MULTI FACET ROLE OF WOMEN IN ADVERTISEMENTS: A PERCEPTUAL STUDY

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Abstract

Past studies show that the media portrayal of women is related to the broad socio-economic, political, and cultural context of a society. Images of women in the media are more likely to be the results of a social-construction of reality than the products of media reflection or distortion. Advertisers strive to engage consumers through their choice of message tones. They have been using a wide variety of emotions to initiate the desired response. The roles of men and women have changed. The world of the indian woman is no longer limited to the four walls of her home and the indian male has to chip in with household chores. Any meaningful examination of media portrayals of women has to be based on specific social, economic, political, and cultural conditions of a given country within a particular period of time. An attempt has been made to determine the attitude of respondents towards advertising and portrayal of women in advertisements and to assess the present generation views about the new world women. Questionnaire based study (primary) is conducted for the said purpose.

Keywords: Media, Society, New World, Women and Portrayal.

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Women constitute a large consumer segment and the majority of products are advertised to attract female attention. (Hung et.al, 2007). The images portrayed in advertising are seen to indicate the image of an ideal woman- and these images impact on women's self-images.

Many feminist media studies focus on the relationship between media portrayals of women and social reality. Much attention has been given to the gender-role messages in television programs (e.g., Ferri & Keller 1986; Matelski 1985), newspaper and magazine content (e.g., List 1986; Silver 1986), and advertising (e.g., Lysonski 1985; Whipple & Courtney 1980; Winship 1980). These studies found that women are often underrepresented or stereotypically portrayed as playing passive, submissive, and dependent roles.

Cross-cultural studies show that media portrayals of women are influenced by sociocultural factors. For instance, Sengupta (1995) found that women in US advertisements were more likely to appear in working roles as high-level business executives and be shown relaxing at home, while women in Japanese advertisements were more likely to be portrayed as entertainers and be shown cooking, cleaning, and doing other household chores. Gallagher (1981, pp. 70–71) suggested that in countries such as China and the socialist states of Eastern Europe, the government-controlled media with a strong commitment to the emancipation of women seem to "offer exceptionally positive images of women and lay stress on women's contribution to economic and social development."

In general, past studies show that the media portrayal of women is related to the broad socio-economic, political, and cultural context of a society. Images of women in the media are more likely to be the results of a social-construction of reality than the products of media reflection or distortion (Glasser 1997). Any meaningful examination of media portrayals of women has to be based on specific social, economic, political, and cultural conditions of a given country within a particular period of time (Ceulemans & Fauconnier 1979).

Review of Literature

A number of studies have been conducted to study portrayal of women in advertising. This section of the research will discuss previous studies and literature that already exist on how women are portrayed in the media, especially online advertisements. The literature also includes other studies that evaluate the effectiveness of this method of advertising in a global perspective

(Wan, Faber, & Fung, 2001). The research indicates that advertisements in general portray women in an unrealistic fashion that often promotes poor body image and self-esteem among female viewers.

Courtney and Lockeretz (1971) conducted a content analysis of 729 ads appearing in eight general interest and news magazines during 1970. They found few women shown in employment outside the home. Most employed women were entertainers; none were shown in professional or executive roles. This was true of both ads showing women only and those showing men and women together, although the frequency of employed women increased when men and women were shown together. Women were rarely shown interacting with one another. Their conclusion was that stereotypical portrayals of women were dominant.

Dominick and Rauch (1974) conducted a study of 1,000 prime time television commercials and found that the sex object and housewife/mother role stereotypes also existed in that medium.

Tandon and Kher (1974) aimed at finding out the respondents' attitude towards the use of sex appeal in ads and whether such use had any effect on recall. Information was collected from 100 university students with the help of a pre-designed questionnaire. The study found that income level of respondents influenced attitude towards sex in ads while sex of respondent did not have any such influence. The study found higher brand recall levels for sexually suggestive ads.

Sengupta (1992) compared advertisements from Newsweek and Asiaweek and concluded that the majority of women were shown in non-working roles in both Asia and US advertisements. However, Asia advertisements were more likely to portray women in middle and low-income jobs and in decorative roles in idle situations. In a later study, Sengupta (1995) found that in Japanese and US television commercials, men were more likely to appear in working roles as high-level business executives and as blue-collar workers; while in non-working roles, more women than men were shown in decorative roles.

