

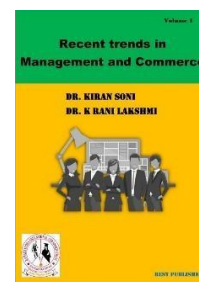
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A Study on Portrayal of Women in Advertisement: A Perception Analysis with Special Reference to Shivamogga District

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Abstract

Advertisement is the most powerful tool, which industrialist can use to enhance their sales; hence companies spend millions of amounts to advertisement purpose. Now a day's advertisement becomes the integral part of modern people, before purchasing the product they will examine the product appearance, quality of the product through advertisement hence advertisement got more importance. Women are represented as the highlighter in promoting any products. Women in the advertisements are portrayed like the way society holds an image of her. Women are continuously portrayed as sexual objects, dependent, caretakers and worried about their beauty. Even though advertisers act in good faith, their efforts at discarding stereotypes while appealing to today's woman may encounter wholly unexpected criticism or marketplace failure. In this background the present study has been undertaken to study the perception of people towards portrayal women in advertisement.

Key words: Women, Media, Advertisement

Introduction

Now a day's advertisement becomes integral part of our life. Advertising is the most profitable industry which affects our life as well as our life style. Advertising affect our daily life knowingly and unknowingly and are responsible to play a significant role in shaping the society in a much broader perspective. In our society, most of the women and girls try to achieve the ideal physical beauty influencing by the advertisements. Every day we come to see so many advertisements that enlighten our society through its information. Most of the people spend lots of time watching different types of advertisements in TV channels and Newspapers and magazines as well. The advertisements not only sell products but also sell a great contract like beliefs, images and the notion of success as well in our society. It also helps us finding the truth of ourselves like who we are and how we should act in our real world. Advertising transforms the practical value of using products into the symbolic value of exchanging products into commodities. The message of the advertisements reveals the stereotypical norms of the society in front of the people especially our young generation. Advertisement creates a perfect world where everything is beautiful, rich, ideal and successful. Generally, in the world of advertisements, people are conscious only about their products so the advertisers create such a fantasy world. Women are represented differently in different types of advertisements and they perform their role without any hesitation. The representation of women on newspaper and TV screen are often seems stereotyped and they are dealing according to the expectations of the society. In media, women get their physical beauty rather than their own talents. There artificial representations of such beauty do not match with the reality that women have experienced in the real world. In advertisements women have been portrayed as housewives, dependent on men and sex objects from the early age. However, some changes are seen in the images of women from the past one decade. Today the role of women in advertisement is shifted from the housewife centric advertisements.

Statement of The Problem

Images of women portrayed in media have restricted woman's body, mind and soul to serve male goal. The commercialization of the media has been largely responsible for stereotypes both old and new that have done immense harm to the image of women in society. The older stereotype is that of submissive, house-bound woman interested in nothing beyond her daily toils and foibles. The updated stereotype is that of attractive object. There is increasing use of chauvinist commercials which advertise the female anatomy to sell products that bear no relation either to their physique or needs. The present research article will try to find out about the Perception of the general viewers of the advertisements. Advertisements often depict the woman as a sex object to be admired by a man for his sake, especially in advertisements for health and beauty products.

