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Review of the Effectiveness

Study in the Post-War Context

Discovering Thoughts, Inventing Future

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The Review of Subsidies Removal for Fuel, Implementation of New Taxation System, and Drawbacks of Green Investment as the Impacts of Falling Oil Price in Malaysia

By Lim Che En & Rashad Yazdanifard

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Abstract- The purpose of this research is to review of subsidies removal for fuel, implementation of new taxation system, and drawbacks of green investment as the impacts of falling oil price in Malaysia. To identify the impact of oil price falls and fully deregulated system of retail fuel product for consumers and how it affects the current consumer behaviors and purchasing pattern in Malaysia. Facts were analyzed and explored to understand what kind of impacts will effect on consumers when the price of oil continuously falling in the market. Results of the study showed that the falling oil price has negative and positive impact on consumers and businesses.

Keywords: impacts of falling oil price, purchasing pattern and consumer behavior.

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The Review of Subsidies Removal for Fuel, Implementation of New Taxation System, and Drawbacks of Green Investment as the Impacts of Falling Oil Price in Malaysia

Lim Che En [α] & Rashad Yazdanifard [σ]

Abstract- The purpose of this research is to review of subsidies removal for fuel, implementation of new taxation system, and drawbacks of green investment as the impacts of falling oil price in Malaysia. To identify the impact of oil price falls and fully deregulated system of retail fuel product for consumers and how it affects the current consumer behaviors and purchasing pattern in Malaysia. Facts were analyzed and explored to understand what kind of impacts will effect on consumers when the price of oil continuously falling in the market. Results of the study showed that the falling oil price has negative and positive impact on consumers and businesses.

Keywords: impacts of falling oil price, purchasing pattern and consumer behavior.

I. Introduction

By the June of 2014, price of the crude oil has kept falling due to a few factors and this incident brought negative and positive impacts on Malaysia consumers. The falling oil prices were predicted in the middle of 2013, there are the numbers of factors were clearly visible and one of the main factors is oversupply (Austin, 2014). Falling of oil price has also changed the consumer behavior and purchasing pattern. At the same time, Malaysia's government has implemented managed float system to replace subsidies on retail fuel product such as RON95, RON97 and diesel and there is no timeline is set for full deregulation of the fuel retail market (Business Circle, 2015). Also, the falling of crude oil's price might be a drawback for green investment. Therefore, this research is conducted to identify the impact of oil price falls on different aspects and how oil price fall affects consumer behavior and current purchasing pattern.

II. Factors of Oil Price

The crude oil price has dropped more than 40 percent since June 2014. It was $115 a barrel of crude oil (Rasmus, 2014). Now the price per barrel is below $70. By the end of 2014, United States of America has produced more than 9 million barrel of petroleum per day and become the largest oil producer in the world. US have significantly increased 80 percent of petroleum production from 2007 and helped to create a huge drop in petroleum price (Cunningham, 2015). US government has import less petroleum product into the country and has significantly created a lot of spare of supplies.On the other hand, the oil pricing is partly determined by the demand and supply. Demand for crude oil is currently low because of a growing switch away from oil to another source of energy (The Economist, 2014). There are few car manufacturer companies introduced a few types of hybrid cars to reduce the fuel cost of consumers spent and created an alternative renewable energy that benefits the environment (Living Green Magazine, 2013). There are a few examples of hybrid cars, which are Toyota Prius, Honda Jazz, Honda CRZ and etc.

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III. Managed Float System of Oil Pricing in Malaysia

Malaysia government decided to launch a managed float system to determine the retail price of RON 95 petrol and diesel (Sukumaran & Azam Ahmad, 2014). Managed float system is a full deregulation of the fuel retail market. In other word, consumers are in a free market for retail fuels product, fluctuation could be reflected in retail price during the day (Business Circle, 2015). Managed float system is implemented because Malaysia government wanted to reduce the expenditure and remove the subsidies on retail fuel product. According to New Strait Time online (2014), Malaysia government is able to save RM12 billion from implement managed float system for retail fuel product such as diesel and RON 95 petrol. Pricing of retail fuel product would be reviewed monthly. According to Cooperatives and Consumerism Minister Datuk Seri Hasan Malek, public is able to benefit from implementation of managed float system for retail fuel products when price of crude oil drops in the free market (The Malaysianinsider, 2015).

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IV. Impacts of Oil Prices Fall on Consumer Behavior

Consumers are able to gain benefits from the managed float system for retail fuel product when the price of crude oils drop in the world trading market. Traveller, drivers and household are getting the benefits now. The most obvious benefit of oil price fall is reducing the family financial expenses; all the drivers in the country are able to enjoy cheap and low petroleum. In the last few years, cost of petrol rose like a rocket and all those poor income families almost could not afford to drive (Peachey, 2015). Prices of domestic gas and electricity should cut their price down because the oil price falls. Prices of domestic gas and electricity are partially determined by the price of crude oil. Since the price of crude oil is falling and significantly reduce their operational cost, all prices of domestic gas and electricity should have a decrease in 2015 (Peachey, 2015).

Because of the fuel price falls, some of the airline companies have decided to abolish their fuel surcharge. This removal should lead to a lower cost of the flight to travellers. Fuel surcharge is imposed on travellers to help airlines to pay their fuel cost when the oil prices were rising. Removal of fuel surcharges is benefiting the traveller and also will be a huge boost for the tourism industry (Cheah, Sidhu, Sivanandam & Zainal, 2015).Fuel expense is a key cost for most of the businesses. Falling of oil price significantly helps to reduce the operational cost of a firm. Crude oil price falls is able to help the Malaysia's economy. It can help increase the gross domestic product of a country slightly if prices remain low, it can also help the industry rely heavily on transportation costs, for example, bus Travel Company, Airlines Company, Courier Company and etcetera. (Carlson, 2015). Therefore, the falling of crude oil price can directly help to reduce the cost of a living in a country.

V. Impacts of Falling Oil Price on Government

a) Positive Impact

Petroleum retail price of Malaysia was determined through the automatic price mechanism (APM) since 1983, which means the government sets the price at a level if there are any changes to the crude oil price in the trade market; it will not change the retail fuel products' price (Anwar & Idris, 2014). In other word, Malaysia government has implemented a heavy subsidy on fuel product to control its price (Chambliss, 2015). Last year alone, Malaysia government had spent RM29 billion to subsidies on the retail fuel product such as RON95, diesel and liquefied petroleum gas. Implement of managed float system is a brilliant decision for the government. Government is able to save up a very big amount of money and consumers are able to benefit from the fall in crude oil price. Economists have hailed the move as very laudable in addressing Malaysia's fiscal deficit position as well as upgrading its sovereign ratings (Ujang, 2014).

b) Negative Impact

Oil price falling is a very bad news for a country like Malaysia. The reason is many oil exporter countries are heavily relying on tax revenue from oil production to support government funding; for example, Norway and Russia are heavily relying on fuel production country (Michel, 2014). Falling oil prices will lead to government budget deficits and asked to either raise taxes or cut government spending. For the oil price, falls could lead to a significant budget deficit and numbers of social issues to a country (Pettinger, 2014). When the national revenue has decreased, a country will force to raise a higher taxation on people and lower the spending; it will have the effect of reducing a country economic growth and could even damage any economic recovery (Pettinger, 2009).

In 2014, Malaysia Government has made an announcement that it will implement the Government Services tax of six percent on most the common goods (ASEAN Business News, 2014). It significantly increases the tax burden of low-income family and may result in inflation as most of the common goods' prices go up; there are 76 percent of the Malaysians are disagreed with the implement of GST (Nbc.com.my, 2010).

VI. Negative Impact on Green Technology

Oil price hike used to be a very key driver to for green technology; on 2007 to 2010, the renewable green investment increased from 7 billion to 157 billion. The main drivers are including global economic growth, increasing prices of petroleum, advance technology and demand increases for a cleaner environment (Eyraud, Zhang, Wane & Clements, 2011). However, falling oil prices now could be a drawback for investment into alternative renewable energy. Cheap oil might delay some green power project like electricity car, solar power car and etc. (Landberg, 2014). Oil price falls could counter the recent decline in car use and consistently increase the traffic congestion and environmental cost of fuel used (Shaffer, 2014).

VII. Future of Crude Oil Price

According to Mr. Lawler, although the crude oil price may have reach the floor by the late of 2014, but it may move higher very soon (Lawler, 2015). However, International Energy agency warned on the 13 march, although oil price has rebound on the February of 2015, another sharp fall in oil price might occur in this few months (The Week UK, 2015). Due to the problem of

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oversupply of crude oil, downward price pressures could build further in the first half of 2015; that have been report that Saudi Arabia, member of OPEC, is not willing to cut down the supply because most of the OPEC members heavily rely on oil revenue to support the economic growth; crude oil explorer country will become increasingly worried that falling prices will make exploration uneconomical; United energy department has stated that the expected low fuel prices will last until 2016 (BBC News, 2014).

VIII. Discussion

Falling crude oil price and the implementation of managed float have brought some benefits to consumers, but some people might not benefit in this current situation. Before the price of retail fuel product dropped, hybrid car is one of the most popular green energy that able to reduce fuel consumption and cost of living (Schaal, 2014). According to Miss Nelson (2010), hybrid technology has a lower fuel consumption which translates into reduced emissions of carbon dioxide; which is one of the factors that caused global warming. Also, hybrid technology helps to improve fuel economy, reduce fuel consumption and provide better gas mileage than gasoline-powered cars (Gorzelany, 2014). However, people do not have to worry about the problem of fuel consumption because the oil is so cheap now. Most of the middle or low-income consumers will not consider buying a hybrid car now because hybrid cars are so luxury and cost so much of money to maintain. The reasons is not all of the mechanics are trained or equipped to work in a hybrid vehicle and repair bills will cost more compared to the standard vehicle. Also, because the hybrid vehicle has heavy weight and drivers is expected to replace their tires and brakes more often ('The Pros and Cons of Hybrid Cars', 2013). Oil price hike used to be a key driver for green energy but now oil price is delaying the investment of green technology. On the other hand, people will start drive more often because the oil is more affordable. Economist is predicting if the oil price continuously staying low, it will dramatically change the driving habit of a country and increases the greenhouse-gas emission around the world (Plumer, 2014).

IX. Conclusion

By conducting this research, result showed that consumer behavior is affected by falling crude oil price. Consumers are able to enjoy the benefit from cheap retail fuel product such as RON 95, RON 97 and diesel. Also, fees of electricity and domestic liquid gas should have cut their prices since the cost of operation has been reduced. It significantly reduces the living cost of most the family in the country. Also, traveller can benefit from the removal of fuel surcharges by airlines companies and enjoy the low fare of flight now. However, it does bring some disadvantages to the society. Crude oil price falls is a drawback for investment green energy source. Investors might delay their investment in alternative renewable energy projects such as an electric car, hydrogen car and etc. In addition, crude oil price falls is a bad news for every oil exporter who heavily relying on fuel taxation. These oil exporter countries might need to cut down government spending or put heavy taxes on people who live in the country.

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Television Advertisements and Children's Behavior: Parents' Experence base Study in the Post-War Context

By Dilogini. K & Shivany. S
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Abstract- This paper examines how television advertisement is linked with children's behavior in Jaffna district in the post-war market situation. Researchers examine whether these children paying attention on television advertisements are influenced by the characteristics of the child's early home environment and parental behaviors. In Sri Lanka, Parent – Children conflict is one of the most vital issues.

Keywords: Television advertisement, children, behaviors, attention & colorfulness & outcomes

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TELEVISIONADVERTISEMENTSANDCHILDRENSBEHAVIORPARENTSEXPERENCEBASESTUDYINTHEPOSTWARCONTEXT

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Television Advertisements and Children's Behavior: Parents' Experence base Study in the Post-War Context

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Abstract- This paper examines how television advertisement is linked with children's behavior in Jaffna district in the post-war market situation. Researchers examine whether these children paying attention on television advertisements are influenced by the characteristics of the child's early home environment and parental behaviors. In Sri Lanka, Parent – Children conflict is one of the most vital issues. Especially, in the post-war Jaffna market situation, the Parent-Children conflict' created by television advertisement is most considerable problems for Jaffna district parents and marketers. Therefore, there is a need for accomplish various researches concerning the outcomes of parent-children conflict derived by television advertisement. This research explored methodological implications by using qualitative approach; data were collected via purposive sampling method as of 10 parents from Jaffna district by using preset questions based on a primary interview questions as open-ended question format. Researchers found that the children's behaviors of purchasing request to buy particular advertised product from their parents. Until the end of time, emotions in the television advertisements attract the children very much. This paper is a key resource for marketing practitioners wanting to focus on future quandary regarding unconstructive children's behaviors shaped by television advertisement and outcomes of parent-children conflicts created by television advertisement. The researchers have found that numerous negative outcomes are there in Jaffna district regarding parent-children conflicts derived by television advertisements. Especially there are negative outcomes of conflict over a request to buy particular advertised product among Jaffna children.

Keywords: television advertisement, children, behaviors, attention & colorfulness & outcomes.

