



## Empowering of Feminine in Indian Advertisements

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**Abstract:** In general, female stereotypes shape the advertising industry, and some recent studies suggest that other types of non-stereotype gender role representations in advertising can have many positive effects. The purpose of this study is to investigate the gender stereotypes of women in modern days advertising. Regardless of gender, there are many positive effects on the brand-related and social impact of non-stereotypic representations of the professional gender role in advertising to respondents. These results also show the format of these stereotypes about how women are portrayed in advertising. It is important that advertising supports gender equality by using positive expressions instead of harmful stereotypes. This study used content analysis to identify the different roles women play in Indian television advertising. Studies show that women are primarily portrayed in advertising as independent decision makers and users, and as an authority on the products being advertised and direct eye contact with customers in advertising and vocalization, and the product type of advertising.

**Keywords:** Stereotype, Gender Portrayal of Women, Advertising.

### Introduction

The advertisement we are seeing is of mostly stereotype ads. It is studied that 80% of ads are of gender bias 48% advertisement reinforced gender stereotypes and 31% were neutral. Generally, the women are showcased in ruling the domestic sphere and like cooking, serving, washing, cleaning house holds, looking after children and family etc., whereas men are showcased to pose with costly products like car, buying house, gold etc., If we see that from last 5 years the number of female drivers have been doubled still the ads have not reflected this. Actually, fact is women were consulted in 73% of purchase decision in 2016. Research studies have shown that media images have a stronger influence on the formation of gender images than books on feminism. First, more than half (52%) of respondents said they bought from the brand because a woman appeared in the brand's message, and many (45%) said they shared the ad with other users [1].

According to market research conducted by Dove with the London School of Economics (our study, Dove.com), it was found that only 2% of women considered themselves beautiful, even fewer than those who considered "attractive" (9%), "feminine" (8%), "pretty" (7%) or "cute" (7%) and 50% said that the beauty of women is only partially defined and that the media sets an unrealistic standard for beauty. The analysis shows that this lack of identification with "beautiful" applies across all age groups, with only 4% of the 18 to 29 year olds choosing "beautiful" as a word to describe their appearance. The campaign conveyed the message that women should not say or show how they should be, but should celebrate who they are. People leading research from various other disciplines dealing with this topic have over the last forty years of research on history contributed to lighter role portrayals in advertising. Recently, the advertising industry has recognized the need for further investigation of stereotyped gender representations in advertising and has begun to take action. Advertising is a key entity into which social representations are inserted that reflect gender differentiation.

The role of gender in advertising receives a great deal of attention in the advertising industry. One of the most common and widespread components of gender stereotypes in advertising is the stereotypical description of professional gender roles [2]. At the same time, advertisers still represent men and women in stereotypical roles to develop advertising for their products. They have conducted various content analyses to examine whether there are gender stereotypes in TV commercials and how gender roles are portrayed [3].

### Advertising towards empowerment of women

Analysis of Indian television commercials shows that women are equally represented in terms of screen time and talk time. Their representation is problematic as it encourages gender stereotypes: they are more likely to be portrayed as married, less likely to be paid, profession and are portrayed as caregivers and parents rather than male characters. In addition, the role of women in the home was altered, creating variation in both female and male responsibilities. All of those role changes began to show up in advertising. Therefore, the aim of the present article was to examine the effects of non-stereotypic occupational gender role representations on attitudes towards advertising, brand attitudes and perceptions of product quality. More specifically, in line with advertising industry initiatives to reduce the stereotypical representation of women in advertising (e.g. #SeeHer, 2019); This research focused on non-stereotyped representations of women in professional roles stereotyped as male.

In recent decades, due to globalization, the growing market economy and the rapid development of education and employment, not only the role but also the position of women in society has changed drastically. There is a shift from the woman totally dependent on men and confined to the domestic sphere to the independent career woman of the 21st century. Now they contribute equally to the development of their family and society. It is that they are responsible for the daily purchases of their homes. Advertisers are quick to embrace this trend, and when it comes to the customer concept, marketers aim to target women and gradually feature them in

ads. As more advertisers today seek to replace stereotyped gender representations with non-stereotyped ones, research into the latter is urgently needed to understand when and why these representations can have positive effects.