Review of Literature

Pooja Chatley (2018), Made a research on “Portrayal of women in Advertising” reveals that advertisement s one of the major and important media that affect our daily life consciously and unconsciously. Advertisement is one of the inform or influence people who receive them. ‘Advertisement affects the consumers in different way. Some tools used to touch on the specific emotions and make the consumers feel that they are missing out on something by not using the products that are storylines, taglines, and portrayal of women. Over the last few decades, there has been a great socio-cultural change in the society especially in the context of role and position of women in the society. There are increasing numbers of women pursuing careers of their choice, changing role in the family structure, negative attitude towards sex role stereotypes etc. Over the period of the time changed the representation of women in advertisement. Advertisements in India are not fulfilling their duty towards the society. The projection of women in Indian advertisements can be done for highlighting the real issues of women lives for their development, for the awareness among the people about the rights of women, for the empowerment of women etc. is being left out Suheba Khan (2017), Conducted a research on “Rights Portrayal of women in Indian Advertisements in Electronic Media” reveals that representation of women in Indian advertisements specifically those run on television from last 10 years. The advertisements portray women on television through a very short and effective tool of media that leave a great impression on people’s minds. The objectification of women’s body in different advertisements as sex object. Media affects the mind sets of people; change the perception about themselves and the society among them, change in priority about their needs. Advertisement is a very powerful tool of media which affects the mind set of people in a very short period of time. In today’s world, women are equally participating with men in almost every field. Advertisement creates a great impression on viewers’ mind because of short and very loud messages they carry. The projection of women in Indian advertisements that can be done for highlighting the real issues of women’s lives, for their development, for the awareness among people about the rights of women for the empowerment of women etc. Monika Gulati (2014), undertaken a research on “Analysis of projection of women in advertisements on society” reveals that mass media has led to the conclusion that advertising plays a major role in influencing and transmitting social values. The portrayal of women in advertising is an issue that has received a great deal of attention through the years. Advertisements reflect and shape our values. Therefore, what is portrayed must be accurate and true representation of the women community. Advertisers should portray women in diverse roles and not just be sensitive to them in order to influence the purchase behavior. The last 50 years the Independence of India, we have seen women coming out to be educated, to do jobs, to make careers, yet the perception that women are second to men has not been erased. The social responsibility is necessary and the media should scale down a little bit on the profit motive in the interest of the greater public good. In some situation, some advertisement at times the women, society and consumers become a harassed lot. A. Krishna et al., (2015), carried a research on “A study on Portrayal of women in Advertisement and its effect on cultural values” Explains that advertisement is important to inform the customers about the product, increase the sales of the product, acquire market share, and obtaining top position in their respective industry. The portrayal of women in advertisements effect the cultural values like women today are no longer consolidated behind kitchen walls. The main intention for stepping out in the world made society to think differently. This review indicates that the women are portrayed mainly as an object of attractions. The results argue that the portrayal in advertising is changing the concept of respect about women. It’s mainly impact to the opinion and attitude of media users. Main objectionable content in advertisement seem to be influencing the cultural values. Anshu Raina (2014), undertook a research on “Representation of Indian women in Advertisements” reveals that relates to picture of Indian women in contemporary advertisements and the possible effects of the advertisements can have on the youngsters and the society. Each day they are exposed to more than 2000 ads. Advertising can be one of the most powerful sources of education in our society. But the question which remains unanswered is: Is all this required in order to sell a product? How much and to what extent is the female body to be used and exploited? What is the effect that all this is having on the young generation, the people with disturbed mindset and unsatisfied yearnings? The companies just want to rake in the moolah with having any kind of Corporate Social Responsibility. There should be a limit to which a human body can be used and strict governing bodies which look after all these cinematic representations so that a wrong message is not sent to the society.

Research Gap

The earlier studies have been concentrated on impact of portrayal of women in advertisement on the purchasing behavior of consumer in various countries, but none of the study has been conducted on the present topic of the study. In this background the present study has been undertaken a Study on portrayal of women in advertisement: a perception analysis with special reference to shivamogga district:

Need for the Study

Advertising is an important tool that enables the firms to communicate directly with the consumer. Therefore, ads are made with the intent to seek viewer attention and response. In order that viewers like an ad and are pushed to make a purchase, it is essential to craft advertising messages such that they elicit the desired response. In doing so, when women are portrayed in ads, it becomes important the type of portrayal preferred by the viewers. Much of the research work in this areas have been carried has been carried out largely in the West, whose culture vastly differ from the Indian cultural norms. Indian culture is more traditional and value bound. However, owing to influences from the West, the Indian culture is undergoing a rapid transformation which has a bearing on the roles played by women in the society as well as manner in which they are presented in ads. Therefore, the present study attempts to investigate consumer preferences for traditional vs. modern role portrayal for women and the viewer’s choice as it relates to use of sexually of respondents towards women portrayal in ads that can be successfully employed to generate a favorable response.

objective of the study

To study the importance of advertisement. To examine the perception of people towards the portrayal of women in advertisement. To examine the perception of people towards the erotic images of women in advertisement. To study whether the role of women in advertisements has an effect on our cultural values.