I. Introduction

Children behavior is an important measurement of children's mental health and has consequences for outcomes in later life (Carol Propper, 2007). In the war situation Jaffna people didn't consider about anything other than their needs. Whatever there was availed for their living purpose, they purchased. There was no any consideration about commercials. But, now it has been changed. In this situation, we need to find out the actual impact of television advertisement on parent-children conflict in Jaffna peninsula which means in post-war Jaffna market situation how extend television advertisement influences on parent-children conflict. This study is to explore how parents can solve problems and resolve conflicts caused by television advertisements.

Now-a-days marketing strategies that involve mass production, mass targeting, mass media and mass developments in the market place-specially by changing consumer needs and wants through variety of promotional mix tools like advertising, sales promotion, personal selling, direct selling, public relation & so on (Garland Wood, 1958).

Strengths of television advertisement are high reach, ability to demonstrate, high-impact medium & prestigious. Therefore, television advertisement attracts its viewers with images, graphics, accounts & stories of live. If we take in to the consideration the children, they are more interested in advertisements & their music and they identify the advertising when the music starts to play. Television advertisement is the most influential media even there is no acting of purchase the product still remains in our consciousness (Chee Huat, 2008).

Television advertisement impacts on attitude, values, customs, norms, ethnicity, culture, religion and some other behaviors. Sometimes advertisement may change our life style; especially child's attitude. It can shape our way of life also (Belk and Pollay, 1985: Kumaran, 1987). Television advertising exposure is positively related to children's purchase requests which leads to increased number of product denials from parents, then causes conflict between parents and child (Moniek Buijzen and Patti Valkenburg, 2003).

In the advertising promotional mix tool, there are lot of different mediums. Such as; television, radio, newspapers, magazines, direct mail, bill boards etc. Even though, appealing of television advertisement to reach the greatest number of targeting consumers, because there are no homes without television. It plays major role everywhere in the homes and act as an agent of consumer socialization competing with some traditional agents such as school, working place & even parents (Guinn and Shrum, 1997). The characteristics of the specialized media and their audiences are essential for the advertiser who makes them a part of the media mix (Anderson, Simon and Gabszewicz, Jean, 2005).

Some consumer commodities are popular among people not only because of the special quality of

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the product, but also the creativity of the advertisement. Therefore, advertising has become key factor for both consumers and producers in the market economy (Samaraweera and Samanthi, 2012). Because, television advertising act as a source of new product information, providing children with some knowledge of the range of goods & services available and the attributes & criteria that they can employ in evaluating various purchase alternatives (Rhonda Jolly, 2011).

Commonly children do not like traditional concepts & life styles. Children like fun & happiness information rather than to provide any factual product related information. Advertising by using television considers this strategy to attract child consumers (Barcus, 1980; Doolitlle & Pepper, 1975; Kunkle & Gantz, 1992).

II. Research GAP

A variety of researches related to children & advertising and children & television have been done by academic researchers and they focused on following topics; Children's television advertising viewing behaviors (Ward Levinson & Wackman, 1972), Children's exposure to TV advertisement & social development (Atkin, 1975), Children's responses to commercials (Breen & Powell, 1973), Children's awareness, interest, desire & product preferences (Frideres, 1973) and How children learn through TV commercials (Siegel, 1974), The effects of television food advertisement on childern's food purchasing (Yasare Aktas Arnas, 2005), How children learn through TV commercials (Siegel, 1974) and Some past researches investigated the effect of television advertising on parent – child conflict (Goldberg & Gorn, 1978). Even though, in a deep manner researchers have neglected some topics like; the specific ways in which kind advertising can often lead to children's product request, children force parents to buy unnecessary items after seeing advertisements, Children's attention level on viewing television advertisements, the level of parent – children conflict & its consequences or outcomes & etc.

There is wider range of markets & choices of products in the Jaffna post-war marketing situation. There are no barriers for marketers & customers. Television advertisements also make longer impacts on marketing activities as well. In this particular situation there is a gap for researchers to find out the children's behaviors regarding television ads & its consequences.

III. Research Problem

One of the main promotional tools is advertising. Especially television advertising effects, such as; advertised product desires are not only deer mind by cognitive responses to a message, but also by effective responses (Brown & Stayman, 1992; Narin & Fine, 2008). Through the children's emotions like; fantasy fun & peer popularity that commercials aimed at young children & influencing their strategy for taking product purchasing decisions (Roberts & Pettigrew, 2007). According to the present business environment of post – war Jaffna market it is a need to explore the influences of television advertisement on children's behaviors. Hence, this study is most important to advertising policies makers & publics in the post-war marketing context, for the reason that parent-children conflict is one of the off-putting issues of television advertisements. Number of Television channels and Television advertisements are proliferated in the Jaffna market, and it is a needy to design an appropriate strategy for this special context.

IV. Literature Review

Considerable research has examined advertising's cumulative effect on children's eating habits. Several studies have found strong associations between increases in advertising for innutritious food and rates of childhood obesity and also, exposure to television food advertising is parent- child conflicts that may arise regarding food choices. These conflicts can have a negative impact not only on children but also on relationships within the family (Buijzen and Valkenburg, 2003).

In Sri Lanka there are nine television channels fighting for airwaves, the competition is tough. The list of Sri Lanka TV channels are; Vasantham TV, Nethra TV /Channel eye, Dan Tamil Oli, Shakthi TV, Sirasa TV, National television, ITN & Swarnawahini and the India TV channels are; Sun TV, Kalaingar TV, Zee tamil, Jeya TV, Raj TV, Polimer, Vijay TV, Comedy channels like; Adithiya TV, Kids channels like; Chutti TV, Chithiram TV, Cartoon network & Pogo TV. Major channels like; Rupavahini, Sirasa, ITN & Swarnavahini compete with each other from about 7.30 pm in the evening (Samaraweera & Samanthi, 2012).

People in the Jaffna district are more aware of Indian television advertisements, because they always watch drama serials, which are telecasted by the Indian channels. The Indian advertisements which are telecasted in between the breaks are likable, match with consumer culture & perfectly designed (Shivany, 2013)

If we take in to the consideration of Jaffna children's favorite channels and programs, we can observe children's Chutti TV Channel viewing amount and Sun TV channel's Kutti Chutties program viewing interest levels. Because, Chutti TV is a 24hrs Tamil language television channel owned by sun network. This channel is dedicated to children aged between 3 & 12. It was launched in 2007, marketing it sun network's first ever television channel dedicated to kids (Pilot study).

Advertisement creators are using child actors in their advertising strategy. Therefore, children reacted

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very positively. Child can easily identify the advertising character that appeared to be the similar in age & life style (Kinsey, 1987).

The advertising market has been rapidly promoting in Jaffna for recent years. Fast foods are highly focused in advertisements (Sumaraweera & Samanthi, 2012). Consumers who are returned to the normal life prefer enjoyable, cultural match & fun associated advertisement rather than the long message content advertisements & also they like the celebrities who match their social patterns & ethnicity. Therefore, the celebrities used to promote the advertisements in TV commercials are very friendlier to the audience in the past conflict environment. Celebrities in the local TV commercials & their dress code also match with the people.

Marketers who try to penetrate the Past - conflict market might need to develop TV commercials in an enjoyable manner, background music should be enjoyable. The experienced gained in the conflict environment, consumers have become more knowledgeable, less naïve & less easily influenced, at the time of war consumers were more conscious on the product accessibility & didn't consider the other promotional aspects in the purchase, but in the post-conflict marketing environment they search for information & compare quality aspects in each marketing activities (Shivany, 2011).

Several authors argue that advertising may cause unhappiness in children. Most of these authors have investigated a direct relation between exposure to commercials & unhappiness (Richins, 1991). Even though, several others hold a contrary view, they maintain that children are generally unable to understand an advertisement's persuasive agenda and thus tend to become easy targets for commercial persuasion (Wilcox, 2004). Past reviews have clearly shown that advertising aimed at children can have certain undesirable consequences for the family, such as; increased parent – child conflict & materialistic & disappointed children (Buijzen & Valkenburg, 2003). Growing up in a world of advertising with the emergence of a new media landscape implies consumer socialization with the various ways and different agencies that operate to instill consumer learning in children. As children have limited disposable personal income they have to negotiate within the family for goods & services. This can have negative consequences often called "Pester Power" or the "Nag Factor". By definition, the "nag factor" is the tendency of children, in response to marketing, to never stopping request advertised items. Packaging, characters and commercials were the three main factors that motivated children to nag. Parents deal with the nagging through some strategies, such as; ignoring, distracting, staying calm & so on, because successful nagging of children will lead to more nagging (Brian Young, 2003).

Approximately 80% of all advertising targeted to children falls within four product categories, such as; toys, cereals, candies and fast food, not only these categories but also sweets drinks, music, films & clothing to children which are aimed at children currently on television advertisements (Lionel Wijesiri, 2012). Children are a key target for advertisers as brand preferences often remain unchanged throughout life. Children's segment is now being target by many consumers' Product companies, because children are important potential customers as they not only decide about their own buying as they can influence the buying decisions of their parents also (Muhammad, Shabana & Hafiz, 2008). Consumers in the post conflict environment are more aware of Indian Television advertisements, because they always watch drama serials, which are telecasted by the Indian channels (Shivany, 2013). Most popular Indian channels among Jaffna people are; Sun TV, Kalaigar TV, Zee tamil, Polimer, Vijay TV, and Soon.

Television advertisement the stimuli in the form of marketing messages are competing with each other on the consumer's attention, both in the form of other commercials as well as the program itself (Mc clung, park & saur, 1985).

Attractive advertisement makes a deep influence on children's attitudes & behavior, which especially leads to purchase behavior as well as purchase request. Children can be categorized into positive & negative attitudes, while children who have positive attitudes toward advertisement, their behavior remain consistent with their attitudes and they tend to make purchasing of that particular product whose advertisement they have seen. On the other hand, children who have negative attitude toward advertisement they don't take any step to purchase that particular advertised product (Erra, 1990).

Atkin (1981) found that respondents who reported heavier exposure to children's television (& its advertising) also reported making more requests for advertised toys, cereals, & fast foods. Kraak & pelletier (1998) stated that the television advertisements & prime – time programs have been identified as important influences on the types of food that children ask their parents to buy for them and food they buy for themselves. Research has also shown that by the age of nine, children start to lose interest in toys & develop a preference for products with a social function, such as music and sports equipment (Buijzen & Valkenburg, 2000). Past researches have indicated, if television advertising based on the experiences which are strictly influence to the minds of children by using the most appropriate & best strategies, this directly influences on the food pattern of the children (Livinngstone & Helsper, 2004).

Previous studies have shown that children's attitudes & behaviors and television advertisements are

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co relational. So, it is difficult to determine whether advertisement influence children's attitudes & behavior or whether attitudes & behaviors determine what television programming or advertising will be viewed (Ann Sanson, 2000). Marketers, who try to penetrate the post- conflict market should need to develop television advertisements in an enjoyable manner, background music should be enjoyable. Because, children can be easily memorized by those ear – catching jingles & endorsement by animated characters commercials & they often imitate what the animated characters endorse such as; jingles or lines (Neeley & Schumann, 2004). Post conflict marketing environment is unique and exclusive; there is vast opportunities for marketers to sell their product & services to the potential customers who returned to their normal life (Shivany, 2013).

The evidence indicates under the other undesirable consequences of advertising by Atkin (1978) that, the first parents reject approximately one-third to one – half of child requests for products. This leads to parent – child conflict in about half of all families; such arguments are generally mild & infrequent. The evidence shows that children who see the most advertising have considerably more conflict. About one- third to one – half of the children become unhappy, angry or disappointed after denials of food & toy requests; again, the rate is considerably higher among those seeing the most advertising. In addition, some children may become dissatisfied when actual products fall short of the advertised image. Advertising interruptions of program enjoyment produce irritation in many viewers.

V. Methodology

a) Introduction: Qualitative Research

A qualitative exploratory research has been adopted for this study. Because, in Jaffna peninsula, there are few researches on the topic of television advertisement & parent-children conflict via qualitative research method like; "Age variances of children and conflict with their Parents instigated by television advertisements" (Dilogini and Shivany, 2014). Therefore, a research design was employed for this study.

First, the strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue, it provides information about the "human" side of an issue- that is, the often contradictory behaviors, beliefs, opinions, emotions & relationships of individuals, although findings from qualitative date can often be extended to people with characteristics similar to those in the study population (Natasha Mack, 2005).

The second one is the goals of exploratory research are intended to produce the following possible insights, such as; familiarity with basic details, settings & concerns, well-grounded picture of the situation being developed, determination about whether a study is feasible in current situation and direction for future research & techniques get developed.

Harry Wolcott (1999) maintains that one of the main problems in qualitative work is having too much of data rather than not enough, because the research is meant to provide details where a small amount of information exists. Normally, qualitative research means; investigation in to a problem or situation which provides insights to the researcher.

b) Population of the Study

The population for the present study consisted of parents in Jaffna district between 25 to 45 years of age with at least one child between the ages of four & twelve. In 2012, Samaraweera & Samanthi have done a case study from Galle district about "television advertising and food demand of children in Sri Lanka. This is an accountable past study in Sri Lanka.

c) Sampling Technique

One of the most common sampling strategies is purposive sampling. According to preselected criteria relevant to a particular research question sample size, which may or may not be fixed prior to data collection depend on the resource & time available. Purposive sampling is therefore most successful when data review & analysis are done in conjunction with data collection (Natasha Mack, 2005).