Shrivastva (1992) observed the ongoing communication revolution has opened up possibilities of accelerating development especially for the upliftment of women and children. But if it remains uncontrolled and unguided, this revolution will have adverse effect on the life of women. Every now and then, one comes across reports of one or the other group of women

activists protesting against what they describe as wrong "exploitative" projection of women in media particularly in the electronic media. Women are basically seen as performing a decorative function and being marginal to national growth and development. Their primary place is seen as being with in the home and this value is reflected in the content and setting of most of the television programmes. The plural nature of Indian culture and diverse role that woman play is neither acknowledge nor communicated. This results in reinforcement of the stereotyped image and role specification of woman in an undimensional projection of their reality. When we speak of the image a society projects of its women, we have in mind its ideal of woman hood or its popular stereo-types or the position of women of the institution, of the role or position of women or the vision of poets, artists and prophets relating to women .

Kumar (1995) observed that - "It is possible to depict a woman as career oriented people but this would not be accepted. So, we try to project this image of a very smart woman. She is not as mundane as you and me, even if she is a housewife. We try and put that through in very beautiful manner". She further remarks- "the idea of new woman is actually a myth". In real life a working woman is as overworked as a housewife if not more. All these women's magazines talk about the 'woman of substance', but this is their concept which they are putting forth and expect everybody to accept that as the picture of the 'new woman'.

Chatterji Shoma. (1988) studied the subject of portrayal of women in Indian media has drawn the attention of media critiques in the present times. It arises especially when our society is going through a period of social change.

Colgate Palmolive carried out a research study of their own to find out how female consumers felt about their advertising strategies. It found that many ads targeting women consumers were irritating the consumer rather than persuading her to buy their products. They found that women are looking for something other than glamour and that women most liked to chat with their female friends and power dressing was no longer important. As a result of these findings, Colgate Palmolive embarked on a new ad campaign centering on a 'girls-talk' theme that focus on real women in familiar situations, to give the audience a 'slice of life' feel (Bainbridge, 1996).

Durkin & Paxton (2002) observed that the representation of women in the media has been a topic of controversy and interest for decades, having been the focus of a number of research studies. Specifically, many case studies have examined the unintended effects of advertisements especially on young females with regard to body image, self-esteem and extreme dieting or eating disorders.

Media is an important tool for change. Women need to ensure that media reflects images that create positive role models of men and women in society, which will alter damaging stereotypes. Gahulant (2002) in a study on women in advertisements and serials in Kerela found that serials on TV have new women who are selfish, actively aggressive, sexist, insen-sitive and female chauvinist.

Cohan (2003) observed however, there have been other studies that indicate a shift in the portrayal of women in advertisements is needed to increase the use of positive images of women that enhance self-esteem. He found evidence to support the claim that advertising can be just as effective by using positive images of women showing their natural flaws and human qualities, rather than portraying women as things or objects. "Such a shift would offer women a more human, approachable, intimate interpretation of beauty – more to do with inner beauty than an idealized, unattainable standard"

The number of research studies that have been conducted on online advertising and its effects are limited. One study examined the effects of online advertising on perceptions of new quality, finding that "this study suggests that people's perception of online advertisements and news stories can have mutual impact on each other"

The Media Awareness Network (2005) reported that women who are insecure with regard to their physical appearance are more likely to buy beauty products, new clothes and diet aids. This same organization also suggests that by just exposing women to images of thin, young, unrealistic female bodies could lead to depression, loss of self-esteem and even unhealthy eating habits among. With findings such as this, research into newer forms of media is even more important in understanding advertising and media effects.

Park (2005) used the desire to be thin as part of an investigation into the effects of beauty and fashion magazine advertisements on young women. This study found that the size of women in almost all forms of media has decreased continuously since the 1960s. The results from the study also found that reading beauty and fashion magazines increases the desire to be thin among female college students directly and also from the influence of others. An interesting aspect of this study is the influence of peers and the immediate social environment as a factor in one's desire to be thin. This means that if the peers of a young girl are influenced by the images in the magazine, the peers can also influence the young girl without her being directly exposed to the magazine (Park, 2005). This information is important in this analysis because the impact of these advertisements could be even wider if this statement is true.

