

# Analysis of the Persuasion Effect of Micro-Shaping Advertisements based on the Theoretical Framework of Planned Behavior

Yang He\*

School of Media, Communication and Creative Industries, Hebei University, Baoding 071000, China.

**Abstract:** In terms of communication performance, micro-shape advertisements often rely on a variety of advertising persuasion techniques to influence the visual performance of advertisements. Based on this phenomenon, this survey uses a questionnaire to survey the respondents and summarizes the persuasion effect of micro-shape advertisements based on data analysis. This survey found that different factors such as gender, place of origin, and monthly income all affect the persuasion effect of the respondents' micro-shape advertisements. Therefore, communicators should fully consider the needs of the audience, develop appropriate communication strategies, and comprehensively improve the communication effect of micro-shape advertisements.

**Keywords:** Planned behavior theory; Micro shaping; Advertising persuasion effect; User behavior.

## 1. Introduction

Meaning is notoriously vague for what have had somewhat different purposes in mind (Block, 1986). In the study of advertising, the advertisement of medical content takes on a unique form due to the special professional nature of the health industry. At the same time, the analysis of communication effects based on user behavior in the context of social media also has its characteristics. On the one hand, with the development of information technology, emerging media allow individuals, communities and organizations to jointly create, modify and share information, and timely convey the wishes and behaviors of users; On the other hand, medical advertising plays an important intermediary role in the whole process of users' participation in medical services. The persuasive effect of advertising is significant, and it plays an intermediary role in adjusting the effect. For instance, there is a way of measuring advertisement effectiveness by a neural network approach (Ramalingam et al, 2006). In the digital era, advertising publishing enterprises, as an intermediate landscape, have become a metaphorical platform: from Facebook to Uber, from Alibaba to Meituan, platform enterprises around the world integrate news, advertising, and other mass communication resources, and provide public goods and public services to the society in the form of super Internet enterprises.

As a part of plastic surgery, micro-plastic surgery has become popular and popular in the advertising construction of commercial media. Under the core logic

of digital journalistic professionalism, micro-shape advertising is between professional and amateur, questioning professional professionalism, such as the weakening of the normative factors of micro-shape advertising in the process of communication. Based on the relevant theories of advertising and the framework of planned behavior theory, this study examines the professional development process of microplastic medical advertising, redefines the operating norms of professionalism, and provides a positive reference for further optimizing the development order of the advertising industry and promoting the development of the advertising market in relevant fields. As far as the research process is concerned, this research carried out a two-month online field survey as a consumer on social media platforms such as Tiktok and WeChat from December 2022 to January 2023. During the survey, for potential users of micro-shape advertising, an in-depth analysis of audience attitudes was conducted, and a questionnaire survey was conducted by random sampling. The specific data obtained a wealth of first-hand information.

## 2. Literature Review

### 2.1 Microplastic advertising

Microplastic surgery advertising is a special type of medical advertising in China's social environment. It generally refers to the product of the popularization of plastic surgery for young people. Its advertising content

\* Corresponding author: 2813245865@qq.com

generally focuses on the emotional expression connotation of shaping physical characteristics and achieves the persuasive effect of advertising by strengthening individual responsibility and market-oriented operation. In the communication practice of micro-shape advertising, "low price temptation" and "beauty loan" have flooded the micro-shape advertising market, and even formed a set of the black plastic industry chain. To some extent, youth plastic surgery is the result of the choice of the subject. The otherness of the youth body is the absence of the youth subject in the body reconstruction. Kinnunen (2010) surveyed Finland and revealed that the youth adopted cosmetic surgery which could transform both physical and emotional states, while cosmetic surgery should be regarded as part of global cultural processes.