Furthermore, the results of this article apply to respondents regardless of their gender and therefore contradict some previous research that has shown different effects of stereotyped advertising on women and men [4-6]. This is an important contribution that, along with the social impact findings, points to the social impact of advertising, where non-stereotyped gender representations in advertising can benefit both advertisers and consumers, regardless of their gender. The results of this article also contradict the ongoing pervasiveness of stereotypical gender representations in [2,7-9]

## Literature Review

According to (Zayer & Coleman, 2015) in a society that wants to transcend restrictive gender roles and related consequences, these values are reflected in advertising, institutions that create such images, and individual actors[10]. need to do it. investigated consumer reactions to typical male images (such as men as caregivers), and consumer reactions were those of traditionalists, transition lists, or levellers [11]. I found that it depends on which one it is. Their findings show that while men depicted as caregivers continue to be seen as typical of the current advertising environment, consumers are optimistic, and these ads eliminate confusion. On the other hand, we have shown that the benefits of highlight products are also important. Conversely, recent advertising research trends have shown positive effects on commercials, brands, and products that use non-stereotyped gender expressions that are more than professionally a stereotyped representation of a physical entity [12,13,5].

have also observed 'non-stereotypical gender role representation' and found that consumers do see this advertising in a positive light. The non-stereotype role portrayal is used to attain marketing purposes like increasing attention, obtaining interest and growing sales. investigates that the women are unreasonably and needlessly depicted in the advertisements. Women have been showcased as a gorgeous and attention-grabbing part to attract the focus of the audiences [14].

(Plakoyiannaki & Zotos, 2009) analysed British magazine advertisement and found that women were primarily depicted in decorative roles, emphasizing the link between product categories and increase in stereotypes in women's roles [15]. often describe women in international television commercials as young, at home, in middle management, in white-collar positions, and in subordinate roles [16]. Shields and Heinecken (2002) explain that advertisers seem to have noticed that women are fed up with unrealistic expressions. Today's women portray their personality more consciously and realize that their ruthless commitment to perfection in advertising is no longer their motto. Therefore, they have taken the initiative to address women's concerns on the one hand and give them winks on the other, indicating that women's social empowerment has been accomplished.

(Kolbe & Langefeld, 1993) argue that the audience wants to see some products that have a stereotypical role [17]. Because they are more suitable for the product. Therefore, the character of this product should not be criticized for portraying the role of stereotypes, as it increases the likelihood of negative perceptions of marketing. Erving Goffman (1979), one of the most prominent sociologists of the time, describes the prevalence of gender stereotypes in advertising that emphasizes the portrayal of women. He actively examined the depictions of gender roles, especially women's depictions in magazine advertisements. He explored nearly 400 ads to find out how we, as a culture, expect male and female behavior. He tries to explain gender expressions in advertising and give us a message about how men and women are connected and want or should be with each other as well as themselves.

### Statement of Problem

Research shows that women are continuously portrayed as the traditional role of housewife, nurturing family and family members, and as a sex object that attracts viewers' attention to women. respective products, they publicize, but at the same time agree that there has been a change in the representation of women over time, although progress has been slow. Now, women are an integral part of advertising, as consumers and influencers. Therefore, it is important to constantly explore their representation in advertisements.

### Objective

1. To know the respondent's impact on the representation of women's roles in Indian television commercials based on their gender, age and education level.
2. Analyze the measure of stereotyping in Indian television advertising.

### Research scope

The present study initiates the spatial constraint by applying modelling measures i.e. portraits of women in Indian TV advertising through two different methods i.e. analysis advertising content and explore perceptions and differences in perception between audiences based on their gender, age, and education through a structured questionnaire. This gives a wide scope for current research to look at the same thing in the Indian context, as the values, norms, religions here are different and people's perceptions change over time.

### Data Collection

The samples are recognized through both primary and secondary data. The data samples are drawn randomly from the group of Coimbatore city. Nearly 175 samples have been collected out of 183 questionnaires distributed for this investigation. The statistical analysis made for this research is regression analysis, Correlation analysis and Chi-square analysis.

**Data Analysis and Interpretation**

*Hypothesis*

There is no statistically significant association of the Role portrayed by women in advertisements with their Status in advertisement

