/sorted-by-cluster/Mass%20Media/Cultivation\\_Theory/](https://www.utwente.nl/en/bms/communication-theories/sorted-by-cluster/Mass%20Media/Cultivation_Theory/).
- Wood, A. A. (2005). Direct-To-Consumer Prescription Drug Advertising and the Cultivation Theory. *University of Akron*.