During a cosmetic plastic surgery procedure, plastic surgeons can screen patients suffering from these conditions (Ericksen & Billick, 2012). Though the goal of cosmetic surgery is to facilitate improvement in the patient's psychological, surgery still would make patients feel anxious with it modifying the patient's body image (Pruzinsky, 1993). Micro plastic surgery advertisements often achieve their goals by employing two types of communication: the first type is non-treatment plastic surgery, which often achieves its goals employing insulting the personality, such as the alienation of women's value and the oppression of women; The second category is to encourage teenagers to practice subjectivity and meet their psychological demands of highlighting themselves, pursuing individuality and opposing social power control.

Microplastic advertising reflects the change of communication mode from medical treatment to medical aesthetics: plastic surgery itself is a form of existence in which medical technology and popular culture are embedded under the construction of social aesthetics, while plastic surgery advertising affects the social lifestyle of young people from the perspective of social interaction. Through the method of online ethnography, the research has sorted out the relevant texts and comments on plastic surgery consumption, plastic surgery experience, and plastic surgery failure sharing on the "Little Red Book" and "Popular Comments" and other online platforms, understood the whole process of young people participating in microplastic surgery through advertising and revealed the communication mechanism of plastic surgery from a traditional medical behavior to a popular medical service. After receiving steroids following facial plastic surgery, steroid use in facial plastic surgery has not shown significant efficacy in preventing edema (Pulikkottil et al, 2013).

Media coverage about plastic surgery procedures can depict firsthand results to the public, but there are individual motivations among the youth to pursue aesthetic plastic surgery (Wildgoose et al, 2013). Among the youth groups involved in microplastic surgery, many young people have repeatedly failed to lose weight, are born with a single eyelid, and have different aesthetic standards from those shaped by the plastic surgery industry. The instant feeling of "one operation will always be thin" is created by the microplastic advertisement. For

these young people, micro-plastic advertising will make them have a "sense of fatalism", that is, their physical condition is inherently difficult to change. The sense of immediacy in plastic surgery advertisements creates a way to rapidly improve the figure and appearance through speed aesthetics and makes it difficult for young people to find reasons for refusing micro plastic surgery with a self-motivated choice.

## 2.2 Planned behavior theory

The planned behavior theory is one of the classic theories of social psychology, which originates from the multi-attribute attitude theory put forward in western psychological research. This theory believes that the behavior attitude determines the behavior intention, and the expected behavior result and result evaluation react to the behavior attitude. At present, most of the existing studies understand the planned behavior theory from the three-stage behavior analysis model. The core element of the theoretical model is the individual's intention to perform a certain behavior. As the theory of planned behavior could succeed in predicting intentions, it is revealed that significant methodological or theoretical issues remain to be resolved (Manstead & Parker, 1995). Armitage & Conner (2001) depicted that relevant research is expected to be taken forward under the effects of the present meta-analytic review. The main points of this theory include: 1. When the actual control conditions are sufficient, the behavior intention directly determines the actual behavior. 2. Accurate perceptual behavior control reflects the actual control conditions. 3. Among the main variables that explain behavioral intention, behavioral attitude, subjective norms, and perceptual behavioral control dominate. 4. In behavioral attitudes, subjective norms, and perceptual behavior control, highlighting belief is the basis of cognition and emotion. 5. Individual and socio-cultural factors have a significant impact. 6. Behavioral attitudes, subjective norms, and perceptual behavior control are independent and related to each other. The theory of planned behavior is mainly used in advertising research: Armitage & Christian (2003) researched the audience on the attitude-behavior relationship through the theory of reasoned action. General attitudes may predict general classes of behaviors and specific attitudes, as considerations of compatibility are important in developing appropriate measures for TPB (Conner & Sparks, 2005). Understanding or predicting entrepreneurial intentions by adopting theory-driven models would adequately reflect the perception-based processes (Krueger & Carsrud, 1993).

Based on the dual needs of theory and reality, the theoretical model of planned behavior itself is also improving. The existing research has carried out empirical research by combining questionnaire surveys, institutional equation models, and other research methods. Based on improving the theory of planned behavior, the explanatory power and predictive power of the theoretical model are continuously optimized. The TPB could be the potential for understanding behavior change interventions, but on the other hand, more comprehensive studies are needed here for applying the Theory of Planned

Behaviour (TPB) to analyze behavior change interventions (Hardeman et al, 2002).