Blair, et.al (2006) found that while "sexual appeals attract attention to the ad, they do so typically without a corresponding advantage for brand information processing." Thus, using sex appeal in advertisements may initially draw attention to the ad, but association with the brand is not likely to occur.

Overall, it is clear that the media have an impact on the viewers, but the degree and frequency that this occurs is not. There is much support for the claim that the images of women in unattainable beauty negatively impact self-esteem of women, so research in this area is justifiable. Most studies found that this type of advertising is effective to at least some degree, but it is important to consider other methods of advertising that could be more effective.

Objectives of the study:

1. To determine the attitude of respondents towards advertising and portrayal of women in advertisements.
2. To ascertain the extent to which respondents' purchase decision depends upon the portrayal of women in advertisements.
3. To assess the present generation views about the new world women.
4. To determine the overall view of respondents towards the appropriate authority for checking the disrespectful portrayal of women in advertisements.
5. To assess the gender wise distribution of respondents towards the representation of women in advertisements.

Database and Research Methodology

A sample of 120 respondents has been taken, which includes representatives of both the sexes with different socio-economic background. In order to understand the nature and characteristics of various respondents, the information collected has been analyzed according to their socio-economic background which includes the characteristics like age, sex, occupation and educational qualification. The respondents were interviewed through a pretested, well structured questionnaire which was administered personally. Convenient and judgmental sampling method has been used keeping in view the socio economic characteristics. The sampling size includes both male and female users from different occupation, age, and income groups. The data collected was classified, tabulated and processed mainly to identify the factors affecting the perception of retail investors. The survey was conducted during the period of May 2013 to July 2013. The statements were measured on the 5-point Likert scale where 5, indicates strongly agree and 1 indicates, strongly disagree. On the basis of frequency of ratings for each statement, weighted average scores were computed.

Data Analysis:

The demographic break up of respondents, according to their age, occupation, income and educational qualification is given as follows.

1.) Gender

The result from table 1 shows that (56.67 percent) of the respondents were males and (43.33 percent) were females. *(Insert Table 1)*

2.) Age

Age of the respondents is considered as one of the important attributes, which influence the perception of respondents. Table 2 shows that out of 120 respondents (55.83 percent) were in the age bracket Below 25 years, (28.10 percent) were in the age group 25-35 years, (10.83 percent) were in the age group 26-45 years and (5 percent) were above 45 years. *(Insert Table 2)*

3.) Educational Qualification

The analysis of table 3 reveals that (10 percent) of the respondents were under graduate, (45.83 percent) were holding a graduate degree, (37.50 percent) were post graduates and (6.67 percent) did not fall under any category head. *(Insert Table 3)*

4.) Occupation

The table 4 shows that (35.83 percent) of the respondents fall in the category of students, (5.83 percent) are in business, (15.83 percent) are housewives, (39.17 percent) are in service and (3.33 percent) of the respondents fall in the other category. *(Insert Table 4)*

5.) Monthly household income

Table 5 reveals that monthly household income of a small proportion of respondents i.e. (7.50 percent) was Below Rs. 20,000; (17.50 percent) fall in the category of Rs. 20,000-30,000 ; (30 percent) were in the category of Rs. 30,000-40,000 and (45 percent) of the respondents were in the income bracket of above Rs. 40,000. *(Insert Table 5)*

6.) Definition of Today's woman

Respondents were provided with 10 attributes for defining today's woman according to their respective views & out of these, the respondents were asked to select the best adjective that matches the face of today's woman. So, the table 6 clearly depicts that new generation women is regarded "independent" by most of the respondents as (30.83 percent) of the respondents selected the above said option. (20.83 percent) of the respondents considered woman to be "ambitious" these days, (15 percent) opted for "courageous" role shown by the woman in the present scenario.

(Insert Table 6)

The lesser favored adjectives to describe today's woman were "Responsible" and "Logical" which was the answer of (8.33 percent) of the respondents in each case, followed by (7.50 percent) of the respondents who considered woman these days to be "self- controlled" and (4.70 percent) regarded the new generation woman to be "loving".

Attributes like "cheerful" and "intellectual" were the option of only (2.50 percent) of the respondents.