In qualitative research sample selection has a profound effect on the ultimate quality of the research (Kitson, 1982). Miles and Huberman (1994) suggest that sampling strategies can be evaluated in terms of six different attributes, according that the sample should be likely to generate rich information on the type of phenomena which need to be studied & the sample should enhance the 'generalizability' of the findings. Because of these attributes, Purposive Sampling technique is applicable to this study.

The purposive sampling technique is called as judgment sampling. It is a nonrandom technique that does not need underlying theories or a set number of informants. Simply put, the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Bernard 2002, Lewis & Sheppard 2006). This research was consisted a purposive sample. Sample was restricted to 10 parents for the diversity of the sample, so the researcher recruited some of the parents from the different division from Jaffna district.

d) Instruments/ Materials

This qualitative approach using in depth interviews with the parents were conducted. In depth interviews is an appropriate method for capturing & understanding informants' experiences & words (Taylor, 1994).

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A great deal of qualitative material come from talking with people whether it be through formal interviews or casual conversations the researcher must listen carefully to what participants say, engage with according to their individual personalities & styles and use "probes" to encourage them to elaborate on their answer.

This study fully concentrated on in depth interviews by using preset question based on primary interview question as open- ended question format.

e) Data Analysis Methods

Data analysis method begins almost immediately with primary analysis. Later on, after more data collection in interaction with primary analysis, a second stage occurs with category & concept formation (Peter Woods, 2006).

Commonly there are four steps in qualitative analysis, such as; interim analysis memoing, data entry & storage and coding & developing category system. At the same time there are some forms do qualitative data take. Such as; field notes, audio recordings & transcripts. In this manner, researcher conducted in depth interviews and those interviews were digitally recorded, translated & transcribed (Bryman & Bell, 2011).

In the first stage of the analysis, the researcher wrote all the themes which researchers found. Next, researchers chose major common themes with which most participants were concerned. Then, the researchers discussed some common themes that emerged from the first interview to last interview, so that the significant issues were discussed and analyzed more thoroughly. Because, the researcher read through the transcripts of all ten interviews and looked for themes or categories. As the method of analysis, this study used analytic induction which tries to find common patterns in the data. Coding is defined as marking the segments of data with symbols, descriptive words or category names. In this research, inductive codes were developed by the researcher by directly examining the data.

f) Questions for In-Depth Interviews

Questions was asked about whether their child pay attention to TV commercial when watching TV, What does he/she typically do when a commercial comes on and whether they believe their child's product requests are influenced by televised advertisements; If so, how is she/ he influenced, the usual outcomes of conflict over a request to buy a particular product and parents were answered very generously.

g) Coding and Findings/Concepts

In qualitative research, the goal of coding is not to count things, but to "fracture" the data and rearrange them into categories that facilitate comparison between things in the same category and that aid in the development of theoretical concepts (Maxwell &Joseph, 2005).

Therefore, the researcher was done 1st coding through line-by-line analysis and identified important concepts from transcribed interviews, and then the researcher done axial coding as a 2nd coding, finally the researcher was found the concepts that emerged from data. Those coding steps and concepts are presented here below in the annexure.

h) Reliability and Validity of Analysis

A good qualitative study can help us "understand a situation that would otherwise be confusing" (Eisner, 1991). The validity and reliability are two factors which any qualitative researcher should be concerned about while designing a study, analyzing results and judging the quality of the study (Patton, 2002).

'Reliability means dependability of consistency' & that qualitative researchers 'use variety of techniques (interviews, participation, documents) to record their observations consistently' and 'Validity means truthful' it's referring to the bridge between construct and the data. It can be seen that validity means the correct correlation between data and conclusion (Lawrence Neuman, 2003).

Moreover, there are some criteria for reliability and validity of qualitative research, such as;

- Credibility; (in place of internal validity), that is, the extent that the constructions adequately represent the participant's reality.
- Transferability; (in place of external validity), that is, an adequately and thickly described account so that those who wish to transfer the implications to another context can do so with an adequate data base.
- Dependability; (in place of reliability), that is, the data is internally coherent.
- Confirm ability; (in place of objectivity), that is, the extent to which the theoretical implications are grounded in the data (Guba and Lincon, 1981).

One of the most important strategies for establishing dependability is "The outside researcher experienced" (Lincoln and Guba, 1985). Here, dependability could be achieved by using an outside auditor to examine the research process and to determine if the findings and interpretations are supported by the data. Therefore, in this study; the researcher submits an account of her findings for checking (Alan E. Bryman, 2008).

On the other hand, one of the most important strategies for establishing credibility is "Respondent validation". Respondent validation occurs during the period of data collection when feedback is obtained from the participants about the accuracy of the data they have given, and also the researcher's interpretation

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of that data. (Such as a short report or interview transcript) (Lincoln and Guba,1985). In addition, feedback after the completion of the research project on the interpretation of all the data that has been obtained and interpreted can provide another type of validation.

To achieve validity in qualitative research is to reduce the gap between reality and representation and the more data and conclusions are correspondent the more a piece of qualitative research is valid (Bryman, 2008). Since in this study, all the interviews were translated, transcribed and findings sent back to the respondents in order to determine the accuracy of the interview findings.

Therefore, the researcher was done open coding through line-by-line analysis and identified important concepts from transcribed parent's interview answers, then the researcher done axial coding and assembled them into second-order themes, finally the researcher was presented the strategies that emerged from data were presented & how the coding were done and the final analysis are clearly shown in this chapter.

VI. Data Analysis

This study aimed to explore children's attention level on TV commercial when watching TV & subsequently their behaviors. The researchers have obtained the findings to this objective through interview questions. All respondents' answers were coded by the researchers. Through the final concepts, the researchers have conducted the data analysis.

"They won't even move when they watch ads on the TV. They just watch those more attention ally"

(Sivanya, Teacher)

Jaffna children in the post – war market are more attention to Indian kid's advertisements, because of the attractiveness & colour fullness of the advertisements.

"But it depends on the advertisement.

If there is kid dish music, dance come on they watch those."

(Sasikaran, Tailor)

Children in Jaffna don't watch TV & ads all the time, but when commercial comes on the TV, they watch that without blinking an eye & immediately request some products and also remind the parents at the purchase places. Moreover, they follow them in the ads something related to children.

"They'll be more concentrating on them and specially is it's something related to them they will watch that without blinking. As I said earlier, it influences more than 90 %. I think those are rally colorful."

(Raveeswaran, Lecturer)

This study tried to find the influence of televised advertisement on Jaffna children's product requests. In Jaffna district parents believe their child's product request are influenced by televised ads, through impressionable way of techniques like colour, shape, size because of that children believe, remind & adamant on it.

"Yes, it does, it does. There some chocolate ads, which comes up.

She takes the chocolates whenever we go to food city she takes it because she watches the ads about it. Kids watch that they wouldn't ask without watching 'He eat chocolates and he is grown up. Drink Boost, eats chocolate… There are so many like this."

(Balaputhiran, Lecturer)

"Yes there is a link between them. That's an attraction isn't it?

They eat noodles by spoon as shown on the ads."

(Pirabhakar, Housewife)

And also, this study tried to find the usual outcomes of conflict over a request to buy a particular product. The researcher has obtained the findings to this objective through interview question regarding the usual outcomes of conflict over a request to buy a particular product.

"She will say that she wouldn't eat anything. When the elder kids argue and disobey the younger ones follows them."

"They get told off by me"

(Shahila, Bank staff)

"They got angry with us."

(Anandasayanan, Lecturer)

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There are so many negative outcomes of conflict over a request to buy particular product among Jaffna parents and children like children disobey the parents, they would cry, get angry with parent, they will be depressed & show the sadness on child's studies, eat, sleep as well as, this usual outcomes will lead affections on the overall child's behaviors.

"She forgets as she is a kid. But she will say "I won't come the next" as soon as we get back home."

(Krishnakumar, Teacher)

"He wouldn't, but he'll show his anger on his studies.

It we switch off the TV, He wouldn't eat. He won't be happy. So we need to prefund that we are on his side just to keep the things on the right track so he ask mom to boils the milk, ad that on it and eat that. He does the same things as shown on the TV".

(Balaputhiran, Lecturer)

Crying at home /avoiding food/crying at the shops/comparing with other parents who always buy products for their children are negative outcomes of parent-children conflicts derived by television advertisements. Go against with their parents and argue with their parents are very unlikable outcomes of conflicts with their parent, other than these affects, the main affection on children's studies. Jaffna parents mainly concentrate on their children's studies. So, it's a major negative outcome of these kinds of conflicts.

"They will be angry. They Show the sad face. They won't even sleep without eating.

It's a bit worrying. There are some situations when we can't afford."

(Ajantha, Housewife)

"They'll be depressed… Destructive behavior….When we tell her that we can't, she'll be….. "I wouldn't study if you don't buy that now". But we misguide her when getting the things she asked. They might think that even though Amma has money she is not buying that for me. It'll accept it if they have positive attitude otherwise they will get confused."

(Raveeswaran, Lecturer)

Not only the children's behaviors, but also these outcomes can affect on the happiness of the whole family. The issue of depression in children is very serious one, because thinking negatively greatly affected the likelihood of developing a depression and maintaining it during stressful events in a person's life. It's not that much easier to develop positive attitude in children's mind.

VII. Conclution

The outcome of this study shows some limitations. The first limitation of this study is that this research relied only on the perception of parents. Therefore, the knowledge from this study might be a little bit biased by the parents' particular viewpoints toward the issues in this study. Even though the parents' perspectives were considered the most important for this study, it is possible that there may be gaps in information that can be filled in by asking questions from the perspectives of other family members, including the children themselves, because the answers by the children might be different. Therefore, one possible future study would include the children, or other family members as participants.

Another limitation is that this research consider only children segment in Jaffna Peninsula in the post – war market situation. The research result states that the potential researchers should consider the other segment in Jaffna Peninsula while evaluating the impact of TV advertisement on conflict for other segments, like; grown-ups children (12-18ages) or adults (18-25).

The other limitation is that the sample is geographically limited. The research has been done only in Jaffna district. It can be done in other parts of the country, like; Mannar, Kilinochchi, Vavuniya as well or for the whole country.

A qualitative exploratory research method has been taken into consideration for this study. Therefore in the future, the researchers should be taking into account of the other methods, like; quantitative research method or mixed method as well.

Based on this research finding, there is a conflict exist between Parent and children in the post-war Jaffna context. Because of the adamant behaviors & nagging behaviors parents in the post-war marketing context are persuading to conflicts between their children & themselves. In the peaceful marketing situation, mass media developed environment, children are requesting advertised products to never stopping is called as "Pester Power". Behaviors of continuously asking particular advertised product are creating parent-children conflicts often.

Present study found that because of heavy advertisement and proliferated Tv channels children are confused, and nag their parents to purchase unwanted products. Parents are struggle to solve these conflicts

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because of the heavy inspirations of the motives and colours in the advertisements. Marketers should follow the correct advertising strategies when they create children's related products advertisements. It also will reduce these types of conflicts and diminish those types of negative outcomes as well.

In the post-war Jaffna market unethical and business behaviors are encouraged by this unwanted purchase intentions. According to the past studies (Livinngstone & Helsper, 2004) advertisement strategies should be in a good manner, and marketers should consider the appropriate Television commercials otherwise, these will affect the society.

This study has the implication that organization should design proper Tv advertisement, which will not affect the Parent-Children relationships, it is an ethical responsibility of the organization, which operates in the Post-War context.

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Annexure

Examples of Coding: Four Tables.

(Source: Author constructed)

IQ1: Does your child pay attention to TV commercial when watching TV?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. They give more attention to ads. 2. Ads are very colorful. 3. watch ads on chutty TV 4. It depends on the Ads. 5. There is a kid dish music, dance. 6. They love to watch. 7. We got 45 channels now. 8. Change the channel. 9. Indian Ads. 10. Girl on the lux ads also pretty 11. They are more interested in kid's ads. 12. Very much interested. 13. Songs, music are very much attractive.	1. More attention. 2. Colour full & attractive. 3. They are more interested in kid's advertisements, 4. It depends on the advertisements. 5. Watched Indian advertisements.	1. Attention toward attractiveness 2. Attention toward colour images

IQ2: What does he/she typically do when a commercial comes on?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. They wonder why it takes such a long time. 2. They don't watch all the time. 3. They got more interested on it 4. They tell the place where that item is available. 5. Elder one goes away. 6. Younger ones have interest on the ads. 7. Depend on the ads. 8. They will sing. 9. Observes it so attention ally. 10. They play good music in the background. 11. They watch chutty TV. 12. They have no idea about ads 13. They won't even move. 14. Just watch more attention ally. 15. She has the option. Change the channels. 16. Follow them. 17. More concentrating. 18. Watch that without blinking. 19. Something related to them. 20. Repeat the once on it. 21. Immediately request. 22. Remind us at the super market.	1. Don't watch all the time. 2. Watch that without blinking an eye. 3. Remind us at the purchase places. 4. Something related to them. 5. Immediately request.	1. Very interesting
23. Something related to them.		