Research Methodology

The present research is descriptive and explorative in nature. In descriptive part the description about the advertisement industry is presented. In addition to that an association between portrayal of women in advertisement and consumer's behavior is emphasized. This research uses a questionnaire to collect primary data. Both primary and secondary data used for the present study. Sources of Data Collection: Primary Data: It refers to the firsthand information. The information has been collected from the field of research through the interview and questionnaire. b)Secondary Data: Secondary data has been collected from the published sources such as text book, journals, newspapers and periodicals, web sites, annual reports submitted by various committees or departments and commissions, etc. Sampling Design A pre-tested questionnaire is used by the researcher for collecting primary data from 100 respondents. A sample survey of 100 consumers was conducted analyze the attitudes of the consumers towards the advertisement and the impact of portrayal of women in advertisement. Convenience sampling method was adopted for the selection of 100 respondents in Shivamogga District.

Importance of Advertisement

Product Launch- The main objective of advertising is promotion. Hence, advertising is essential, especially for a new product that has to be launched in the market. Advertising helps convey the information regarding launch of the new product. Retain the existing customers – It is essential that customers keep following, buying and using your brand. And this is where advertising helps companies again! It keeps on reminding the customers about the brand and so, helps in retaining the customers and increasing the sales. Brand Promotion- Promotion is quintessential if any brand wants to stay in the market. This goal is achieved with the help of advertising which promotes a product, company or service. When a brand gets established with the help of advertising, it becomes a promise of quality and the customers start expecting from a brand. Thereafter, the stage arises where advertising starts acting as a reminder. It reminds and convinces customers that their chosen brand is still there. Educates people- Advertising is not only about promotion! It also educates people and makes the society aware about various issues. Many social issues like female feticide, child labor, child abuse, etc., are also raised through sensible advertisements. Thus, advertising also helps in educating people and spreading awareness. Comparison-advertising also provides the opportunity of comparing various products to the customers. Based on features, qualities or specification described through advertising, customers can take their pick on the available products.

TABLE 1. Demographic Profile of the respondents

Particular	Categories	Frequen cy	%
Gen der	Male	42	42.0
	Female	58	58.0
Age	18-30	100	100.0
	31-40	0	0
	41-50	0	0
	51-60	0	0
Marital status	Married	8	8.0
	Unmarried	92	92.0
Education Qualification	SSLC	0	0
	PUC	0	0
	Graduate	26	26.0
	Post Graduate	74	74.0
	Others	0	0
Occupation	Student	68	68.0
	Government employee	6	6.0
	House wife	2	2.0
	Business man	4	4.0
	Others	20	20.0
Monthly income	Less than 5000	8	8.0
	5000-10000	28	28.0
	10000-25000	42	42.0
	25000-50000	12	12.0
	Others	10	10.0

Source: Primary Data

TABLE 2. Gender wise classification of Physical beauty and sexuality of women over emphasize the advertisement in exaggerated manner

Attribute			Physical beauty and sexuality of women over emphasize the advertisement in exaggerated manner					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Gender of the respondents	Male	Count	0	4	20	14	4	42
		% within Gender of the respondents	0.0%	9.5%	47.6%	33.3%	9.5%	100.0%
	Female	Count	2	8	14	30	4	58
		% within Gender of the respondents	3.4%	13.8%	24.1%	51.7%	6.9%	100.0%
Total		Count	2	12	34	44	8	100
		% within Gender of the respondents	2.0%	12.0%	34.0%	44.0%	8.0%	100.0%