Insert Table 6(a)

The table 6(a) indicates a trend where in a comparison of genders, more No.of.Females believe themselves as "independent" (25 respondents), "Cheerful"(2 respondents out of 3), "Self controlled" (& respondents), "Responsible" (8 respondents), "Logical" (9 respondents) as against

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the male respondents. The male respondents view females to be courageous (10 respondents) and ambitious (15 respondents).

7.) Most important attribute of an advertisement

The table 7 reveals that most of the respondents value "presentation" (i.e. 4.16) as the most important attribute of an acceptable advertisement, followed by the preference for "models" portrayed in the advertisements (i.e. 3.46) which indicates the advocate of the product matters for the respondents.

(Insert Table 7)

Third rank is given to the attribute "product offer" (i.e. 3.36) which depicts that the respondents are rational consumers. Least preference is given to the attributes "Slogan/music" and "Color scheme" in the order fourth (i.e. 2.88) and fifth (i.e. 1.96) respectively. It is a sign that the respondents give a lesser preference to accessories of the main issue.

8.) Impact of women-oriented advertisements

The Table 8 indicates that respondents perceive "change in style statement" (37.50 percent) as the most likely impact of women-oriented advertisements. This means that women have the capability to shape a buyer's mind with their fashion sense. The next likely impact is seen to be the "desire to be like models" (29.17 percent) which depicts a negative effect of advertisements where the audience wants to be like the screen models which may not be the reality.

(Insert Table 8)

There is somehow some fraction of respondents which support the view that women-oriented advertisements "influence their liking" (20.83 percent) towards a particular product promoted by the female model. They may be able to visualize themselves in the place of female model and act accordingly.

A small proportion of respondents held the opinion that women-oriented advertisements can "generate awareness" (8.33 percent) which gives a message that the respondents consider themselves able enough to gather knowledge about the product they have in their mind.

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The least likely impact on respondents is seen to be "change in consumption pattern" (4.17 percent) which shows that today's consumer don't go blindly after the media hypes and decide according to all the relevant information available to them.

(Insert Table 8(a))

It is clear from the table 8(a) that more number of male respondents believe that women oriented advertisements change their style statement (37 male respondents) as against the No.of.Females (14 female respondents).

More number of females are observed to be influenced by the models used in the models as they desire to be like them (19 female respondents) which depicts a negative story where ultra thin models are idealized for perfect figures and fashion consciousness.

9.) Description of women who appear in advertisements

The Table 9 shows that majority of respondents (45.83 percent) consider the woman appearing in advertisements as "fashionable", followed by (35.00 percent) of the respondents who name them as "independent".

(Insert Table 9)

Very few respondents believe that female models of advertisements are "talented" (10.83 percent). A small proportion of respondents consider them "indecent" (8.33 percent) which depicts that society no more regards this profession to be a negative side of the culture. No respondent held the view that female models are "family oriented" (0.00 percent). It is clear from the table 9 that male respondents tag women involved in advertisements as "Fashionable" (40 male respondents) as against (15 female respondents) and "Indecent" (9 male respondents) as against (1 female respondent).

10.) Use of female models where they are not required

As it is clear from the table 10 that larger proportion of respondents "agreed" (52.50 percent) with the statement that female models are being used where they are not required. But the difference between the proportion of agreed respondents and disagreed respondents (47.50 percent) is small which shows an unclear picture of responses i.e. the sample is divided among itself in the choice of opinion so it can not be treated as a conclusive measure.

(Insert Table 10)

The table clearly states that there is a little difference of opinion regarding the use of female models in the advertisements even where they are not required which indicates that almost both the genders are of the opinion that female models are used in ads where they are not required.

11.) Using female models unnecessarily

Table 11 reveals the fact that majority of the respondents suggest that use of female models in the advertisements where they are not required "should be avoided" (63.49 percent), followed by the suggestion that "it is harmful" (33.33 percent). A few respondents held the opinion that "it is justified" (3.17 percent).

(Insert Table 11)

(Insert Table 11(a)

The table 11(a) shows that both male and female respondents believe that unnecessary use of female models in ads where they are not needed is harmful and should be avoided but female respondents are in a greater number than no.of.male respondents.

12.) Predominant category of women-oriented advertisements

The table 12 states this fact that the female models are predominantly used in the product category of "Cosmetics" (36.67 percent), followed by the view that their presence is more seen in "personal care products" (27.50 percent). Some of the respondents held an opinion that Female models are more used in category of "food processing" (15 percent) and option "Textiles" (10.00 percent) is supported by 12 respondents only.