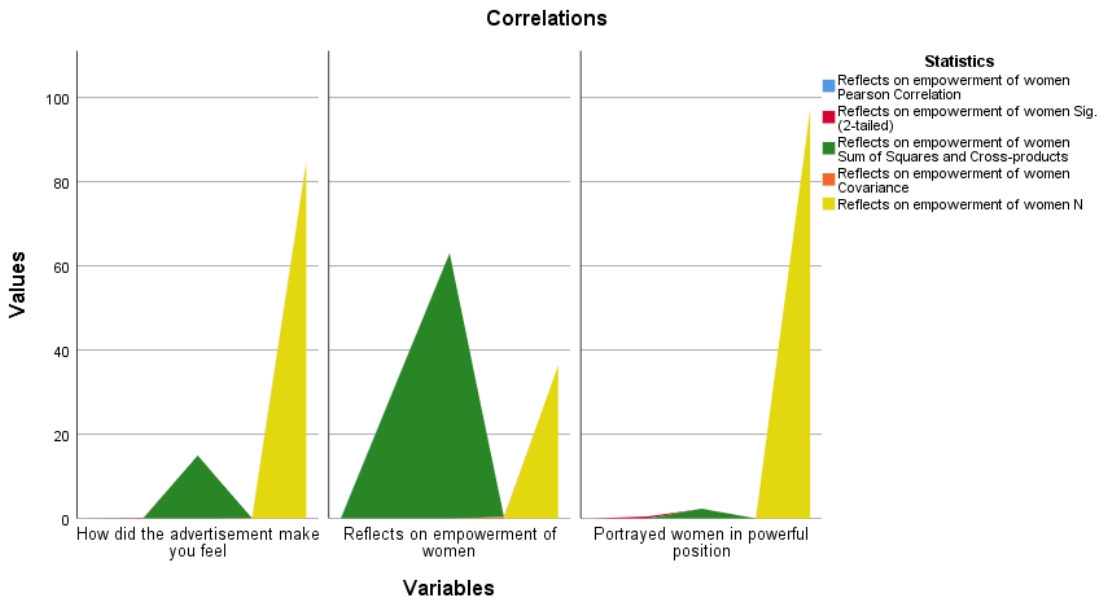
**Advertisement creates an impact in the society**

In the present study showcases the impact of advertisements in the society; it especially indicates whether the advertisements make any changes in the customers and viewers of the advertisement.

*Hypothesis H0*

There is no statistically significant association between the inspirational feelings created by advertisement and women portrayal positions in advertisements.

Correlations				
		How did the advertisement make you feel	Reflects on empowerment of women	Portrayed women in powerful position
How did the advertisement make you feel	Pearson Correlation	1	.090	.011
	Sig. (2-tailed)		.234	.881
	Sum of Squares and Cross-products	384.834	30.897	3.211
	Covariance	2.212	.178	.018
	N	175	175	175
Reflects on empowerment of women	Pearson Correlation	.090	1	.017
	Sig. (2-tailed)	.234		.826
	Sum of Squares and Cross-products	30.897	303.109	4.166
	Covariance	.178	1.742	.024
	N	175	175	175
Portrayed women in powerful position	Pearson Correlation	.011	.017	1
	Sig. (2-tailed)	.881	.826	
	Sum of Squares and Cross-products	3.211	4.166	204.937
	Covariance	.018	.024	1.178
	N	175	175	175



**Figure 1** Advertisement creates an impact in the society

**Interpretation**

From the above observation the p values for the case of impact in the society are more than 0.05, so null hypothesis is not rejected which conclude that mean score on impact of the inspirational feelings created by advertisement and women portrayal positions are powerful in advertisement are equal among the viewers of the advertisement.

**Hypothesis H0**

There is no statistically significant association between different Role portrayed by women in Indian TV advertisements with other advertisements under study

Role of the advertisement message generates an idea to rethink towards the gender and social norms in Indian TV advertisement.

Table 1 Role of the advertisement message generates an idea to rethink towards gender and social norms in Indian TV advertisement

**Ad to rethink towards gender and social norms**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	28.6	28.6	28.6
	2	55	31.4	31.4	60.0
	3	45	25.7	25.7	85.7

	4	20	11.4	11.4	97.1
	5	5	2.9	2.9	100.0
	Total	175	100.0	100.0	

Statistics		
Ad to rethink towards gender and social norms		
N	Valid	175
	Missing	0
Mean		2.29
Median		2.00
Mode		2
Skewness		.496
Std. Error of Skewness		.184
Kurtosis		-.529
Std. Error of Kurtosis		.365
Range		4
Minimum		1

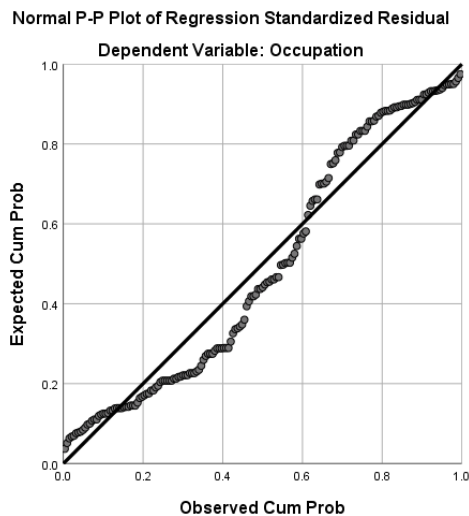
**Interpretation**

The above tables indicate that in role of advertisement message generates an idea to rethink towards gender and social norms in Indian TV advertisements. Since the mean value is 2, which means the value is in between neutral and yes. Advertisement messages are not only generating an idea to rethink towards the gender and social norms it creates impact on the customers as well. Impact towards the Occupation and changing trend and new way of advertisement that reflect attractive and stylish clothing.