Source: Primary Data

Interpretation: The above table depicts gender and their opinion about physical beauty and sexuality of women over emphasizes the advertisement in exaggerated manner. Out of 100 respondents 2.0% respondents strongly disagree, 12.0% respondents disagree, 34.0% respondents neutral, 44.0% respondents agree and 8.0% respondents strongly agree. In terms gender, 42 male respondents 0.0% respondents strongly disagree, 9.5% respondents disagree, 47.6% respondent's neutral, 33.3% respondents agree and 9.5% respondents strongly agree, among 58 female respondents 3.4% respondents strongly disagree, 13.8% respondents disagree, 24.1% respondent's neutral, 51.7% respondents agree and 6.9% respondents strongly agree. Hence above result show the most of the male respondent's neutral with this statement.

TABLE 3. Gender wise classification of Portrayal of women in advertisement affect our cultural values

Attributes			Portrayal of women in advertisement affect our cultural values		Total
			Yes	No	
Gender of the respondents	Male	Count	32	10	42
		% within Gender of the respondents	76.2%	23.8%	100.0%
	Female	Count	44	14	58
		% within Gender of the respondents	75.9%	24.1%	100.0%
Total		Count	76	24	100
		% within Gender of the respondents	76.0%	24.0%	100.0%

Source: Primary Data

Interpretation: The above table depicts gender and their opinion about portrayal of women in advertisement affects our cultural values. Out of 100 respondents 76.0% respondents say portrayal of women in advertisement affect our cultural values, 24.0% respondents say not affect our cultural values. In terms gender, 42 male respondents 76.2% respondents say yes and 23.8% respondent say no, among 58 female respondents 75.9% respondents say yes portrayal of women affect our cultural values and 24.1% respondents say no. hence above result show most of the male and female says portrayal of women affect our cultural values.

Findings of The Study

Most of the respondents say current society women are objectified in advertisement. The majority of respondents feel physical beauty and sexuality of women over emphasize the advertisement in exaggerated manner. The more than 75.0% respondents say portrayal of women in advertisement affect our cultural value. More than 80.0% respondents say advertisement urge to buy new product. The majority of the respondents buying the product after watching the advertisement.

Suggestions of The Study

Physical beauty and sexuality of women over emphasize the advertisement in exaggerated manner, it's not good treat the women respectively not treat as showcase piece. In the current society treated women are objectified in advertising it's not right, always treated women in respected manner. Portrayal of women in advertisement affects our cultural value, so portray the women in advertisement in good manner its reach people in good way. Sometimes advertisement portrays women on television through a very short and effective tool it's creating a bad impression on people mind.

Conclusion

Thus, it can be concluded that overall effect of the portrayal of women in media is to reinforce rather than reduce prejudices and stereo types. None of these women were self-defining, powerful characters who decided for themselves and chose for themselves. They were always deciding and choosing and doing as per the norms and values of family, culture and society. The role of woman in television advertising has changed over the decades. Although, woman in India, are portrayed as traditional and stereo typical over the decades, there is difference in product categories advertised by them. Advertisement in the decade 2000 is willing to portray woman in male dominated advertisements as compared to advertisers of 1990s. We understand the messages that advertising have given to society are that women are not considered equally to men. In addition, we interpret that society there are many stereotypes against women and their images are used in to give pleasure to men. There are some of the smart marketing techniques that need to be adopted by many advertisers to challenge long standing assumptions about who does the cooking and cleaning, which brings home the bacon, and what motivates Mrs. Consumers to buy. A self-regulation in media against obscenity and violence along with stricter implementation of law is the need of law is the need of the hour. The social responsibility is necessary and the media should scale down a little bit on the profit motive in the interest of the greater public good. In such a situation because of some advertisements at times the women, society and consumers become a harassed lot. Therefore, there arises the need to study the dynamics of violation of both women and consumer rights and asses the policies and institutions to protect them

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