(Insert Table 12)

Almost equal percentage of respondents believe that female models are predominantly used in the advertisements of "beverages" (5.83 percent) and "automobiles" (5 percent) who might be of the opinion that these two are men's product line.

The table 12(a) indicates that males regard "cosmetics" as predominant category of women oriented advertisements (29 male respondents) as against (15 female respondents).

There is a rising trend seen in the thinking of respondents where some of the male as well as female respondents have marked "automobiles" as the predominant category.

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More no.of.female respondents (19 in number) as against (14 male respondents) believe that female models are more often used in "personal care products" promotion.

13.) Appropriate authority for initiative

Table 13 clearly indicates that the major percentage of respondents regard "advertising agencies" (40.83 percent) as the appropriate authority for taking initiatives to stop the disrespectful portrayal of women in advertisements, followed by (25 percent) of the respondents favoring "company management" as the right option.

(Insert Table 13)

Approximately equal No.of.respondents regard it as the duty of "government" (17.50 percent) and Consumer organization (16.67 percent) to perform this social responsibility.

(Insert Table 13(a))

The table 13(a) shows that both the male and female respondents are of the opinion that "Advertising Agencies" should take appropriate initiative in checking the disrespectful portrayal of women in advertisements as there are almost equal number of male and female respondents supporting the opinion, followed by the preference for "Company Management" which is supported by more more number of male respondents (18 in number) as against (12 female respondents). While more number of male respondents concluded that "Government" (13 male respondents as against 8 female respondents) and "Consumer Organization" (13male respondents as against 7 female respondents) are the appropriate authority for the task.

14.) Analysis of statements with respect to your views on advertisements at large (where SA means Strongly agree, A-Agree, NAND-neither agree neither disagree, D-Disagree, SD-Strongly disagree)

As it is clear from table 14 that when asked about their views on advertisements at large, the respondents held a very firm belief that Ads sell more than just products, they sell lifestyles and dreams (i.e. 4.15), followed by the opinion that respondents will not buy the product if the advertisement insults the women (i.e. 3.58) which is a positive sign in societal development.

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(Insert Table 14)

There is awareness seen in respondents as they view themselves as rational consumer and they don't go after attractive advertisements (i.e. 3.55) but somehow feel that advertisements can push them buy things which they don't need (i.e. 3.25.) while a lower group of respondents were of the view that ads strengthen their purchasing confidence (i.e. 2.7)

15.) Opinion regarding portrayal of women in advertisements in the present scenario(where SA means Strongly agree, A-Agree, NAND-neither agree neither disagree, D-Disagree, SD-Strongly disagree):-

The table 15 reveals that most of the respondents believe that strict laws should govern portrayal of women obscenity, immorality and indecency in advertisements (i.e. 4.40). This indicates that women are portrayed as indecent s in the media and there is a need to check the situation so as to maintain the respectful image of women.

(Insert Table 15)

Quite a large proportion of respondents have an opinion that Emotional appeal can be best exercised by portraying women in advertisements (4.15) which depicts still the women are seen as sensitive entities and they should be used appropriately in suitable role.

In Nestlé's cerelac ad (mere ladle ko chahiye poshak tatv sahi matra mein) the importance of a male child in society is certainly felt by the respondents (i.e. 3.70), followed by the opinion that women are portrayed as the weaker sex in media (i.e. 3.60) which depicts a negative role of media in society. Many respondents were not sure about the relevancy to feature a female model or an actress in advertisement promoting men products (i.e. 3.40)

Almost half of the respondents believe that Advertisers project women in advertisements because they assume women hold a decisive role in the family (i.e. 3.24) which shows that woman are in the process of assuming an important role in the family.

Approximately more than half of the sample was unsure about the statement: Portrayal of women in advertisements is a sign of societal development at large (3.21). It means that the respondents do not consider women-oriented advertisements as a sign of societal development. They may be

of the view that there are other measures of societal development than women-oriented advertisements.

A large proportion of respondents held a view that advertisements like "Malaika Arora-Khan's" ads promote the notion that in order to be successful one should have 'beautiful' bodies (i.e. 3.18) which indicate that most of them believe that such ads impose inferiority complex in common man world.