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IQ3: Do you believe your child's product requests are influenced by televised advertisements? If so, how is she/ he influenced?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. Yes, there is a link between them. 2. That's an attraction. 3. As shown on the ads. 4. It has the influence. 5. Kids want everything they see. 6. "We need this" when they watch the ads. 7. This is the place we saw on the TV. 8. Some time they ask following ads. 9. She asks for kinder Joy. 10. So adamant on it. 11. There are some chocolate ads, which come up. 12. Whenever we go to food city. 13. Because she watches the ads about it. 14. Those are rally colorful. 15. Noodles were colorful. 16. Different ads are more impressive. 17. The technique. 18. Shape looks different. 19. Colour, shape, size are all has influences 20. Ask after watching the TV ads. 21. Drink boost. 22. Boost them or grew them or have energy.	1. There is a link between child's product request & TV ads. 2. Different ads are more impressive. 3. So adamant on it. 4. Change children's thoughts like grew, energy & so on. 5. Remind the parent at the purchase place.	1. Unwanted things are purchased 2. Impressionable way

IQ4: What are the usual outcomes of conflict over a request to buy a particular product?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. She wouldn't eat anything. 2. Kids argue. 3. Disobey. 4. Younger ones follow them. 5. They get told off. 6. They angry with us. 7. As soon as we get back home. 8. They get angry. 9. They go. 10. Their mother straight away. 11. I get worries. 12. Next time she would ask for something else. 13. She would cry. 14. He will show his anger on his studies. 15. He wouldn't eat. 16. He won't be happy. 17. We need to pre fund. 18. Conflicts have negative effects on the happiness of the family. 19. They will be depressed.	1. It affects' on child's studies, eat, and sleep as well. 2. Child gets angry with parents. 3. Disobey the parents. 4. They show the sadness. 5. Children would cry. 6. They will be depressed. 7. Negative effects on the happiness of the family & child's behaviors.	1. Negative effects

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20. Destructive behavior. 21. I wouldn't study if you don't that now. 22. Misguide her when getting the things she asked. 23. Even though Amma has money. 24. They will get confused. 25. They will be angry. 26. They show sad face. 27. They won't even sleep. 28. Bit worrying. 29. Crying at the shops. 30. Comparing with other parents.		

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How Consumer behavioris Affected by "Sight" and "Hearing" in Terms of Promotion?

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Abstract- This paper discusses about how the consumers are affected by "sight" and "hearing" type of promotions. The objective of this reading is to let the retailers or advertisers to reconsider the strategy before creating promotions. Some of the promotion strategies may be effective for certain products or brands. However, it may be a failure if the strategies do not fit the brands or market segments.

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How Consumer behavioris Affected by “Sight” and “Hearing” in Terms of Promotion?

Fong Mun Yee [α] & Rashad Yazdanifard [σ]

Abstract- This paper discusses about how the consumers are affected by “sight” and “hearing” type of promotions. The objective of this reading is to let the retailers or advertisers to reconsider the strategy before creating promotions. Some of the promotion strategies may be effective for certain products or brands. However, it may be a failure if the strategies do not fit the brands or market segments. The paper includes how each element in these promotions can affect consumers’ behaviors. Examples of promotion of “sight” here are TV advertising, television billboards, website videos and visual merchandising whereas promotion of “hearing” represents radio, word of mouth and personal selling. Advertisers create advertisements to get consumers attention and to increase the sales. Hence, consumers are able to search for more information about the products to make comparison. The consumers may choose the brand as they think the company fulfills corporate social responsibility to advertise some valuable advertisements. Stores are decorated to provide a comfortable environment to promote the brand and merchandise. Well trained selling technique of the salespersons can persuade consumers to change their mind.

Keywords: consumer behavior, “sight”, “hearing”, promotion.

I. Introduction

The purpose of this paper is to help retailers or advertisers to find out how consumer behavior is affected by promotion and to create effective approaches to reach the existing and potential customers. Customers may not realize that the presence of new formulated or new technology of products because the retailers chose the wrong communication channels or advertising techniques to affect consumers’ behavior. To reach the target market or to create consumers’ interests effectively, this paper includes how different elements of promotional tools can influence consumers. The advertisement must be effective to create awareness, message, interest, and trust in customers (Chudzian, 2014).

Promotion is a way or channel to communicate the products or services to consumers (Petkovska Mirchevska & Filkov, 2014).There are two types of promotions that were discussed in this paper. Examples of “sight” promotions are TV advertising, television billboards, website videos and visual merchandising. “Hearing” promotions include radio, word of mouth and personal selling. By using these promotional tools, retailers are able to increase the bottom line by increasing the traffic (Small Business Development Corporation, n.d.).However, there are other elements such as the types of appeals in videos that will affect consumers’ behavior. Since visual image from television or internet can capture the consumers’ sights effectively, advertisement is often used to reach the consumer, hence influences their decision making (Chudzian, 2014; Stocia, 2010). Visual merchandising was included as the store environment that affect the consumers’ perception of the brand and qualities of the product (Diamond, 2011). However, there are consumers who do not expose to visual images such as advertisements from television or internet frequently. Some of the consumers approach radio broadcasting more frequent compared to advertisements via television or internet. Besides, word of mouth also plays a vital role because the consumers’ decisions can be affected either positively or negatively by the feedbacks from friends, family or even colleagues. Personal selling is also a type of “hearing” promotion as it involves consumers to listen. For example, consumers’ behavior will be affected as salesperson try to persuade them. However, the elements of “sight” and “hearing’ promotions are not suitable for all consumers because they come from different background and status. In order to reach the target market effectively, advertisers must first analyze and understand the customers well before choosing the correct and effective promotional tools and so to create advertisements.

II. Promotion to Children

Although the purchasing power of children is weak compared to adults but they have disposable incomes. From the other perspective, the children can have parents to purchase something they want(Sandra, 2008; as cited by Haroon, Zaman, Rasheed, Marri, & Raja, 2012).The children influence the adults’ purchasing decisions and this isprofitable to the companies (Sandra, 2008; as cited by Haroon, Zaman, Rasheed, Marri, & Raja, 2012). Logo with pictures and audio tracks can influence the children better compared to the adults (Bernhardt, Wilking, Adachi-Mejia, Bergamini, Marijnissen, & Sargent, 2013). According to Bernhardt et.al, (2013), visual reference of food, drinks, and toy premiums were used to target children. Past

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research showed that children were more likely to think that food with animated characters taste better and so their preferences could be affected (Bernhardt et al., 2013). Advertisers use cartoons in advertisements to persuade the children and therefore, influencing parents' buying behaviors(Haroon et al., 2012).

III. Promotion to Adults

Although the advertisements for adults look similar to children's but there are some slight differences in it (Bernhardt, 2013). Compared to children, adults would be more attracted to the description of the taste of food (Bernhardt, 2013). Adults tend to imagine and feel tempted to try after listening to food description (Bernhardt, 2013; Yuwei, Adaval, Steinhart, & Wyer, 2014).

IV. "Sight" Promotion

TV advertising, television billboards and internet are used to present the products or services because the object in advertisement would be more attractive or lively after using photoshop products. The consumers are exposed to TV advertisements through television and internet at different places (Stocia, 2010). For examples, the retailers or in house visual merchandiserscan use window display and in-store décor to promote the merchandise in mini boutique stores or departmental stores (Diamond, 2011).

a) *TV Advertising*

TV advertising is used to communicate with the existing customers and potential customersor even to position brand image in customers' mind (Petkovska Mirchevska & Filkov, 2014). Besides, television advertising is used to promote upcoming or new products (Diamond, 2011). The advertisements that are creative or attention-seeking will be able to convey messages to the viewers effectively. However, the program schedule is also vital to make sure that the target market is able to watch the advertisements on the TV during the particular schedule (Petkovska et al., 2014).There are two types of advertisements that can be used to influence the consumers: information dominant advertisements and image-dominant advertisements (Mahapatra, 2012).Global advertising does not work if the consumers have various backgrounds. It only works for global consumers (Marieke de Mooij, 2010). To be effective, the advertisement that is being advertised on the TV must be related to the local consumers (Marieke de Mooij, 2010). For example McDonald, Malaysia often useslocal celebrities in the advertisements as an element to influence consumers' behavior whereas Japan usesthe connection of products and model as selling technique (Marieke de Mooij, 2010). Japan model whose name has "ebi" word which means shrimp is used to promote a shrimp burger (Marieke de Mooij, 2010). If the consumers find the advertisements valuable or interesting, they are more likely to watch them repeatedly (Yang and Smith 2009; as cited by Rosengren, & Dahlén, 2015). Furthermore, the consumers may expose themselves to future advertisements of the same brand (Rosengren, & Dahlén, 2015).

Although some of the advertisements may be considered excellent from all of the aspects but there are also other advertisements available for the consumers to watch (Zhao, 1997; as cited by, Jeong, Kim & Zhao, 2011). Hence, the effectiveness of advertisements is reduced as consumers will overlook and able to process only three to five advertisements clearly (Ray & Webb, 1996; Zhao, 1997; as cited by, Jeong, Kim & Zhao, 2011).

i. *Rational Appeal*

Rational appeal of advertisement is mostly used on high involvement transformation products (Mahapatra, 2012). Consumers need to spend large sum of money to purchase certain products, therefore information about the products is very important for consumers to compare the products and consider which one to buy (Mahapatra, 2012). Information dominant advertisement is an advertisement that tells facts such as features or advantages of the products or services to influence consumers (Abernathy & Eranke 1996; as cited by Mahapatra, 2012). Information dominant advertisements influence the viewer's rationality to compare the products' benefits (Mahapatra, 2012). Information dominant of advertisement is similar to what commonly known as hard sell where the advertisement includes the attribute of the products, the materials or the technology used to produce the products, functions of the products and the quality of the services and environment to attract the customers (Abernathy & Eranke 1996; as cited by Mahapatra, 2012). Not all the elements are supposed to be included in an advertisement but it varies based on the type of the products or services that are going to be advertised (Pickett et al., 2001; as cited by Mahapatra, 2012). However, the consumers may perceive the advertisements negatively if there is too much information and may result in lower effectiveness (Decock and De Pelsmacker 200; as cited by Mahapatra, 2012).

ii. *Emotional Appeal*

Image dominant advertisement uses emotional appeal to influence the consumers (Mahapatra, 2012). In other word, advertisers use image dominant advertisement to perform soft sell (Leiss, Klein, & Jhally, 1997; as cited by Mahapatra, 2012).Image dominant advertisements include the brand, product, color, image, story, message and music to relate to the viewer (Leiss, Klein, & Jhally, 1997; as cited by Mahapatra, 2012). The method of using storyline to advertise products are more effective to earn the viewers' trust for

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the brand (Moraru, 2011). However, the downside of this method is that the information of the products is merely mentioned (Homer, 2008; as cited by Mahapatra, 2012).

Past research showed that music is an effective tool as it presents a feeling to people (Gorn 1982; Leather et al., 1994; De Pelsmacker & Van den Bergh 1998; Roehm 2001; as cited by Mahapatra, 2012).Furthermore, repeated music was found to have the ability to influence consumers' moods and perceptions towards the product (Yoon, 1993; as cited by Park & Jeon, 2014). Hence, music can be used in advertisements to help the customers to recall the products or relate the music with the brands when they are deciding to purchase certain related products (Park & Jeon, 2014). However, it is important to choose music which fit the products rather than making audience to be familiar to music (Park & Jeon, 2014).

For advertising composition, humor is an element that is useful to play a role in customers' mind (McCullough, 1992; as cited by Mahapatra, 2012).Many advertisershave successfullyused humoron low-involvement transformational products such as fragrance and apparels to attract the consumers (Jain, 2009).Furthermore, creativity is another important element to create impressive and attractive impressions in the consumers' memories (Kover et al., 1995; De Pelsmacker et al., 1998; as cited by Mahapatra, 2012). However, the idea that is to be presented must be clear or otherwise it would create different meanings to different consumers due to cultural differences (Kover et al., 1995; De Pelsmacker et al., 1998; as cited by Mahapatra, 2012).

An unsuccessful advertisement will irritate the consumers (Obermiller, Spangenberg and MacLachlan, 2005; as cited by Mahapatra, 2012). Consumers do not like overdramatized advertisement (Obermiller, Spangenberg and MacLachlan, 2005; as cited by Mahapatra, 2012).

b) Visual Merchandising

According to Easey (2009), visual merchandising is one of the promotional tools to differentiate the store from others. An attractive window display enables the retailers to attract the potential customers to step into the store whereas the interior display enables the retailers to retain customers to stay longer (Diamond, 2011; Krishnakumar, 2014).When the environment of a store or mall is bad, it will worsen the impression positioned in customers' mind (Runyan, Kim, & Baker, 2012). Sales will decrease following by the reduced numbers of customers (Runyan, Kim, & Baker, 2012). Retailers or visual merchandisers often use colors, mannequin, fixtures, lighting effect and also music to create the store identification (Diamond, 2011; Cant, Hefer, & Machado, 2013). With the use of mannequin, consumers are able to relate themselves and therefore, the decision is affected (Diamond, 2011). Using themes or colors in painting enable the retailers to create different feelings to the consumers (Diamond, 2011). For example, red, orange and yellow colors provide the impression of warm atmosphere while blue represents cool and calmness (Diamond, 2011).

