PERCEPTION ON DOVE'S REAL BEAUTY "SKETCHES" AND LEVEL OF SELF-ESTEEM: A CORRELATION

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Abstract

Advertising plays a big part in influencing women in defining beauty through different forms of mass media. In 2004, Dove launched its campaign for real beauty which aims to challenge the stereotypes set by beauty industries. In the first part of the campaign, the designers focused on billboard advertisements and in 2006, they extended the campaign thru videos. One of those is the short film entitled "Sketches" that soon became viral worldwide and bumped the previous record holder for most viewed online ads. This study aims to determine the perception on Dove's Real Beauty Sketches and level of self-esteem on selected women. The researchers conducted a one-shot survey among 109 residents from five populous communities in Calamba City. Using the Rosenberg Self-Esteem Scale (RSES), the researchers found out that the level of self-esteem of the respondents are high and there is a significant relationship between the perception on Dove's Real Beauty Sketches and level of self-esteem of selected women. The researchers conclude that media affect and utilize dialogue that leads to decision making of women.

Keywords: self-esteem, advertisements, campaign, women, perception

INTRODUCTION

Advertising is simply the act of calling someone's attention. These are being done publicly such as commercials, billboards, radio ads, Internet videos, etc. Since advertisements are for public consumption, it deals with people and society. Most advertisements coming from different mass media are profit-driven or profit-oriented, and they are paid by institutions, companies, and establishments.

Advertising plays a big part in influencing women in defining beauty that is why in September 29, 2004, Dove launched its campaign for real beauty. The purpose of the campaign is to spread positivity among women whether they are young or old and to change

their perception of beauty. It also aims to widen the definition of beauty and improve the self-esteem of women all over the world. The campaign that was launched in 2004 has evolved from billboards and print ads into television commercials and short films. In the first part of the campaign, the designers focused on billboard advertisements and in 2006, the campaign was extended thru the use of created videos that soon became viral worldwide. The video that caught much attention is Dove's Real Beauty Sketches, it is a three-minute short film which encourages women that they must value themselves as much as others do. The said film became number one in Cannes YouTube Ads Leader board and won Titanium Grand Pix at the 2013 Cannes Lion International Festival of Creativity. Dove said the Real Beauty Sketches campaign bumped the previous record holder for most viewed online ads, the Evian Roller Babies (111 million views) from the top spot (Shayon, 2015).

Self-esteem refers to an individual's subjective evaluation of his or her worth as a person (Donnellan et al., 2011; MacDonald & Leary, 2012). It does not necessarily reflect a person's objective talents and skills, or even the other's perception about a person.

The foundation and economic lifeblood of mass media is advertising. It affects all throughout their lives. It is stated in the study that people are exposed to over 2000 ads a day. The ads sell values, images, and concepts of success and worth, love and sexuality, popularity, and normalcy. Advertisements tell people who they are and who they should be. Advertising shows the world where people are rarely ugly, overweight, poor, or disabled (Kilbourne, 2011).

In addition, self-esteem increased from young adulthood to middle age and declined by 50 years old. It is found out that self-esteem was a cause, not an effect of life circumstances. It is important because it is related to depression.

It is also said that having a healthy self-esteem may result to better job positions, happier marriages, and overall improved life satisfaction. It analyzed data from 1,824 individuals that were gathered over 12 years. The participants' ages range from 16 to 97 and were part of a larger study finding how self-esteem affects different life measures, including job happiness, occupation, relationship status, income, and overall health. A lot of publications have been exploring the risk and factors of the development of low self-esteem. It has shown that the risk factors why low self-esteem has been developed is because of the age, specifically when one became older. The female gender also has a factor, a low socioeconomic income can lead to low self-esteem; a non-traditional setup of family, having maintenance on health needs, exposure to

school violence like bullying, parental aggravation or family problems, and higher TV viewing (Robins, 2002).

The study of Trampe et al. (2010) shows that the consumers look like comparing themselves to the product images, even though the advertisement did not include a human model. It was concluded that the consumer's exposure to beauty enhancing products lowered self-evaluation.

The researchers came up with this study because the short film became viral around the world that even other competitors of Dove have been sharing the film (as mentioned by VP Mr. Fernando Machando). The campaign has shared emotional appeal to millions of people that made them inspired and share the message to others. Aside from its publicity, it has been given positive testimonials that excite the producers.