Conclusion

It is clear that success of any product depends upon its advertisement and success of an advertisement depends upon its attributes and media.

From the analysis of the respondents' views, it is evident that the respondents are of the view that there is nothing wrong in portraying women in advertisements provided the product requires their presence for promotion. The respondents agree to the fact that women-oriented advertisements are able to make a change in their style statement which suggests the decision capability of females that can be blindly followed by masses if a female model advocates use of a particular product.

Respondent held an opinion that strict laws should govern portrayal of women obscenity, immorality and indecency in advertisements. Along with this it is the major responsibility of advertising agencies to check the inappropriate projection of women in the media.

1. The new generation woman has been defined as independent, ambitious and courageous by most of the respondents which suggests a clear picture of improving status of women in society at large. Women are being viewed as career-oriented and they are handling all roles of their life in an ambitious way.

2. Women has now emerged as a potential consumer, ready to redefine her status in the worldwide economy, and her contribution to the society is no longer confined to being solely a house keeper.

3. "Presentation" is the attribute which is most admired attribute of an advertisement by all respondents which depicts that packaging of facts and s do matter a lot for the audience.

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The attribute "models" is favored next in the ranks which shows the advocate of the product matters for the respondents.

4. Most of the respondents perceived "change in style statement" as the most likely impact of women-oriented advertisements. This means that women have the capability to shape a buyer's mind with their fashion sense.

5. Quite a good proportion of respondents "desire to be like models "which depicts a negative effect of advertisements where the audience wants to be like the screen models which may not be the reality. This can be very well observed in the teenagers who suffer from health problems because they want to be ultra smart and slim like models which poses an area of attention.

6. A few respondents consider the female models "indecent" which depicts that society no more regards this profession to be a negative side of the culture.

7. Majority of the respondents feel that female model should not be used where they are not needed.

8.   Advertising attempts to put forth an image of ideals to be obtained by society. The ideals they portray do not necessarily reflect society but may influence people's beliefs about the world outside of their immediate environment.

9. The trend is observed that the female models are predominantly used in the product category of "Cosmetics" and "Personal care products."

10. Statistics tell that women and girls are more undernourished and uncared for than men and boys. Our media provides the necessary ideology for this to the society.

11. The respondents support the cause and majority of them assure that they will not buy the product if the advertisement insults the women.

12. No more the belief exists that portrayal of women in advertisements is a sign of societal development at large as there are other areas where the status of women in society still lags behind like female foeticide, dowry, etc.

13. Mainstream media and advertising often leaves us unsatisfied with the cards we are dealt. Rather than being content with reality, we desire for that which we do not have.

14. The issue stands affront i.e. the women are portrayed as a weaker sex in the society but Advertising agencies and Company Management are suggested as the most appropriate

authorities for taking an initiative to check the disrespectful portrayal of women in advertisements.

Recommendations:

1. Women should be portrayed as an equal sex in the media so as to present the actual trend of upcoming generation where women hold an equal status to men in household as well as professional activities.

2. Advertisers should project women in an elegant and rational manner so that they can fetch sensible and loyal buyers to the product being promoted by them.

3. Strict laws should govern portrayal of women obscenity, immorality and indecency in advertisements. Women ought to be respected in society and authorities should take appropriate initiatives to maintain their integrity.

4. There is a trend seen in preference for female child these days by the new generation parents and the media should start reflecting the ideals of new generation into their ads.

5. Present scenario demand realistic approach to advertise a product, so accordingly common man approach should be used in advertisements.

6. The companies have a moral responsibility in the society. These commercials have a negative impact on the society and leads to problems faced for the common woman. So the Company Management should help the government in checking this malpractice with the help of Advertising Agencies and Consumer Organization.

7. Woman of today should be portrayed in an elegant and rational manner so that the advertisement promoted by them is able to fetch sensible and loyal buyers.

8. The "Barbie Doll " is literally unattainable, yet images of the Barbie-like are constantly shown through advertising which should be restricted as it is hampering the health of viewers because they desire to be like models.

Limitations of the study:

The findings of this study are based on the subjective opinions of the respondents. Although utmost care has been taken to get the accurate results, yet because of the risk of ambiguities and misinterpretations on the part of the respondents, some element of inaccuracy might have crept

in. lack of time and financial resources prevented the investigator from carrying out an in-depth study.