Furthermore, signage and the combination of fixtures in a store enable the consumers to look for their preferences of products easier (Diamond, 2011). The level of lighting helps the stores to be classified differently (Diamond, 2011). For example, mass merchandiser like Walmart uses high level of general lighting in its store while upscale department store like Neiman Marcus uses moderate general lighting and subtle lighting to represents its store image (Diamond, 2011). Consumers preferstores to replenish their stock frequently and consistently so they can purchase new products (Cant, Hefer, & Machado, 2013). From the other perspective, replenishment of new products providesfreshness to the customers and results in increasing the competitiveness among the retailers (Cant, Hefer, & Machado, 2013). Customers or shoppers are comfortable as they believe the products match their identities and therefore, create customers' loyalty (Cant, Hefer, & Machado, 2013).

c) Television Billboards

Television billboards are shown when the TV program or movie is sponsored by some companies (Jeong, Kim & Zhao, 2011). These billboards can be the logo of the brand or even the announcement from the brands that customers can either see it or hear it (Jeong, Kim, & Zhao, 2011). Although the duration of time consumers are exposed to the sponsors is short but television billboards provide a less cluttered environment for consumers to remember (Lardinoit & Derbaix 2001; as cited by Jeong, Kim, & Zhao, 2011).

d) Internet

Internet enables the products, information of the companies and also advertisements to be exposed to the consumers (Diamond, 2011). Besides, it enables the customers to leave comment on the company profile or even exchange ideas on the webpage (Diamond, 2011). From the other perspective, the consumers can visit the company page or profile on anytime at any place (Diamond, 2011). Social media, for example like, YouTube, Facebook, Twitter and Google Plus enable the web users to share information, pictures and video (Dafonte-Gomez, 2014; Mcpherson, 2015). Retailers create profile and upload advertisements so that the consumers are exposed to the upcoming events and new products (Dafonte-Gomez, 2014; Mcpherson, 2015).However, the consumers are more alert to discount framing (Shen & Fu-Chiang, 2014). When consumers see discounts on online sales, their intentions to purchase get higher (Shen & Fu-Chiang, 2014).

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V. "Hearing" Promotion

Consumers have to think or guess the message of the advertisement trying to convey (Stocia, 2010). However audio broadcastingdoes better in clarifying the message, the information is more direct and straight forward which makes the information understandable to the listeners (Stocia, 2010).

a) Radio

Consumers can listen to radio broadcast at any time as it can be listened online, at home, on vehicles or even at malls (Diamond, 2011). Most of the radio advertisements are for sales or timely promotion event (Diamond, 2011). Compared to other promotion tools, radio is more suitable to focus on markets with different ethnics (Diamond, 2011).

Foreign-accented commercials are found to be less attractive from consumers' perspective (Hendriks, van Meurs, & van der Meij, 2015). According to Hendriks, van Meurs, & van der Meij (2015), the foreign-accented commercials are hard to understand and they cause the message unable to be conveyed to the consumers successfully. On the other hand, consumers perceive that the speakers are not the place originated people but someone who disguise as he or she is (cf. Tsalikis et al. 1991; as cited by Hendriks, van Meurs, & van der Meij, 2015). It is hard for the consumers to trust the advertisements because there is lack of creditability (cf. Tsalikis et al. 1991; as cited by Hendriks, van Meurs, & van der Meij, 2015).

However, there were foreign-accented commercials that were acceptable by the consumers (Hendriks, van Meurs, & van der Meij, 2015). These commercials are success when the product is famous to represents its country (Hendriks, van Meurs, & van der Meij, 2015). For example, when olive oil advertisement is compromised with German accent and beer advertisement is compromised with French accent (Hendriks, van Meurs, & van der Meij, 2015).

b) Word of mouth

Consumers' purchasing decisions are also affected after listening to other customers' review on the brand or the product (Kozinets, Valck, Wojnick, & Wilner, 2010; as cited by Claro, Reali Fragoso, Laban Neto, & de Oliveira Claro, 2014). According to Martin (2014), there are also times when the consumers do not follow customers' reviewsas they believe the customers might be getting any rewards from the company. Consumers believe that other customers are trying to hide some negative facts about the products of services (Martin, 2014).

From another perspective, consumers' decision may be affected when others try to provide negative feedbacks about the products or warning them to consider about the consequences (Matos & Rossi, 2008; Singh & Wilkes, 1996; Trusov, Bucklin, & Pauwels, 2009; as cited by Claro, Reali Fragoso, Laban Neto, & de Oliveira Claro, 2014). The choice of words used by consumers to convey certain information may affect the listener (Moore, 2010). For example, the product color may fade easily but the consumers may say that the product has bad quality (Moore, 2010). Hence, negative word of mouth is created. The listener receives a distorted message and changes his or her expectation of certain brands (Moore, 2010). However, if the language used creates a positive message, it will enhance the brand image to the other customers (Moore, 2010). Furthermore, it will increase the potential customers' confidence level in trying new brands (Moore, 2010).

c) Personal Selling

Although technology is advancing and purchasing with a click is common in this era but there are still consumers who like to shop at brick and mortar (Runyan, Kim, & Baker, 2012). However, the attitude of salesperson and the way they persuade the consumers can affect the consumers' purchasing decision (Runyan, Kim, & Baker, 2012). Some of the salespersons are pressured by the managers or employers, they may promote the products aggressively (Runyan, Kim, & Baker, 2012). When the consumers listen to the salespersons, it creates negative emotions and experiences to them (Runyan, Kim, & Baker, 2012).

VI. Discussion

Some of the researchers argued that advertisement image is more effective in targeting consumers than using audio broadcasting. As the children have lesser experiences, audio broadcasting would be hard for the children to imagine the food or drinks that are advertised on radio (Bernhardt et al., 2013). Image is effective when the target market is children as they are more likely to be attracted to animated character or images than words (Bernhardt et al., 2013). According to some researches, rational appeals of advertisements use hard sell as selling technique (Mahapatra, 2012). However, some of the consumers like this kind of advertisements as they can have a clear image of the products characteristics and usage (Mahapatra, 2012). For emotional appeals of advertisements, it may turn out to be a heart touching story that positions institutional image to affect consumers. However, some of the viewers or web users may view the advertisement as a normal short video (Mahapatra, 2012).

TV program schedule may not be suitable for audio broadcasting (Petkovska et al., 2014).Some of the consumers work on weekdays and they spend most of the times in the car or at the office. In the car or at the office, consumers are exposed more to the radios compared to the televisions. Hence, weekends would be a better period for advertisers to advertise advertisements on television for this targeted market

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group as consumers have leisure time to spend on watching televisions. According toLu, Su, & Yang (2007), both television and radio advertisements have likenesses in using sound effects and themes to impress audiences or viewers. However, the consumers may have different interpretation after listening or watching the advertisements of the same products as consumers are exposed to different kinds of media and appeals.

Visual merchandising can be a silent salesperson that affects the consumers' behavior. By showing store image, retailers can attract the consumers to purchase the similar products. Furthermore, stock replenishments provide neat and clean atmosphere that attract shoppers to shop the store. A salesperson's selling skill can also boost up the sales by persuading the customers to buy more. However, customers' mood may be turned down because of annoying way of persuasions from the salespersons (Runyan, Kim, & Baker, 2012).

VII. Conclusion

The focus of this paper is on how "sight" or "hearing" promotions affect consumers' behavior. Advertisers create advertisements to get consumers attention and to increase the sales. The flow of the advertisements can either be informational or emotional appeal to influence consumer purchasing decision. Consumers may have much information about the products to make comparison. Consumers may choose the brand as they think the company fulfills corporate social responsibility to advertise some valuable advertisements. Some of the consumers may be exposed to the advertisements as they spend their time in front of the TV. However, some of the consumers may not have time to watch television programs so radio is available as an alternative to them. Stores are decorated to provide a comfortable environment to promote the brand and merchandise. Besides, well trained selling technique of the salespersons can persuade consumers to change their mind. To compete fairly, the companies should exercise the business ethically by advertising without make up or implying false facts (Danciu, 2014). Customers who are satisfied with the products will create positive word of mouth to reach retailers ultimate goal.

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The Review of the Effectiveness of Celebrity Advertising that Influence Consumer's Perception and Buying Behavior

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Abstract- This paper intends to appraise and understand celebrity advertising and its effectiveness. By deeply examining and addressing the components of celebrity advertising, the advantages and disadvantages associated with it, and the elements of successful and unsuccessful implementations, it will be clear that with a compelling and logical celebrity-brand fit, the application of celebrities as brand advocates can be used to a company's competitive advantage.

Keywords: celebrity advertising, consumer's perception, effectiveness, buying behavior.

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Ow Wen Han [α] & Dr. Rashad Yazdanifard [σ]

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I. Introduction

According to Merriam Webster, celebrity advertising is defined as "to use a famous person's image to sell products or services by focusing on the person's money, popularity, or fame to promote the products or services."While it may seem that the use of famous individuals to endorse and promote consumer products and brands is a modern day trend, it has actually been engrained in society since the late 19th century. The first recorded celebrity endorsement dates back to 1893 when British actress Lillie Langtry appeared on the back of a Pears Soap product nearly 100 years after the product was initially introduced (Skärfstad & Bergström, 2004). In today's rapidly growing media-obsessed culture, celebrity endorsements have skyrocketed. In the United States alone, nearly 20 percent of television advertisements include a celebrity endorser (Crutchfield, 2010). This number may seem large, but in other markets, the use of famous sources as endorsers is even greater. India and Taiwan are two examples that have seen a tremendous growth in the celebrity-focused media fad, with celebrities appearing in 24 percent and 45 percent of advertisements respectively (Crutchfield, 2010).

The question this reveals is: what defines the exclusive and unique celebrity status? Is it any attractive, well-spoken, and recognizable individual? A brief list of the specifications and classifications of a celebrity include athletes, entertainers, politicians, executives, and fictional characters – Ronald Mc Donald and Spongebob for example. However, this concise list does not limit one from attaining "celebrity status." A prime example of an individual breaking the celebrity boundary lines is Samuel Joseph Wurzelbacher, known to many as "Joe the Plumber." The individual became a celebrity as he gained national attention during the 2008 Presidential Election when he was utilized as a prime "celebrity endorser" throughout the entirety of the McCain-Palin campaign (Kellner, 2009). When people think of "Joe the Plumber", they instantly affiliate him with this campaign, resulting in a successfully implemented case of classical conditioning.

At the same time, it is also essential to keep in mind that a celebrity is always in public view (Choi & Berger, 2010). Take Dwight Howard, for example, the all-star basketball player for the Los Angeles Lakers. In order for him to do his job, he must endure many public appearances, both in person and via impersonal communication mediums. Regarding public appearances, Dwight Howard has to fulfill his profession; play basketball with millions of people watching and attend press conferences or team-related events. In addition, Dwight makes public appearances through his every day routines, such as shopping and spending time with family. Public appearances don't end here either. Newspapers and magazines are areas of publication where anything related to Dwight Howard and other celebrities' can be addressed and disseminated. Social media is the final public appearance in today's cyber-obsessed technological world that has repeatedly served as a questionable channel for celebrities to express themselves (Marshall, 2010).

The use of celebrities in advertising remains a major topic of dissension throughout the marketing and advertising world to this day. Numerous acclaimed sources have made valid arguments for both sides of the situation; some claiming celebrity advertising is an effective and financially stable investment while others firmly believe it is a risky and ineffective tactic used by companies whose product itself cannot capture the attention of the consumer (Choi &Rifon, 2007). By deeply examining and addressing the components of celebrity advertising, the advantages and disadvantages associated with it, and the elements of successful and unsuccessful implementations, it will be clear that with a compelling and logical celebrity-brand fit, the

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application of celebrities as brand advocates can be used to a company's competitive advantage.

II. Methodology

This study philosophically falls under interpretive class, undertaken research approach is explanatory and research strategy is literature survey. Primary and secondary data were used for this study. International journals as well as proceedings are searched through international well-recognized databases like Emerald, Proquest and Ebscohost. The arrangement of literature review was to begin with the origins of celebrity advertising and how it is used widely among organizations then elaborating the concepts of independent discipline and interdisciplinary of consumer behavior, it's purpose in psychological and marketing studies. It then leads to the discussion whether celebrity advertising is effective be and how it affects future research.

III. Components of Celebrity Advertising

When an individual see's a familiar figure on television promoting a product, there is an instinctive thought in the consumer's mind regarding the use of the product. This innate assumption is known as implication of use. The implication of use principle says that when someone watches an individual endorse a product, they assume that the individual promoting it is in fact a user of the product (Biswas, Hussain, & O'Donnell, 2009). This principle plays a major role in celebrity advertising. If a consumer see's a celebrity endorsing a product, it is essential that there is absolutely zero gap between the celebrity and the brand. Whether it is the celebrity's occupation, values, ethnicity, or another characteristic, the consumer should never wonder why this celebrity is endorsing the product (Fleck, N., Korchia, M., & Le Roy, 2012). In order for a company to effectively and profitably use a celebrity to endorse their brand and product, several imperative components must be taken into account.