### 3. Research Hypothesis

Based on the above discussion, and centering on the topic of "analysis of persuasion effect of microplastic advertising", this project plans to make some assumptions and try to explore the core issues in relevant fields. Previous studies have paid less attention to the impact of gender factors on the acceptance of micro-shape advertising. In recent years, with the influence of opinion leaders in the new media era and the popularity of digital beauty technology, women's self-evaluation and appearance anxiety are in dynamic change. In terms of the design of this study, this paper first intends to study gender issues, taking gender as an explanatory variable to understand the relationship between gender and outcome variables. Based on this, this paper intends to verify the following assumptions:

H1a: The filtering ability of female respondents to microplastic advertisements is significantly weaker than that of male volunteers;

H1b: Female interviewees were significantly stronger than male volunteers in persuading by microplastic advertising;

The origin of the audience is also considered to be directly related to the "persuasion effect of micro-shape advertising". The relevant research hypothesis is mainly based on the origin of the interviewees. The interviewees, if they are from cities, tend to show a stronger adoption ability of micro-shape advertising, and the interviewees, if they are from rural areas, tend to show weaker performance in terms of the persuasion effect of micro-shape advertising. Based on China's current urban-rural dual system, respondents from rural areas tend to show a more complex attitude toward advertising acceptance and tend to reject the persuasion of micro-shape advertising. This paper attempts to explore the internal logic and correlation analysis of the persuasion effect of microplastic surgery by studying the source of the interviewees. Therefore, the following assumptions are proposed:

H2a: respondents from cities showed a stronger persuasion effect of micro-shape advertising;

H2b: respondents from rural areas are less affected by micro-shape advertising in their consumption behavior;

The monthly income level of the respondents is also related to the "persuasion effect of micro-shaping advertising". It has been found that more than 30% of the respondents list economic problems as the factor that hinders them from accepting micro-shaping services. There is a strong correlation between the personal economic situation and the monthly income level. The monthly income level can often reflect the personal economic situation of the audience to a certain extent. From this, we can make reasonable assumptions:

H3a: The monthly income is positively correlated with the persuasion effect of the respondents' micro plastic advertising;

H3b: respondents with higher monthly income are more likely to adopt the consumption opinions of microplastic advertising.

### 4. Methodology

For the research on the effect of micro-shape advertising, this paper intends to use the questionnaire method to collect data and use the snowball method to obtain samples. This method has been proven to be an effective sampling method for specific target objects. In recent years, snowball sampling has been recognized by important journals in the field of news and communication. In this survey, the researcher distributed the questionnaire to the target sample round by round through the respondents' social relations and collected and sorted out the questionnaires that met the research object of this paper. The data obtained in this survey effectively supports the research results and supports researchers to make reasonable inferences about the survey.

#### 4.1 Observation

Under mobile internet advertising, micro-shape advertising takes on a new form, and consumers begin to pay more attention to the emotional value of products rather than the use value. Influenced by the change of consumption concept, micro-shape advertising attaches importance to emotional marketing, and marketization promotes medical services to move towards a consumption-oriented society. This study learned the general characteristics of the communication mode of micro-shape advertising through participatory observation and non-participatory observation:

First of all, micro-shape ads on the WeChat platform usually appear in the form of embedded or subscription numbers. Its advertising slogans often exaggerate the effect of microplastic surgery, emphasizing the safety and efficiency of surgery; On the Tiktok platform, microplastic advertising mostly appears in the form of user sharing, presenting more experiences, and emphasizing personal feelings. In terms of communication strategies, it attaches importance to emotional infection and emotional marketing; The advertising methods with pictures and texts on platforms such as Xiaohongshu highlight the influence of communication strategies such as emotional infection and emotional marketing; On the platform of public comment and other platforms, the micro-shape advertisement presents a dual image of the sender and the receiver, and the communicator continues the exaggerated advertising communication mode in the era of graphic communication with exaggerated graphics and text, while from the user level, "positive" or "negative" are mostly emotional infection strategies based on user experience.