1. The findings of the survey are based on the subjective opinions of the respondents and there is no way of assessing the truth of the statements.

2. The accuracy of the results is also limited by the reliability of the tools of investigation and analysis of data.

3. Since the topic is delicate, it is quite likely that respondents keep their views, whereas females might have subdued their feelings.

4. The respondents are asked to give their viewpoints in the present scenario and as their nature is dynamic, the results may vary over a period of time.

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Appendix

Table 1: Gender-wise Classification

Gender	No.of.Respondents	%age
Male	68	**56.67%**
Female	52	**43.3%**
Total	**120**	**100%**

Table 2: Age-wise Classification

Age	No.of.Respondents	%age
Below 25 yrs	67	**55.83%**
25-35 yrs	34	**28.33%**
36-45 yrs	13	**10.83%**
Above 45 yrs	6	**5.00%**
Total	**120**	

Table 3: Education-wise Classification

Educational Qualification	No.of.Respondents	%age
Under Graduate	12	**10.00%**
Graduate	55	**45.83%**
Post Graduate	45	**37.50%**
Others	8	**6.67%**
Total	**120**	

Table 5: Monthly Household Income Classification

Monthly Household Income	No.of.Respondents	%age
Below 20,00	9	**7.50%**
20,000-30,000	21	**17.50%**
30,000-40,000	36	**30.00%**
Above 40,000	54	**45.00%**
Total	**120**	

Table 4: Occupation Wise Distribution

Occupation	No.of.Respondents	%age
Student	43	35.83%
Businessman	7	5.83%
Housewife	19	15.83%
Professional	47	39.17%
Others	4	3.33%
Total	120	

Table 6: Attribute of Women

S.No.	Attribute	No.of.Respondents	%age
1	Obedient	0	
2	Independent	37	**30.83%**

3	Courageous	18	**15.00%**
4	Ambitious	25	**20.83%**
5	Cheerful	3	**2.50%**
6	Loving	5	**4.17%**
7	Self controlled	9	**7.50%**
8	Responsible	10	**8.33%**
9	Logical	10	**8.33%**
10	Intellectual	3	**2.50%**
	Total	**120**	

Table 6(a): Attribute Classification onj the basis of gender

S.No	**Attribute**	**No.of.Males**	**No.of.Females**	**Total**
1	Obedient	0	0	**0**
2	Independent	25	12	**37**
3	Courageous	10	8	**18**
4	Ambitious	15	10	**25**
5	Cheerful	1	2	**3**
6	Loving	3	2	**5**
7	Self controlled	2	7	**9**
8	Responsible	2	8	**10**
9	Logical	1	9	**10**
10	Intellectual	0	3	**3**
	Total	**68**	**52**	**120**

Table 7: Most important attribute of an advertisement

S.No	**Attribute**	**1**	**2**	**3**	**4**	**5**	**WAS**	**Rank**
1	Presentation	58	36	16	7	3	4.16	**1**
2	Slogan/music	20	6	52	23	19	2.88	**4**
3	Models	19	45	37	10	9	3.46	**2**
4	Color scheme	10	5	23	15	67	1.96	**5**
5	**Product offer**	**31**	**29**	**15**	**43**	**2**	**3.36**	**3**

Table 8: Impact of Advertisements

S.No	Impact	No.of.Respondents	%age
1	Consumption pattern change.	5	4.17%
2	Change in style statement.	45	37.50%
3	Desire to be like models.	35	29.17%
4	Generate awareness.	10	8.33%
5	Influence liking.	25	20.83%
	Total	120	

Table 8(a):Gender-wise Classification of Advertisement Impact.