The first component of celebrity advertising is celebrity knowledge and trustworthiness. When a company hires someone to recommend their brand and product, it is assumed that the individual promoting the product actually knows what they are talking about (Till &Shimp, 1998). If there seems to be some disconnect between the celebrity's knowledge of the product they are talking about, all credibility goes down the drain. When celebrity endorsers are seen as experts in a particular product category, they tend to be more liked by the consumer (Buhr, Simpson, & Pryor, 1987). Billy Mays, America's favorite infomercial star, clearly illustrates this principal. No matter what product he was endorsing, whether it be Oxi Clean or Kaboom!, the consumer was convinced that he knew exactly what he was talking about when endorsing the product because he would effectively use it and explain the benefits in detail. This strategy served as a major enhancer of trust in the consumer solely due to the knowledge of the product displayed.

The next component of celebrity advertising that companies need to keep in mind is celebrity appearance. There have been a number of studies that have demonstrated the effectiveness of the source attractiveness model. This model asserts that in order for the advertisement to send an effective message and to persuade the consumer, the source must be likeable, familiar, and similar to them (Till &Shimp, 1998). Physical appearance induces positive feelings from consumers. If the source matches these three traits, then the consumer will grasp the message and will be more likely to be cognitively engaged in the advertisement. Brad Pitt (Chanel) and Scarlett Johansson (Calvin Klein) are good examples of celebrities who successfully endorse brands with their good looks (Buhr, Simpson, & Pryor, 1987).

Another integral component to consider when potentially using a celebrity endorser is celebrity product fit and brand congruence. This is arguably the most important component when selectively choosing a celebrity to represent a brand (Fleck, Korchia, & Le Roy, 2012). Derek Jeter, the all-star shortstop for the New York Yankees, is one of the many celebrities who endorse multiple brands. Both Gatorade and Nike pay him millions of dollars every year to promote and use their products, which has proven to be an incredible fit for both the company and the individual (Lear, Runyan, & Whitaker, 2009). Both Nike and Gatorade are classified as sports-related brands that associate themselves only with the best of the best. Thus, given Derek Jeter's status as arguably the best shortstop in baseball, he is an impeccable fit for both the Nike and Gatorade brands.

The next component of celebrity advertising is celebrity popularity. This factor plays a chief role with products that possess a teenager-young adult target segment (Ogunsiji, 2012). The perfect example of this component is Justin Bieber endorsing Pro Active Skin Care. Justin Bieber is arguably the most famous pop singer in the world, and has an active following who simply can't get enough of him. Thus, when Pro Active decided it was a potential fit for their brand, and consumers all over the world saw Justin Bieber promoting their product, it immediately became "cool" and as trendy as anti-acne treatment can get. In teenage girls' minds across the world, if Justin was using it and it worked for him, then "I want it too and it will work for me" (Barnes, 2011; Keel & Nataraajan, 2012). This brings us straight into the next component of celebrity advertising – celebrity performance.

A major factor companies need to take into account when choosing a source to promote their brand is performance. It is necessary for companies to

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consider the implications of hiring a celebrity whose status is indefinite and has the ability to fluctuate (Amos, Holmes, & Strutton, 2008). Hiring a one-hit-wonder celebrity does not always work out for companies to promote their brand because it is opening up the door for negative affect transfer from the celebrity to the brand. Thus, immense research and care needs to be put into the process of selecting a celebrity endorser.

The final component that companies need to consider in order to effectively and profitably utilize celebrity endorsements is celebrity credibility. This is an overarching component that answers whether or not the consumer is actively engaged in the product and brand being endorsed by the celebrity, or if they simply consider it to be an irrelevant marketing ploy (Seno& Lukas, 2007). Since high credibility is closely associated with positive attitudes and behavioral changes, marketers will meticulously sort through celebrities to select ones based on the notion that they have a high level of credibility with the brand (Craig &McCann 1978; Woodside &Davenport 1974).

IV. Advantages and Disadvantages of Celebrity Advertising

"The importance of celebrity endorsers…does not lie in the fact that they are used by firms who wish to increase revenue, but in how these celebrities add value to a company, brand or product" (Amos, Holmes, Strutton, 2008). Sadly, celebrity advertisers sometimes do not reach the company's expectations. Celebrity advertising has many advantages and disadvantages. With all the social media prevalent in modern society, celebrities can reach new heights of fame that were unthinkable in the past. With all of this fame, however, comes a lot of pressure and constant attention. These hardships increase when a celebrity endorses a brand and can cause negative sentiments towards that brand. With that said, if a celebrity is able to handle the spotlight with class, he or she can do great things for that brand. This portion of the paper will explain both the advantages and the disadvantages of celebrity advertising. It will also provide real life examples describing situations where celebrities were either detrimental to a brand's campaign and situations where celebrities helped brands flourish.

a) Advantages

When talking about the advantages of celebrity advertising, one advantage is more clear and obvious than the rest. In simple terms, celebrity advertising influences consumer purchases. Consumers see a celebrity on an advertisement and think, "If this product works for this celebrity, then it can work for me" (Barnes, 2011) The consumer then reacts and buys the product. An example of this is Sarah Jessica Parker in the Garnier Fructis advertisements. Sarah Jessica Parker is a beautiful actress who is most famous for her role in the television show Sex in the City. Many women love this show, and in turn, love Sarah Jessica Parker. Thus, people see her in the Garnier Fructis advertisements and believe with the use Garnier Fructis products, they can have beautiful hair just like Sarah Jessica Parker.

Celebrities can also build a brand's equity. Before Michael Jordan was starring in Nike advertisements, Nike products were predominantly running or tennis shoes. Jordan began advertising for Nike as a rookie in the NBA in 1984. As he rose to stardom, Nike's basketball brand exploded. Instead of selling primarily running and tennis shoes, Nike began selling all basketball gear. To this day, Michael Jordan remains the most recognizable Nike athlete and the basketball sector of Nike is thriving more than ever (Kellner, 2001). Nike brought its brand equity to new heights by simply having Michael Jordan endorse their products.

Brand recall is another advantage of celebrity advertising. Many celebrities endorse a brand so frequently that they become forever connected with the brand. Ashton Kutcher has been in countless commercials for Nikon cameras. As a result, when people see Kutcher on television or anywhere, they immediately affiliate him with Nikon cameras. The more a product is on a person's mind, the more likely it will influence their purchasing behavior. Because people see Kutcher constantly on television, the Nikon brand is on people's minds much more.

Celebrities can also increase brand awareness. If a brand is struggling to get its name out or is not as powerful a name as the company would like, using a celebrity can be extremely resourceful. "Celebrities are eye-catching; there's a pure awareness factor that makes you stop and look at an advertisement because you recognize the spokesperson" (St. Martin, 2013). Because of this, a celebrity can make one brand stick out over a competitor. When a person goes food shopping, more often than not, they do not know much about many brands. However, when they see a celebrity they do know about and like on the front of the packaging, they are more likely to pick that brand.

No matter how successful, most businesses go through many triumphs and difficulties. When a business is in one of those difficult times, a celebrity can help rejuvenate life back into the business. A celebrity can compensate for a company's lack on innovation. For example, when Jenny Craig witnessed a financial struggle, a heavier Kristie Alley starred in their commercials explaining how happy she was to be using Jenny Craig to lose weight. People saw these commercials and could relate to them. This brought Jenny Craig back to its former glory (Bijlefeld & Zoumbaris, 2014).

Celebrities are great for attracting new users. The best brands are multidimensional. They offer many great qualities instead of just one or two. Sometimes,

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these qualities go unnoticed if the brand does not advertise correctly. For example, people know Subway as being a restaurant where overweight people go to eat healthy and lose weight. However, Subway realized they could extend these qualities further. Athletes are also people who look to eat healthy. Why was Subway not a restaurant for athletes? To change this, Michael Phelps, an Olympic gold medalist swimmer, began to endorse their brand. This changed the way people thought about Subway and brought in a completely new segment of customers (Hein, 2009).

b) Disadvantages

Although positive and valuable in many respects, celebrity advertising is a risky venture and can have negative effects. One disadvantage of celebrity advertising is consumer skepticism. Many times, the celebrity endorsing a product will not relate to the product well (Erdogan. 1999). Consumers see this and may not believe the celebrity actually uses to product. This can hurt sales. For example, Rafael Palmeiro was a great baseball player in 1990s. He was on a commercial endorsing Viagra. Professional baseball players are some of the healthiest and most sexually active people in America. When people saw Palmeiro talking about erectile dysfunction, many did not believe he actually used the product (Newman, 2006). This hurt the Viagra brand more than it helped. Another instance where consumer wereskeptial is when Jessica Simpson attempted to endorse a pocketknife. Campbell and Warren (2012)explains in an article why Jessica Simpson was not effective for this brand: "The celebrity's positive associations of sexy and fun did not transfer to the brand, while her negative associations did."

Another common issue in celebrity advertising is multiple endorsements. Multiple endorsements can cause problems in two ways. First, a celebrity can endorse multiple brands. A situation where this was problematic involved famous tennis player Roger Federer. Federer represented both Gillette and Rolex at the same time (Rosca, 2010). The issue was that Gillette is a lower quality product and Rolex is the highest of quality. When people saw Federer on a Rolex commercial after seeing him on a Gillette commercial, they did not think as highly of Rolex. The second way multiple endorsements can be an issue is when a brand uses multiple celebrities. Britney Spears, Jeff Gordon, Michael Jackson and Nicki Minaj have all endorsed Pepsi in the past (Patel, 2009). An audience who loved Pepsi because they loved Britney Spears may not be happy when they see Jeff Gordon in a Pepsi advertisement. The Vampire effect is also present in celebrity advertising. This occurs when people only notice the celebrity and do not take into account all the other positives of the product. A person can see a celebrity they dislike and completely disregard the product. The product could be exactly what they need but because they dislike the celebrity endorsing it, they will never buy it.

As most people know, celebrities are not always on their best behavior. Every day stories on television, the Internet and in newspapers talk about the newest celebrity scandals. This is why it is important when choosing a celebrity to endorse a brand to choose wisely. Early in his career, Kobe Bryant was convicted of sexually assaulting a woman. At the time, he was endorsing both McDonalds and Nutella. After the scandal, when people saw Bryant on commercials or posters for those brands, they thought less of the brand because Bryant now represented a rapist instead of a lovable basketball player (White, Goddard, & Wilbur, 2009). Another issue with celebrities not protecting their image is implication of use. If a celebrity is endorsing one brand but is seen using a competitors, this is obviously bad for the brand he or she in endorsing. As mentioned earlier, Britney Spears endorsed Pepsi products in the past. She has been seen numerous times drinking Coca Cola products. If a brand cannot get its celebrity advertiser to use its products, why would a consumer use them?

What happens to celebrities when they fall from the spotlight? People reach superstardom and quickly fall for one reason or another in many situations today. This can kill a brand. Greg Oden was a very successful basketball player at Ohio State University. Many people believed him to be the next big star in the NBA. The Portland Trail Blazers drafted him first overall in the 2007 NBA Draft. Soon after, Nike signed him to a contract to endorse them for twenty five million dollars. In Oden's first season, he injured himself and never became a great player. He is no longer in the NBA. The twenty five million dollars that Nike paid him turned out to be a complete waste (Kurzman et al., 2007).

V. Successful and Unsuccessful Implementations

Celebrity advertising has been utilized in many successful and unsuccessful campaigns. Michael Jordan, Tiger Woods, and Oprah are just a few celebrities that use their fame to promote brands for a cost. There is not much that separates a successful celebrity advertisement campaign from an unsuccessful one. There are four key elements to constructing a valuable celebrity advertising campaign: the message, the celebrity, making it stick and choosing the correct media channel. All of these pieces must be synchronized in order to leverage the celebrities' influence on consumer buying habits. If there is a mismatch between any of these elements, a void is created between the celebrity, product and consumer that cannot be made up for anywhere else.

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A strong and consistent message is crucial to building the foundation of a celebrity advertising campaign. One cannot throw an A-list celebrity face onto a brand and expect to see positive results in sales (Eisend & Langner, 2010). A company must reflect on what it wants the brand to stand for, and then develop a message that reflects the brand's position. The message must also be explicit in order to truly set apart the brand from other brands. An ambiguous or unclear message will erode the celebrity promotion efforts independent of whichever celebrity is chosen.