This study aimed to find out if there is a significant relationship between the perception of respondents on Dove's short film and their level of self-esteem.
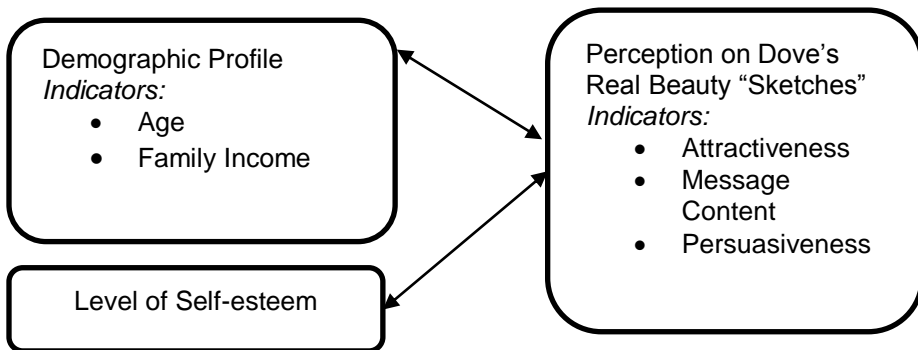
Conceptual Framework

Figure 1. The paradigm of the study

Figure 1 presents the variables considered in the study. First, the demographic profile with its indicators serves as the basis if there is a relationship between age and family income and the perception of the respondents to Dove's Real Beauty Sketches. Second, the perception on Dove's Real Beauty Sketches with its indicators will be surveyed. Then, the level of self-esteem, the context to the study is to prove if the purpose of Dove's Real Beauty Sketches which is to

boost self-esteem of women regardless if their age and family income have been attained. The researchers identified the socio-demographic profile and perception on Dove's Real Beauty Sketches of the respondents with its indicators as the independent variables. The level of self-esteem serves as the dependent variable of the study. They also may or may not have a significant relationship.

Objectives of the study

This study aimed to determine the correlation between the demographic profile and perception on Dove's Real Beauty Sketches and level of self-esteem on selected women. Specifically, the researchers aimed to answer the following:

1. to identify the socio-demographic profile of the respondents in terms of:
   1.1. age; and
   1.2. family income
2. to determine the perception of the respondents on dove's short film in terms of:
   2.1. attractiveness;
   2.2. message content; and
   2.3. persuasiveness
3. to find out the level of self-esteem of the respondents
4. to find out the significant relationship between the socio-demographic profile of the respondents and their perception on dove's real beauty sketches
5. to find out the significant relationship between the perceptions on dove's real beauty sketches and the level of self-esteem of the respondents

METHOD

A descriptive-correlational research design is used in the study. Descriptive research design is a type of research that is primarily concerned with describing the nature or conditions and degree in detail of the present situation while correlational research design permits researchers to analyze the relationships among large number of variables.

The respondents were selected women whose ages are ranging from 20 above, per the Dove Campaign for Real Beauty, "no woman is or should feel excluded from the world."

The study was conducted in selected barangays of Calamba, Laguna, namely Canlubang, Mayapa, Parian, Real, and Banlic. The sampling that the researchers used is two stage sampling, first is for

locale which is convenience sampling as they have a criteria of choice of the most populous barangays in Calamba City. The second sampling is convenience purposive non random sampling.

In the conduct of the study, the researchers adapted and modified questionnaires as an instrument from Rosenberg Self-Esteem Scale (RSES). It measures self-esteem using ten items answered on a four-point Likert-type scale—from strongly agree to strongly disagree.

A validation or testing of instrument was conducted at Lyceum of the Philippines– Laguna before the actual survey to the respondents. The researchers chose 50 women and asked them to watch the short film and answer the questionnaires.

The researchers used the survey method in fulfilling the study. In the beginning of the data gathering procedure, the researchers wrote a letter to the Municipality of Calamba, to ask permission to get the data of population of women who live in the city, and to formally inform them about the study. The researchers conducted the survey in a span of seven days to all respondents.

The researchers used different statistical treatment in this study, to determine the demographic profile and the family income of the respondents, percentage formula was used. To determine the perception of respondents on Dove's *Real Beauty Sketches* and their perceived level of self-esteem, the formula of weighted mean was used. To find out the relationship between the demographic profile of the respondents and their perception on Dove's Real *Beauty Sketches*, the researchers used chi-square and lastly, to find out the relationship between the perception on Dove's *Real Beauty Sketches* and their level of self-esteem, the researchers used Spearman Rho.

The researchers followed proper ethics on survey, they provided an informed consent to be filled out by the respondents so that the respondents are aware that they are part of the study.

RESULTS AND DISCUSSION

Below are the results of the gathered data:

Socio-demographic profile
The socio-demographic profile of the respondents consisted of their age and family income.

Table 1 shows that the majority of the respondents' age range from 29 and above years old and minority is 28 and below years old. Based on the study's findings, the level of self-esteem of the respondents was not affected regardless their age.