S.No	Impact	No.of.Males	No.of.Females	Total
1	Consumption pattern change.	2	3	5
2	Change in style statement.	37	14	45
3	Desire to be like models.	12	19	35
4	Generate awareness.	2	5	10
5	Influence liking.	15	11	25
	Total	68	52	120

Table 9: Description of women who appear in advertisements

S.No	Description	No.of.Respondents	%age
1	Family oriented	0	0.00%
2	Indecent	10	8.33%
3	Independent.	42	35.00%
4	Fashionable	55	45.83%
5	Talented	13	10.83%
	Total	120	

Table 9(a): Demographic distribution of Women description in advertisements

S.No	Description	No.of.Males	No.of.Females	Total
1	Family oriented	0	0	0
2	Indecent	9	1	10

3	Independent.	22	20	42
4	Fashionable	40	15	55
5	**Talented**	**4**	**9**	**13**

Table 10: Use of female models where they are not required

S.No	Opinion	No.of.Respondents	%age
1	agree	63	**52.50%**
2	disagree	57	**47.50%**
	Total	**120**	

Table 10 (a): Gender-wise classification of opinion

S.No	Opinion	No.of.Males	No.of.Females	Total
1	Agree	32	31	**63**
2	Disagree	27	30	**57**
				120

Table 11: Using female models unnecessarily

S.No	Suggestion	No.of.Respondents	%age
1	Justified	2	**3.17%**
2	Harmful	21	**33.33%**
3	Avoidable	40	**63.49%**
	Total	**63**	

Table 11(a) Gender-wise Classification

S.No	Suggestion	No.of.Males	No.of.Females	Total
1	Justified	2	0	2
2	Harmful	10	11	21
3	Avoidable	18	22	40
	Total	30	33	63

Table 12: Predominant category of women-oriented advertisements

S.No	Category	No.of.Respondents	%age
1	Cosmetics	44	**36.67%**
2	Textiles	12	**10.00%**
3	Food processing	18	**15.00%**
4	Beverages	7	**5.83%**
5	Personal care products	33	**27.50%**

6	Automobiles	6	**5.00%**
	Total	**120**	**100%**

Table 12(a): Demographic Distribution of Categorical preference

S.No	Category	No.of.Males	No.of.Females	Total
1	Cosmetics	29	15	44
2	Textiles	5	7	12
3	Food processing	10	8	18
4	Beverages	5	2	7
5	Personal care products	14	19	33
6	Automobiles	5	1	6
		68	**52**	**120**

Table 13: Appropriate authority for initiative

S.No	Authority	No.of.Respondents	%age
1	Government	21	17.50%
2	Advertising agencies	49	40.83%
3	Company Management	30	25.00%
4	Consumer Organization	20	16.67%
	Total	**120**	

Table 13(a): Demographic distribution of Appropriate authority for initiative

S.No	Authority	No.of.Males	No.of.Females	Total
1	**Government**	13	8	21
2	**Advertising agencies**	24	25	49
3	**Company Management**	18	12	30
4	**Consumer Organization**	13	7	20
	Total	68	52	120

Table 14: Views on advertisements at large

Statement	SA	A	NAND	D	SD	Weighted Average

						Score
Advertisements can push me buy things that I don't need.	19	54	9	14	24	**3.25**
If advertisement of a product insults a woman, I will not buy that product.	24	59	13	11	13	**3.58**
I am a rational consumer. I don't go after attractive advertisements.	30	43	19	20	8	**3.55**
Ads sell more than just products. They sell lifestyles and dreams.	65	32	5	12	6	**4.15**
Advertisements strengthen our purchasing confidence and builds up our prestige.	4	33	22	45	16	**2.7**

Table 15: Opinion regarding portrayal of women in advertisements in the present scenario

Statement	SA	A	NAND	D	SD	Weighted average score
Emotional appeal can be best exercised by portraying women in advertisements.	72	20	13	4	11	**4.15**
It is totally irrelevant to feature a female model or an actress in advertisement promoting men products.	11	40	59	7	3	**3.4**
Advertisers project women in advertisements because they assume women hold a decisive role in the family	7	52	32	21	8	**3.24**
Portrayal of women in advertisements is a sign of societal development at large.	9	29	62	19	1	**3.21**
Strict laws should govern portrayal of women obscenity, immorality and indecency in advertisements.	72	31	12	3	2	**4.4**

Women are portrayed as the weaker sex in media.	22	60	20	5	13	**3.6**
"Malaika Arora-Khan's" ads talk about her body rather than her success as a video jockey/actor. Such ads promote the notion that, in order to be successful one should have 'beautiful' bodies.	8	68	7	12	25	**3.18**
In Nestlé's cerelac ad (mere ladle ko chahiye poshak tatv sahi matra mein) shows the importance of a male child in society.	**59**	**23**	**2**	**15**	**21**	**3.7**

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