#### 4.2 Questionnaire

Questionnaires are mostly used in the fields of communication and sociology. To understand the communication effect of micro-shape advertising, this study adopts the snowball sampling method and sends

questionnaires to potential users of micro-shape advertising to find out the communication effect of micro-shape advertising. In addition, this study also selected WeChat, Tiktok, Xiaohongshu, Popular Comments, and other social media with characteristics of microplastic advertising communication to conduct online research, and understand the communication effect of microplastic advertising through the combination of participatory observation and non-participatory observation.

In the course of the questionnaire survey, the conclusions of participatory observation and non-participative observation were fully valued as the content of the pre-survey. This topic attaches importance to the reliability and validity of the questionnaire and uses repeated tests to ensure the quality of the survey. A total of 77 questionnaires were collected in this study, including 74 valid ones. As of January 30, 2023, a total of 74 questionnaires were distributed, with an effective recovery rate of 96.1%. The survey process began in December 2022. The subject distributed questionnaires through various channels and conducted a questionnaire survey on potential users of micro-shape advertising, medical service providers, and devotees with the snowball sampling method.

According to the statistical results of the questionnaire, in terms of gender, the number of male respondents is more than female users, accounting for 50% and 50% respectively. The respondents are from urban and rural areas but are mainly concentrated in rural areas, accounting for 52.7% in urban areas and 47.3% in rural areas. In terms of the age of the respondents, the respondents are mainly 18 years old and above, of which 54 are 18 to 30 years old, accounting for 77.97%.

## 5. Results

In the era of media, women's participation and expression tend to be more liberal, and short videos with pure words or images provide the possibility for women's full participation. The persuasion effect of the micro-shaping advertisement is different in different gender audiences. Women's active participation in the new media communication makes the micro-shape advertisement and its narrative effect more complex. As a new popular cultural commodity, micro-shape advertising provides a basic space-turning network for women's participation and expression.

Women who used to defend their rights in offline stores of microplastic surgery can now amplify their views and further strengthen the attention of society to relevant issues by employing Tiktok short videos, public comments, and other ways. Take the short video as an example, the short video has obvious characteristics of female participation. As the producer and communicator of the microplastic surgery advertisement, its main body is female. The impact of a short video from private space to public space has also shifted from offline to online.

This study found that, if we take gender as the outcome variable and examine the acceptance and adoption of microplastic surgery advertisements by respondents, we can quickly find that gender has a significant impact on

the respondents' willingness to adopt microplastic surgery, but for the acquisition of relevant information, the impact of gender is not high. Moreover, the audience's satisfaction with appearance will affect their perception of microplastic surgery, which is also strongly related to gender. Similarly, the views of family members or friends will also affect the audience's views on microplastic surgery. Some female interviewees said that they had considered changing their appearance through microplastic surgery.

**Table 1** SPSS correlation analysis results (gender as result variable)

	Pearson correlation - standard format					
	standa avera ge	rd deviati on	Gender	Opinion on micropla stic surgery	The desire for micropla stic surgery	Change your appearan ce
Gender	1.500	0.503	1			
Opinion on micropla stic surgery	2.905	1.425	0.277 *	1		
The desire for micropla stic surgery	1.473	0.503	0.298 **	0.541**	1	
Change your appearan ce	2.662	1.174	0.012	-0.175	-0.259*	1

\*  $p < 0.05$  \*\*  $p < 0.01$

If we take the place of student origin as the result variable and examine the acceptance and adoption of microplastic surgery advertisements by respondents, we will find that the place of student origin has a significant impact on respondents' willingness to adopt microplastic surgery. Similarly, the source of students will also affect the audience's view of micro-plasticity. However, the correlation between the type of student origin and the perception of the development of micro-shaping technology is weak.