Table 1. Respondents' age

AGE BRACKET	FREQUENCY	PERCENT
28 below	21	19
29 above	88	81
TOTAL	**109**	**100**

Table 2 presents the family income of the respondents. Majority of the respondents are earning ₱14,999 and below per month, minority of the respondents are earning ₱15,000 and 24,999 per month. According to Becchetti and Castriota (2011), the most debated issue in the happiness literature is whether and how much income matters to life satisfaction and how income also affects a person's self-esteem.

Table 2. Respondents' family income

FAMILY INCOME	FREQUENCY	PERCENT
₱ 14,999 – below	80	73
₱ 15,000 – 24,999	19	17
₱ 25,000 – 34,999	5	5
₱ 35,999 – 44,999	2	2
₱ 55,999 – above	2	2
₱ 45,000 – 54,999	1	1
TOTAL	**109**	**100**

Perception on Dove's Real Beauty Sketches

Attractiveness, message content, and persuasiveness are the three categories used to find out the respondents' perception on Dove's *Real Beauty Sketches*.

Table 3 shows that all statements regarding Dove's *Real Beauty Sketches'* in terms of attractiveness as perceived by the respondents were interpreted as *agreed* with an overall weighted mean of 3.11. According to Taylor (2015), attractive visuals plays an important role in contributing effectiveness in advertisements. It says that it helps to grab the attention of the audience. Also, Bradley (2014) stated that the greater the force, the more the eye is attracted.

Table 3. Perception on Dove's *Real Beauty Sketches'* attractiveness

Attractiveness	Weighted Mean	Verbal Interpretation
The setup is well designed.	3.39	AGREE
The video is interesting.	3.37	AGREE
The video caught my attention.	3.34	AGREE
The contents are interesting.	3.34	AGREE
The video is well executed.	3.31	AGREE
TOTAL	**3.11**	**AGREE**

Table 4 shows that all statements regarding Dove's *Real Beauty Sketches'* in terms of message content as perceived by the respondents were interpreted as *agreed* with an overall weighted mean of 3.32*.* According to a business dictionary, message content is the "meat of advertising." It attempts to deliver what the advertiser intends through words or pictures and it also influences the people in making decisions. This is to determine if the message of the campaign was delivered well.

Table 4. Perception on Dove's *Real Beauty Sketches'* message content

Message Content	Weighted Mean	Verbal Interpretation
The information is completely understandable.	3.38	AGREE
The message was easily conveyed.	3.36	AGREE
Overall, the message was clearly stated.	3.32	AGREE
The contents are not offensive.	3.31	AGREE
There are no high-sounding words.	3.21	AGREE
TOTAL	**3.32**	**AGREE**

Table 5 shows that all statements regarding Dove's *Real Beauty Sketches'* in terms of persuasiveness as perceived by the respondents were interpreted as *agreed* with an overall weighted mean of 3.31. It contradicts the study of Hybels and Weaver (2010) which says that persuasion, as a process, happens when a communicator or a sender influences the values, beliefs, attitudes, and behavior of another person or the receiver. They also stated that persuasiveness plays an important role in the world of advertising.

Table 5. Perception on Dove's *Real Beauty Sketches'* persuasiveness

Persuasiveness	Weighted Mean	Verbal Interpretation
The message of the video convinces me.	3.38	AGREE
The video influenced my belief about beauty.	3.33	AGREE
The video left me an impact.	3.28	AGREE
Overall, the video is impressive.	3.28	AGREE
The message of the video is powerful.	3.27	AGREE
TOTAL	**3.31**	**AGREE**

Level of self-esteem

As stated on the Dove website, no woman is or should feel excluded from the world of beauty that the brand represents. The true brand's inspirations are real women. Through Rosenberg Self-Esteem Scale (RSES), the researchers were able to measure the self-esteem of the respondents.

Table 6 presents the frequency of the level of self-esteem of the respondents. All of the respondents that scored 15 points below were low in terms of their self-esteem, while all of the respondents that scored 16 points above were said to be high with regard their self-esteem. In short, the campaign is effective. It has shared emotional appeal in millions of people that made them inspired and share the message to others. Aside from its publicity, it has been given positive testimonials that excites the producers (Lentz et al., 2013).

Table 6. Level of self-esteem

LEVEL OF SELF-ESTEEM	FREQUENCY	PERCENT
HIGH	90	83
LOW	19	17
TOTAL	**109**	**100**

Significant relationship between the socio-demographic profile and perception on Dove's Real Beauty Sketches

The researchers wanted to find out if there is a significant relationship in terms of socio-demographic profile and the perception of the respondents on Dove's *Real Beauty Sketches*.

Table 7 presents the correlation between the socio-demographic profile in terms of age and perception on Dove's *Real Beauty Sketches* in terms of attractiveness, message content, and persuasiveness. According to the study of Hess (2012), many people believe that getting older means losing a mental age that leads to poor decision-making, but this study shows that when it comes to decision-making, older adults fare as well as their juniors. Dr. Thomas Hess, a professor of psychology at NC State and co-author of the study stated that the effects of age on decision-making are not general.