After the message is completely developed, a celebrity must be carefully selected to deliver this message to consumers. The celebrity must not only be willing, but also want to deliver the message because he or she believes in the brand (Erdogan, 1999). Obviously, it would not make sense to have a male celebrity promoting a female brand. When the celebrity's persona naturally aligns with the brand, it is easy for consumers to make the link between the celebrity and the brand. Moreover, recalling the brand becomes second nature whenever the celebrity is seen or discussed – a relationship most companies want the consumer to have between the celebrity and the brand. Another important fact to consider is that when celebrities endorse a product, the meaning developed around a particular celebrity will – or at least it is hoped for by advertisers – transfer to a company, brand, or product (Amos, Holmes, & Strutton 2008). This is immensely important because this also means that the public's view of a celebrity, whether it be positive or negative, will also impact the view the public has on the brand being promoted. Finding a celebrity that generally creates a buzz or a sense of excitement is also helpful because this means that consumers are focusing on the celebrity over most other celebrities. Just as a company would want to find a unique position for its brand, the celebrity promoting the brand should also be unique. If one celebrity is used to promote many brands, the celebrity's influence is greatly diluted because of the many different links between the celebrity and the products he or she is promoting (Rosca, 2010).

Once the message is created and matched with a relevant celebrity, the delivery of the message has to resonate and stick with the consumers. The focus at this stage of delivering the celebrity promotion is on finding a way to make the message stick in the consumer's head and through which channel. An effective celebrity promotion needs to offer a memorable takeaway to consumers. A distinct takeaway further reduces the effort needed to recall a brand when thinking about a specific celebrity. This result is achieved by putting equal emphasis on maintaining the message and making a lasting impression on the consumer's mind (Amos, Holmes, & Strutton 2008). The channel choice becomes important as well as this point. Some messages will stick easier on the minds of consumers with visuals on a television advertisement, while others may make more on an impact via a public relations stunt. For example, Michael Jordan promoted his own brand of basketball shoes by wearing a new pair for each game. His message and delivery fit perfectly by putting many potential buyers of basketball shoes on the lookout for what shoe Jordan would wear next while they were watching their favorite sporting event.

There are many examples out there of successful and unsuccessful celebrity advertising campaigns including Michael Jordan and Tiger Woods with Nike. Examining these celebrity promotions offers insight into the fine line between adding value or taking value away from a brand using a celebrity endorsement (Kim& Na, 2007; Lear, Runyan, & Whitaker, 2009). Michael Jordan has done an astounding job marketing Nike's line of Air Jordan basketball shoes by leveraging his own celebrity status. The message here was that Nike created a line of basketball shoes that blended high performance and with trendiness (Porretto, 2012). Michael Jordan was the perfect fit for this promotion because not only the line was named after him, but also because Jordan was considered to be the best upcoming basketball player out of college when he signed with Nike. Moreover, in a time when all basketball shoes were required to be one color, Jordan wore multi-colored shoes to games and had the $5,000 fine that came with that paid for by Nike (Porretto, 2012). Jordan was an elite basketball player with style, which is exactly the image that Nike wanted associated with its new Air Jordan brand. Jordan then delivered this message by wearing a different pair of Air Jordan shoes on the court for each game. While his target market was already voluntarily watching him play, they were forced to also notice his new pair of shoes. It soon became fun to see which pair he would wear next, so Nike effectively had its target market seeking out the Air Jordan brand. Today the Air Jordan brand has grossed over $1 billion and has 10.8% of the United States shoe market as well as 75% of all basketball shoes (Porretto, 2012).

Contrasting the success of Nike with Michael Jordan, there is the Nike and Tiger Woods campaign. The Tiger Woods scandal created a prime example of how the volatile nature of celebrities can hurt a company's brand image rather than help. Upon signing Tiger Woods to Nike in 2000, Nike's golf ball sales increased by about $60 million while acquiring 4.5 million new customers (Chung, Derdenger, & Srinivasan, 2013). With Tiger being the most successful golfer in the world, the fit between Nike's golfing equipment and Tiger is an obvious fit. Nike's message was one of high performance golf equipment for the serious golfer, and there is nobody that embodies that message more than one of the fiercest competitors in the world, that is, Tiger Woods. However, after the scandal, many companies dropped Tiger Woods as an endorser, including: AT&T, Gillette, Gatorade and Accenture, among others. These

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companies feared that the negative public backlash on Tiger Woods would carry the same negative backlash on their brands (Chung, Derdenger, & Srinivasan, 2013). Nike, however, stuck with Tiger Woods as an endorser and literally paid the price. Tiger's actions resonated so poorly among Nike consumers that Nike lost $7.5 million in net profits and 105,000 customers.

A key factor that ties together all of the steps needed to successfully implement a celebrity advertising campaign is determining the long-term equity a celebrity can provide for your brand. Given celebrities volatility and the exponential growth of social media making public awareness the highest it has ever been, the reliability of a celebrity with a brand is just as important as his or her relevance to the brand.

VI. Discussion

Celebrity advertising campaigns, whether modern or traditional, have the ability to draw attention to consumers. According to the Elaboration Likelihood Model, consumers view products/services with low or high thought. This model sets limits on when to rely on celebrity advertising. If used right, celebrity advertising forces the consumer to elaborate and draws them to a product that may not even apply to them. Due to the peripheral path, celebrity advertisements have been primarily used in low involvement decision making. Celebrities have an increased ability to impact low involvement and high arousal products because it enhances the consumers' ability to process the content. With the right components in mind, celebrity advertising can positively influence brand image and brand equity.

A well-crafted celebrity advertising campaign under the right circumstances can justify the high costs associated with this type of advertising. These campaigns have the ability to change consumer-purchasing behavior in both positive and negative ways. They may educate, inspire, entertain, and even provoke the consumer through celebrity credibility, appearance, popularity, performance, and brand congruence. Research shows the importance of credibility towards building trust and expertise. Next, psychology suggests physical attractiveness positively influences brand image when appearance is part of the industry. Advertisements using popular and well performing celebrities are widely recognized and perceived as more credible. Thus creating a greater influence on the consumer and their purchasing behavior. Lastly, if a proper celebrity/product fit and celebrity/brand congruence is present loyalty, consistency, and credibility increase. However, these components are irrelevant if the product/service lacks reliability, validity, and ease of use from the start. It is important for products as well as their celebrity advertisements to adapt to the market trends and adjust their goals to create a successful celebrity advertising campaign.

VII. Conclusion

In conclusion, for a successful celebrity endorsement, it is critical to follow the four elements of a celebrity advertising campaign; 1) choose the right message; 2) pick the right celebrity; 3) select the right channel choice; and most importantly, 4) create a lasting impression that will stick to the consumers mind. However, as many unsuccessful campaigns show, it is vital for advertisers to beware of the risks associated with celebrity advertising campaigns. The risks stem from the unpredictable nature of celebrities lifestyles. Because celebrities are constantly in the spotlight, they are susceptible to conflict and scandal which can quickly deteriorate or diminish the value of an advertising campaign. Companies must choose celebrities with values that align with those of the company. Celebrity advertising campaigns must effectively use all components and elements externally across all markets and internally across all levels within the company to be successful. Celebrity advertising is a risky venture but with risk comes reward.

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The Review of the Ugly Truth and Negative Aspects of Online Dating

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Abstract- Millions of people are using online dating sites to seek for partners in this era of digital technology. Dating sites are commonly used by people all around the world. There are various risks of meeting potential mates online. This paper investigates the negative impacts brought by online dating, and to what extent do they affect online users. It is discovered that there are eight main harmful aspects impacting the people and society.

Keywords: *online dating, risks, virtual relationship.*

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The Review of the Ugly Truth and Negative Aspects of Online Dating

Angel Wong AnKee α & Rashad Yazdanifard σ

Abstract- Millions of people are using online dating sites to seek for partners in this era of digital technology. Dating sites are commonly used by people all around the world. There are various risks of meeting potential mates online. This paper investigates the negative impacts brought by online dating, and to what extent do they affect online users. It is discovered that there are eight main harmful aspects impacting the people and society.

Keywords: online dating, risks, virtual relationship

I. Introduction

According to the Maslow's hierarchy of basic needs, humans require physiological, safety, social, self-esteem and self-actualization in life (Mazanderani, 2012). The need of love is one of the basic needs for human beings. The main concern about love is searching for the right person. So how exactly do people find their partners? Most people meet their potential partners in their social circles, such as school and office (Rosenfield & Thomas, 2012). However, the number of potential partners in a person's social circle can be very limited. People spend a lot of time on internet every day. Besides that, mobile technology is evolving quickly all around the world. Smartphones are now a necessity for most people in daily life. Based on a survey, 77% of the respondents claim that it is important to have access to their smartphones all the time whereas 92% of them say that they would rather having their smartphones with them instead of bringing debit cards or credit cards (Olenick, 2013). Hence with the help of today's technology, online dating has been a very common tool for people to meet new friends and potential mates from the internet.

Online dating market is expanding to numerous countries, including United States, United Kingdom, Malaysia and many more. In a recent study, online dating market in UK is booming with its value increases tremendously by over 70% in the last five years, reaching a total amount of £165m (Bacon, 2015). Another report forecasts that the future value of the market can goes up to £225m in 2019 (Mintel, as cited in Bacon, 2015). Online dating sites offer users convenient way of browsing, for example users may download the phone application and simply click on it to start viewing others' profile and messaging. Online daters can access to online dating websites anytime they want and everywhere they go, using computer or mobile phones. In this article, we are going to explore the negative sides of online dating. It is undeniably that online dating helps a number of people in meeting suitable potential partners and finding love, but at the same time online dating does have several bad sides and consequences.

II. Deception

The issue of online deception is commonly discussed since the emergence of internet, social media and now online dating. Deception can be considered as a deliberate act that intended to mislead people, while the deceiver has the intention of giving false perception and the other person has no clue that these actions are taking place (Tsikerdekis & Zeadally, 2014). Deceptive behavior is more frequently found on the internet due to the absence of no verbal cues in online communication, and people can easily manipulate the information (Toma & Hancock, 2010). Online users may change the information on the internet according to their wish because cyberspace is a virtual place which allows users to chat freely without meeting each other face to face.

The purpose of joining an online dating site is to search for a love partner. There is no doubt that people with better physical appearance and good personality are more popular than those who have relatively lower physical attractiveness. Therefore, online daters may alter their profiles to attract others, for instance enhancing the photograph and giving inaccurate information regarding their hobby or income level. An experiment is carried out to prove the point. It is shown that online users are deceptive on photograph and text-based self-presentation to form a better impression in an online dating environment (Lo, Hsieh & Chiu, 2013).

People can decide whether to chat with a certain user after viewing his or her profile. An eye-catching self-presentation usually receives more attention on online dating sites. Research discovers that online users tend to increase deceptive self-presentation when the desirable potential mate they are interacting with appears to be more attractive (Guadagno, Okdie & Kruse, 2012). Men are willing to use deception in order to look more dominant and kind than the actual self; whereas women are reported to show tendency in

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presenting a more favorable physical appearance than they actually are (Took & Camire, as cited in Guadagno, Okdie & Kruse, 2012).

III. Unreliable Matching Method

Online dating sites collect data from users, study the possibility between users and recommend desirable potential partners to respective users. Many dating sites states that using proprietary algorithms, they can help online dater to pick a perfect match out of millions of people who is on the same dating site. Dating sites insist on the concept that their matching algorithms are scientifically valid, however they fail to disclose their algorithms and provide evidence that they are adhering to the standard of science (Finkel, as cited in Horn, 2012). There are two hurdles that should be taken care of for a psychometric evaluation to be taken seriously by scientists (Epstein, 2007). First of all, the psychometric test has to produce reliable and stable results. Secondly, the test ought to be proved as a valid measure of what it is supposed to be measuring.

Besides that, algorithms of dating sites have a major issue with the information they collect from users. They only ask questions related to individual characteristics and personalities. These information do not guarantee the relationships and happiness between two persons. Based on the algorithms, two persons who have similar characteristics such as political orientation, religion background and life values are most probably going to end up to be perfect match in the system (Finkel& Karney, 2012). A study discussed in a journal titled Psychological Science in the Public Interest (PSPI) shows that the level of marital satisfaction is not affected by the degree of similarity of these traits (Bennett, 2012).

Another underlying problem is the elimination of possible matching candidates using trait-based method. There is no actual algorithm revealed by dating sites because it is being preserved as trade secret in the firms. Though it is possible to predict the way these algorithms work, which is matching people with compatible personality traits (The Modern Matchmakers, 2012). Two persons with different characteristics will not be put together as perfect match; but love is not only about identical personality, it is about how two people actually feel when they meet. "Chemistry" plays a crucial role in love but it is not something that online daters can feel when theyinteract with each other in front of computer screen. Finding the right person and falling in love involve a complex combination of feelings, intuition and interaction which is magic that cannot be captured and analyzed by algorithms (In matters of the heart, 2012).

IV. Short-Lived Relationships

The most common process for online dating is searching for a desirable potential partner, then starting to communicate via messaging, getting to know each other and set up for a meeting in person. The key difference between online dating and traditional way of meeting people in real life is the sense of urgency (Slater, 2013).A person who opts for online dating most probablyis more eager to enter into a relationship. When a person registers for online dating site, it shows that one is ready to meet a partner on the internet and engage in a relationship. After warming up with messaging and possibly phone calls with the opposite party, the pair has developed a certain level of familiarity. When the pair meets up face to face, they already have basic understandings towards each other.