**Table 2** SPSS correlation analysis results (student origin is the result variable)

Pearson correlation - standard format						
	average	standard deviation	Place	Opinion on microplastic surgery	The desire for microplastic surgery	Change your appearance
Place	1.473	0.503	1			
Opinion on microplastic surgery	2.905	1.425	-0.090	1		
The desire for microplastic surgery	1.473	0.503	-0.030	0.541**	1	
Change your appearance	2.662	1.174	0.298**	-0.175	-0.259*	1

\*  $p < 0.05$  \*\*  $p < 0.01$

**Table 3** SPSS correlation analysis results (student origin is the result variable)

Pearson correlation - standard format						
	average	standard deviation	Income	Opinion on microplastic surgery	The desire for microplastic surgery	Change your appearance
Income	2.622	0.839	1			
Opinion on microplastic surgery	2.905	1.425	0.004	1		
The desire for microplastic surgery	1.473	0.503	0.170	0.541**	1	
Change your appearance	2.662	1.174	0.034	-0.175	-0.259*	1

\*  $p < 0.05$  \*\*  $p < 0.01$

In addition, taking the monthly income as the result variable, the survey found that the correlation between this variable and the effect of microplastic surgery advertising was weak, and the respondents were less affected by the monthly income to carry out microplastic surgery. The specific performance is that the general interviewees do not choose to undergo surgery because of

their willingness to undergo micro-plasticity. Some interviewees who have experience in microplastic surgery also said that they are less affected by monthly income when choosing microplastic surgery medical services.

## 6. Discussion

### 6.1 Reduce the negative impact of gender factors on the realization of the micro-shape advertising effect

In the past stereotype, women were considered to be the subject of microplastic surgery. Women's appearance anxiety and body anxiety still reflected the psychological changes of users transformed by new media. The popularity of new media has brought a different communication context from traditional media, in which women's body and appearance information is transmitted in different forms. The female images displayed and displayed by the new media affect the female audience's evaluation of their body. The influence of opinion leaders in the new media era and the popularity of digital beauty technology have further caused anxiety about women's appearance.

In this context, the public generally agreed that the aesthetic standards of the new media were transmitted to the audience in various forms, which triggered women's anxiety and urgent need for appearance. In recent years, the research on facial anxiety has expanded from psychology to communication, and the medical and aesthetic advertisements that lead to facial anxiety and how to say goodbye to facial anxiety have become the main content. This survey found that the microplastic advertisement mainly discussed the negative physical effects of other people's evaluations, appearance kidnapping, and other factors on women. Specifically, when the love of beauty becomes a kind of paranoia, psychological disorders are easy to occur, such as body deformation disorder. Body deformation disorder refers to that there are no defects or only slight defects in the body's appearance. Patients imagine that they have serious defects, and often exaggerate the slight defects, resulting in great psychological pain. Women in the new media environment receive information about women's bodies and appearances in different ways. More female body symbols are presented in the environment, directly or indirectly affecting women's evaluation of their appearance.

This survey found that women's attitudes towards microplastic advertisements are complex, and psychological factors such as facial anxiety have a limited impact on their perception and behavior. For example, the mask waist challenge, which was popular on the Tiktok platform some time ago, reflects the content of showing off women's slim figures and good figure management. The challenge reflects the female audience's understanding of body anxiety. In Chinese society, the patriarchal culture has been deeply rooted for a long time. The symbolization of women's bodies in consumer society and the alienation of women's aesthetics under the

influence of the former two have jointly promoted the popularity of microplastic medical services.

## **6.2 Comprehensively consider the impact of urban-rural differences on advertising communication effect**

The stereotype of rural people still exists in contemporary society. Affected by the urban-rural dual structure system, due to the existing urban-rural economic barriers and the uneven allocation of resources, people tend to think that compared with the urban audience, the audience from rural areas has relatively low acceptance and desire to try micro-shape advertising. This relatively fixed imagination of "rural people" reflects people's subjective judgment on the relationship between economic level, educational resources, infrastructure, and other factors and the concept of microplastic surgery. The research assumes that respondents from rural areas may be less affected by micro-shape advertising, and the persuasion effect of micro-shape advertising is not obvious in rural audiences.