Table 7. Relationship between the respondent's age and perception on Dove's *Real Beauty Sketches*

VARIABLES	CHI – SQUARE VALUE	P – VALUE	INTERPRETATION
Age vs Attractiveness	10.913	0.091	NOT SIGNIFICANT
Age vs Message Content	3.907	0.689	NOT SIGNIFICANT
Age vs Persuasiveness	2.967	0.813	NOT SIGNIFICANT

Table 8 shows the correlation between the socio-demographic profile in terms of family income and perception on Dove's *Real Beauty Sketches* in terms of attractiveness, message content, and persuasiveness. Results show that the respondents' family income is not related with their perception on Dove's *Real Beauty Sketches*. It contradicts the study of Kilbourne (2011) that showed the risk factors why low self-esteem has been developed, it is because of the age specifically, when one becomes older, the female gender has also a factor, a low socioeconomic income can lead to low self-esteem a non-traditional set up of family, having maintenance on health needs, exposure to school violence like bullying, parental aggravation or family problems, and higher TV viewing.

Table 8. Relationship between the respondent's family income and perception on Dove's *Real Beauty Sketches*

VARIABLES			CHI–SQUARE VALUE	P – VALUE	INTERPRETATION
Family Income	vs		16. 248	0.93	NOT SIGNIFICANT
Attractiveness					
Family Income	vs		5. 930	0.821	NOT SIGNIFICANT
Message Content					
Family Income	vs		12. 069	0.280	NOT SIGNIFICANT
Persuasiveness					

Significant relationship between the perception on Dove's Real Beauty Sketches and level of self-esteem

One of the objectives of the study is to determine if there is a significant relationship between the perception on Dove's *Real Beauty Sketches* and level of self-esteem. This is also to show if the mission of the Dove campaign is on its track for them to encourage women to be happy, comfortable, confident and well-esteemed.

Table 9 presents the correlation between the perception on Dove's *Real Beauty Sketches* in terms of attractiveness, message content, and persuasiveness and level of self-esteem. Results show that there is a significant relationship between the perception on Dove's *Real Beauty Sketches* and level of self-esteem. Dove's mission has been proven with these results where they help girls to have self-confidence. Mary McPhail, chief executive of WAGGS, learned that self-esteem and body confidence are two of the issues that they need to raise awareness on and make a difference in women's lives.

It helps to grab the attention of the readers or the audience (Hecker & Stewart, 2010). This also gives emphasis on message content of *Sketches* that transparency when it comes to campaigns, but those brief lines of text can quickly get murky. Lastly, in terms of persuasiveness, clearly, Dove's *Real Beauty Sketches* has reached its goal for being the most viewed ad and breaking the record on YouTube, it is effective to its target audience to do call to action.

Table 9. Relationship between the perceptions on Dove's *Real Beauty Sketches* and level of self-esteem

VARIABLES	CHI – SQUARE VALUE	P – VALUE	INTERPRETATION
Attractiveness vs Self-Esteem	0.189 *	0.049	SIGNIFICANT
Message Content vs Self-Esteem	0.308 **	0.001	SIGNIFICANT
Persuasiveness vs Self-Esteem	0.326 ***	0.001	SIGNIFICANT

CONCLUSION AND RECOMMENDATION

The following conclusions were drawn from the findings based on the gathered data:

Most of the respondents are 29 years old and above and earning ₱14,999 and below monthly. In terms of the perception of the respondents towards Dove's short film's attractiveness, the respondents have a positive perception on Dove's *Real Beauty Sketches.* Attractive visuals, based on the result of the study plays an important role in contributing effectiveness in advertisements.

The level of self-esteem of the respondents is high which means that the respondents value and respect themselves enough. The researchers also found out that there is no significant relationship between the socio-demographic profile of the respondents and their perception on Dove's *Real Beauty Sketches*. The researchers found out that there is a significant relationship between the perception on Dove's *Real Beauty Sketches* and level of self-esteem of the respondents.

Based on the conclusions of this study, the researchers recommend to future researchers the following:

The researchers suggest to try using a qualitative type of research to come up with in-depth analysis on how Dove's *Real Beauty Sketches* boosts self-esteem of every woman. The researchers also suggest to conduct the same study in another locale to know if there are differences in other studies especially those areas that have a large population of wives for the validity and reliability of the research.

The researchers suggest to correlate the educational attainment and level of self- esteem since they were not able to include this in the study. Based on the result, the respondents have high level of self-esteem, the researchers recommend to look for other factors that could affect their self-esteem or try self-confidence because somehow, the two have similar definitions. Dove Real Beauty Campaign has other short films that also aims to boost women's self-esteem, the researchers recommend to also

test the other short films.

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