Normally two outcomes might occur after this stage. Firstly, it speeds up the whole relationship under given circumstances where both parties acknowledge the feelings towards each other. They might start a relationship faster and quicker compared to traditional way of meeting people. However, "a false sense of intimacy is created when interaction remains purely cognitive", says Dr Reece Burka, who is a psychologist in New Orleans (Kim, Benson, Harrison & Koss-Feder, 2000). Many couples who meet online tend to maintain their relationships for a short period of time and eventually break up easily. Another possible outcome is the pair does not feel right when they encounter face to face. Online daters feel the need to set up a meeting in person before they invest intense emotions in the cyber relationship (Henry & Barraket, 2008). Although they reach a high level of intimacy by maintaining virtual relationships, it is always lacking the significant feelings of seeing each other in real world. Then their relationships are most likely going to break at this point.

In addition, people choose to meet potential mates on the internet normally faces difficulties in finding love in real world; and people who have less compatible mates are more likely to suffer from careless decision because they do not think properly before making a commitment. A study suggests that couples from online dating have a higher possibility to get involved in dating and romantic relationships while couples who met offline are more likely to be in marital relationships (Paul, 2014). Furthermore, the breakup rates for marital and romantic relationships among couples who met through dating sites are shown to be higher.

V. Threat to Marriage

Today, the phenomenon of internet infidelity takes place in the society. Internet infidelity is defined as any sort of communication or interaction happens between two parties on the internet which carries emotions and behaviors away from the primary relationship and influence the relationship negatively (Jones & Tuttle, 2012). Those who suffer from dissatisfaction in marriage have the tendency to meet new friends online because other online daters do not

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know the real person who is already married. They can simply avoid the topic and refuse to disclose any information regarding their marital status. Online users have the ability to manipulate the information and no one will discover the truth as long as the deceiver keeps lying. A survey titled "How Has Internet Dating Changed Society?" points out that online dating plays a role in the rise of divorce rates (Slater, 2013). Happy couples who are highly satisfied in their marriage do not have the urge to put themselves in the virtual world and search for other options. On the other hand, couples who are in average or unhappy marriages might be motivated by people from the surrounding to join dating sites because a lot of people subscribe for dating sites. People get influenced by friends easily because they share similar topics and thoughts. Match.com, which is one of the largest dating sites, sees a total increase of 26% in the number of memberships compared to last year (Stockwell, 2009). Online dating has indirect association to the increasing divorce rates because it allows people to get access to many new choices on the internet.

A research suggests that relationship and marriage become more disposable with the establishment of dating sites. (With online dating heating up, commitment gets the kiss-off, 2013). One of the elements which decide the quality of commitment is availability of options (Slater, 2013). Online dating sites give people the idea of bigger social circle and larger number of potential mates. The online dating market is getting bigger over time as the mobile technology improves and allows people to access to internet everywhere. Online dating helps people to realize that they do not have to settle for an unsatisfying relationship regardless their age and marital status. People who are still in a marriage can easily access to dating sites for the purpose of looking for new love or even casual sex. A study shows that fifty-three percent of marriage and family therapists conveyed the amount of cases they encounter that relates to cybersex are growing (Goldberg, Peterson & Rosen, as cited in Jones & Tuttle, 2012). Couples who face problems in their marriage would arrange therapy sessions and seek for advices from marriage and family therapists. Hence, they are often the first one who comes across to cybersex issue.

VI. Health Risk of Sexual Activity

Online dating sites provide a platform for users to search for new friends, ease boredom, relaxation, finding romantic partners, as well as sexual partners (Couch & Liamputtong, 2008). A study states that 45% of female and 55% of male utilize internet for the sexual purpose; and those who claimed that they have met offline sexual partner online consist of 40% of female and 35% of male (Daneback et al., 2007). Having casual sex with an online stranger brings a major threat, which is raising the possibility of contracting sexual transmitted diseases (STDs). Dating sites offer identity and anonymity. It is very difficult to know the accurate STD status of online users as there is no guarantee that the person will confess the truth. A higher frequency in casual sex and number of sexual partners can cause greater incidence of STDs among the population (Chan & Ghose, 2014). STDs have negative impact on people, government and the society. They affect infected patients in a physical and psychological way. Moreover, U.S. healthcare system spends $16.4 billion to provide treatment to a total of 19 million new STD infections every year (Chan & Ghose, 2014). People pay extra attention to HIV among various STDs because it is a virus which involves widespread mortality and morbidity. The willingness of online users to have higher number of casual sex partners can escalate the HIV transmission. A survey reveals that there are more online sex seekers, including those who are HIV negative people, are engaged in unprotected sex intercourse, are sexually exposed to HIV positive individuals, and have stated that they are less worried about HIV infections due to improved HIV treatment compared to offline sex seekers (Elford et al., as cited in Chan & Ghose, 2014).

VII. Racial Prejudice

Racial prejudice is a hostile attitude toward an individual from a certain group, simply because he belongs to that group; and it is, therefore, presumed to have the objectionable qualities ascribed to the group (Allport, as cited in de Lima Nunes, 2010). Online daters habitually generally prefer those who are from the same racial background due to different cultures and beliefs. A research reveals that Americans' preference for same racial background exceeds their preference for similar personality and characteristics (Lewis, 2013). A survey conducted on over 4000 online daters shows that Latinos prefer to date other Latino; and they are more willing to date whites than black (Feliciano, Lee & Robnett, 2011). White women are more likely to avoid Asian while white men are more likely to avoid dating blacks (Feliciano, Robnett & Komaie, 2009). This proves racial prejudice also happens among online dater. Another study shows that online daters rate white-stereotypic profile owners to be more attractive compared to black-stereotypic profile owners (Alhabash, Hales, Baek & Oh, 2014). Moreover, people with similar background and characteristics share higher compatibility based on the algorithms of dating sites. This situation further reduces the possibility for two online users from dissimilar races to acquaint. In real life, there are chances where an individual meet a person from another race and slowly develop friendship. They might end up in a relationship if they have common interest or feelings for each other. However, with the dating sites' algorithms, online users avoid

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potential partners from other races at the very beginning. It completely eliminates the chance for online daters from respective races to start a conversation.

VIII. Scam

Online romance scam has become a new kind of fraud since 2008 (Whitty & Buchanan, 2012). It is a crime which the criminal pretend to begin a relationship via online dating sites and then defrauds their victims of a substantial amount of money (Whitty & Buchanan, 2012). A study estimates 230,000 citizens in Britain may have fallen victim to online dating scam and the UK National Fraud Authority reports an estimation of over £38 billion is taken into account of fraud cost in United Kingdom in 2011 (Whitty & Buchanan, 2012). Apart from financial loss, victims also suffer from emotional distress. Victims pour their hearts out for the criminals, thinking them as romantic partners, end up with broken heart. Level of emotional can lead to high Neuroticism, as well as high Loneliness and low Openness to Experience (Buchanan & Whitty, 2014). Victims might lose trust in people and love.

Other than online romance fraud, there are also fake online dating services in the market. Camarillo (2010) subscribed to a dating service and was asked to submit bank account information for payment to enjoy the online dating service. She did and money was pulled out from her bank account. She later found out that this online company called Executive Lesbian Dating is a criminal team operating in America and Canada. Their main purpose is to swindle lesbians who are seeking for online dating service.

IX. Privacy Breach

Online dating sites collect all kinds of data from users, including geographic, demographic and other characteristics. They say the ultimate motive is to ensure the matching algorithms work well and suggest perfect matches to users. Australian Privacy Commissioner Timothy Pilgrim found Cupid Media failed to make reasonable effort to secure customers' data on its websites, thus breached the Privacy Act (Branley, 2014). There are more than 35 dating sites under Cupid Media (Branley, 2014). Hackers got unauthorized access to Cupid webservers and stole 245,000 Australian Cupid site users' personal information in January 2013 (Branley, 2014).During the investigation, Pilgrim says Cupid did not fulfill the password encryption processes.(Branley, 2014).

X. Discussion

Binazir (2011) says online dating sites may expand the opportunities for those who live in a small town, but the others better meet someone in real life because it is deceptive and it gives unhelpful excessive choice. Online dating sites bring risks and danger to users; and it is supported by various researches and studies throughout decades. Although the world is conquered by digital technology now, there are still issues that cannot be fixed by online dating company. Firstly, human behavior is unpredictable and cannot be detected by system. Dating websites have no appropriate system to track lies and deception. Online users are allowed to alter any information regarding their identity, weight, income, and many more. There is no way for other online users to find out the truth about deceivers because online dating sites are a virtual world. It is a waste of time to spend way too much time on the internet, chatting with people who might be total opposite of what they wrote on their profiles or said in their conversations. A survey reports online daters spend an average of 5.2 hours on searching and browsing through profiles, and 6.7 hours writing and replying e-mails weekly; all for a payoff of just 1.8 hours of interaction outside of internet (Frost et al., 2008). The ratio of time spending on online dating sites to offline interaction time is nearly 7:1. In addition, successfully meeting a potential online partner in real life does not guarantee a fruitful relationship or love. One of the respondents in a survey reveals that she developed a connection with a special one and built up hopes, then ended up drowning in disappointment after meeting him in person (Couch, Liamputtong & Pitts, 2012).

Online dating sites also provide plenty of choices to users, and most of the time, excessive unhelpful choices. A study proves that more search options triggers user to search excessively, leading to less selective processing by decreasing users' cognitive resources, distracting them with irrelevant information, and reducing their ability to eliminate inferior options (Wu & Chiou, 2009). Online relationships do not last as long because love involves feelings and actual interaction between couples. Many people experience the problem of chatting frequently online but when they actually meet up in person, they do not feel the same intimacy they felt through online chatting. Besides that, dating sites allows married people to communicate with others online and discovering other options, thus leading to increased divorce rates. Apart from risky sexual activity which causes the transmission of STDs, many dating sites are taking short cuts in protecting users' privacy. Reitman (2012) says online users' profiles can hang around for a long time after users cancel their accounts. Users are exposed to higher risk of scam and hacking issues with their information available on the internet, such as their identity, photos and other personal details. Furthermore, OkCupid as one of the biggest dating sites, keeping users' profile by default and their profiles are indexed by Google (Reitman, 2012). This enables stalkers to freely search up any users.

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XI. Conclusion

Dating sites are widely used in today's generation due to several reasons. Firstly, many people engage in hectic lifestyle with work, study, family and entertainment. They do not have enough time to go out and meet new friends. Secondly, most people have a limited social circle and less choice of potential romantic partners. Thirdly, dating site is a new form of meeting partners because of technological advancement; and people are so used to doing things on the internet, including seeking for significant ones. However, meeting partners online can lead to severe negative impacts. Some of these drawbacks can cause permanent damage to users. Deceptive behavior occurs frequently on dating sites because majority users prefer to appear as more attractive individuals to attract others' attention. Although online dating companies claim to have accurate matching algorithms, they do not reveal their algorithms due to trade secrets, and also fail to provide evidence to prove their point. Besides, online daters are most likely to have short-lived relationships because they start off in a virtual world. Many people like to imagine their ideal partners before meeting them, which makes the expectations to be higher. Therefore, when they set up a meeting, reality turns out to be lower than expectation, and then this can lead to breakups.

Online dating also cause relationships more disposable because people know there is no need to settle for unsatisfying marriage. A huge number of people, including married people use dating sites to seek for casual sex partners. Casual sex can lead to STDs, which bring emotional distress and psychological stigmatization to victims. Racial prejudice happens in real life, as well as dating sites. Online users have negative perception towards particular individuals from different racial background. Fraud takes place more easily because criminals can carry out wrongdoings through internet. Not only facing the need to worry about scam, they also have to be careful with leakage of personal information because many online dating companies fail to secure users' privacy and information. Online users must learn how to protect themselves from risks and dangers if they wish to expand their social circles to the internet. They are responsible for their own health and safety. On the other hand, online dating firms should take immediate actions in curbing the problems of users' privacy leakage. Trust of customers ought to be earned and built gradually. Furthermore, it is their duty to safeguard information of online users.

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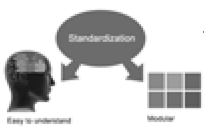

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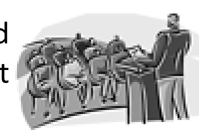

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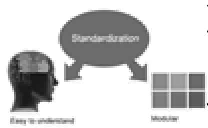

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(c) Up to ten keywords, that precisely identifies the paper's subject, purpose, and focus.

(d) An Introduction, giving necessary background excluding subheadings; objectives must be clearly declared.

(e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition; sources of information must be given and numerical methods must be specified by reference, unless non-standard.

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(h) Brief Acknowledgements.

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- All figure and table must be adequately complete that it could situate on its own, divide from text

Discussion:

The Discussion is expected the trickiest segment to write and describe. A lot of papers submitted for journal are discarded based on problems with the Discussion. There is no head of state for how long a argument should be. Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implication of the study. The purpose here is to offer an understanding of your results and hold up for all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of result should be visibly described. Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved with prospect, and let it drop at that.

- Make a decision if each premise is supported, discarded, or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."
- Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work
- You may propose future guidelines, such as how the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

- When you refer to information, differentiate data generated by your own studies from available information
- Submit to work done by specific persons (including you) in past tense.
- Submit to generally acknowledged facts and main beliefs in present tense.

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	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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