In the study of communication, there has long been a technologist development thinking, that is, assuming that in the context of global communication, development opportunities are equal everywhere. However, based on the understanding of global capitalism, neo-liberalism, and other trends of thought, we can see the impact of urban-rural differences on communication activities. In this context, it is necessary to return to the urban-rural dual system structure and reflect on the inequality of the current system design for the development of rural and urban residents to explore the communication effect of micro-shape advertising. In this context, it is particularly important to design new communication strategies to avoid the marginalization of rural areas and promote communication activities to transcend urban centralism.

This survey found that weakening the impact of the urban-rural dual system on communication activities has become the focus of current research topics. Specifically, the digital gap between urban and rural areas has been widening. The new urbanization construction approved by the central government in China has also fully recognized the current problems between urban and rural construction. At the communication level, affected by the comprehensive problems of information dissemination, rural residents have insufficient confidence in microplastic surgery technology. Rural residents are more cautious about the safety of micro-shaping technology and the possible costs of using micro-shaping technology. Relatively speaking, respondents from cities showed sufficient confidence in the application of microplastic surgery technology.

Improve the understanding and recognition of microplastic surgery among people with different incomes

Marketing activities in contemporary society tend to have higher consumer expectations for high-income people. In the traditional concept, it is generally believed that the high-income groups are relatively weak under the constraints of economic factors, and are relatively free to choose microplastic surgery services. At the same time,

the general environment and education level of high-income people can often inspire a more open attitude and a stronger enthusiasm to try. The research assumes that high-income interviewees may be more affected by micro-shaping advertisements, and thus have a stronger desire for micro-shaping.

This survey found that the monthly income has little impact on the communication effect of the micro-shape advertisement. With the continuous development of the digital economy, the scale of new forms of employment workers continues to expand. At the same time, the recognition of micro-shape advertising by high-income people is weak. In response to this situation, take several measures to promote the understanding of microplastic medical services among people with different incomes. This survey found that there was almost no difference in the degree of trust and satisfaction of different income groups with a monthly income of more than 10000 and less than 10000 for plastic surgery. Behind this abnormal phenomenon is the question about the accuracy of the relevant communication content of the microplastic advertisement propagandists. It is difficult for different types of audiences to get valuable feedback from microplastic advertisements.

Given this phenomenon, it is particularly necessary to enhance the recognition of the effect of micro-shape advertising by different income groups. Specific communication strategies include: comprehensively promoting the symmetry of information dissemination, improving the way and content of communication work, and improving the job satisfaction of communicators. When people with different incomes tend to have a different understanding of micro-plastic surgery, the perceived inequality or unfairness of users will significantly enhance the recognition of micro-plastic surgery advertising, and this factor has a limited impact on increasing audience confidence in micro-plastic surgery.

## **7. Conclusion**

At present, microplastic advertising has gradually affected China's youth pop culture and social fashion. This article attempts to study the effect of advertising persuasion in different appeal ways and the motivation of individuals to accept information. The researcher analyzed the main factors that affect the persuasion effect of micro-shape advertisements through questionnaires. The control method of the social experiment was used to analyze the different types of advertising persuasion effects, such as positive emotions and negative emotions. According to the academic interpretation, the persuasive effect of advertising can be popularly understood as a social effect, economic effect, and self-effect. The persuasive effect of advertising in this study is mainly aimed at the process of audience attitude change. This survey found that the impact of advertising on the audience is related to the audience's ability and motivation to accept information. This study found that under the influence of audience needs and emotional cognition, micro-shape advertising shows complex communication

characteristics. When respondents show high cognitive needs for micro-shape advertising, they are more vulnerable to emotional factors and show a stronger effect of micro-shape advertising persuasion.

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