Table 2 Impact towards the Occupation and changing trend and new way of advertisement that reflect attractive and stylish clothing

Correlations					
		Occupation	Reflect attractive and stylish clothing	Update with the changing trend	New way of advertising
Pearson Correlation	Occupation	1.000	.100	-.222	.157
	Reflect attractive and stylish clothing	.100	1.000	-.043	.145

	Update with the changing trend	-.222	-.043	1.000	.121
	New way of advertising	.157	.145	.121	1.000
Sig. (1-tailed)	Occupation	.	.094	.002	.019
	Reflect attractive and stylish clothing	.094	.	.288	.027
	Update with the changing trend	.002	.288	.	0.46
	New way of advertising	.019	.027	.056	.
N	Occupation	175	175	175	175
	Reflect attractive and stylish clothing	175	175	175	175
	Update with the changing trend	175	175	175	175
	New way of advertising	175	175	175	175





## Interpretation

The above chart shows reflect that the content of the advertisement plays an important role in bring changing trend and new way of advertisement that reflects attractive and stylish clothing. The P value in the given table is less than the 0.05, therefore the null hypothesis is rejected. Therefore, it can be concluded that the social message conveyed by the ad has created a changing trend and new way of advertisement that reflects attractive and stylish clothing.

## Chi-Square

The analysis between Role portrayal of women and their status in advertisements has been conducted.

Role		Status			Total
		Dependent	Independent	Neutral	
Family Role	Within Role	61.6 %	28.8 %	9.6 %	100.0 %
	Within Status	44.1 %	16.7 %	17.5 %	27.2 %
	Total	16.8 %	7.8 %	2.6 %	27.2 %
Working Role	Within Role	17.1 %	48.6 %	34.3 %	100.0 %
	Within Status	5.9 %	13.5 %	30.0 %	13.1 %
	Total	2.2 %	6.3 %	4.5 %	13.1 %
Decorative Role	Within Role	41.5 %	52.8 %	5.7 %	100.0 %
	Within Status	50.0 %	51.6 %	17.5 %	45.9 %
	Total	19.0 %	24.3 %	2.6 %	45.9 %
Free Wheeler	Within Role	0 %	62.2 %	37.8 %	100.0 %
	Within Status	0 %	18.3 %	35.0 %	13.8 %
	Total	0 %	8.6 %	5.2 %	13.8 %
Total	Within Role	38.1 %	47.0 %	14.9 %	100.0 %
	Within Status	100.0 %	100.0 %	100.0 %	100.0 %
	Of Total	38.1 %	47.0 %	14.9 %	100.0 %

$$\chi^2 = 67.256, df = 6$$

## Interpretation

The result of the Chi-square test of independence indicates a statistically significant association exists between different role depicted by women and their status in advertisements.  $X^2 = 67.256$ ,  $df = 6$ ,  $P < .001(.000)$ . The calculated value of the effect .354 indicates that the magnitude of association between the variables, i.e. Role and Status of women in advertisements is medium.

## Findings Conclusion and Suggestions

### Findings

The study explores that impact of the inspirational feelings created by advertisement and women portrayal positions are powerful in advertisement are equal among the viewers of the advertisement. The impact of the inspirational feelings created by advertisement and women portrayal positions are powerful in advertisement are equal among the viewers of the advertisement. And it can also be concluded that the social message conveyed by the ad has created a changing trend and new way of advertisement that reflects attractive and stylish clothing. So today, in advertisements, women are portrayed as professionals, in a more dominant position than men, making direct eye contact and making independent decisions, making active contributions. for the society. In today's world, the majority of women are becoming the decision makers in the purchase of household products. Therefore, today's media focuses more on women and gives them prominence and highlights them actively in advertising.

### Conclusion

Research will help marketers identify the tastes and preferences of audiences across gender, age groups and education levels so that they can plan their advertising according to their choice. target audience.

### Suggestions

The study mainly focused on the representation of women in advertising; to analyse a measure of TV advertising stereotyping in terms of representation of gender roles in advertising, which can be seen as an assessment of the representation of male and female roles in Indian television advertising. Public perception can be further explored based on financial status, literacy, employment status, television viewing time.

### Limitations

The study focused only on television advertising. This may include other advertising mediums such as print ads, outdoor advertising (billboards and public transport) and online advertising, but then the data will be huge to deal with. manage. Since the content is related to feminism the focus group participants are only women. In future research, the investigation can be done with both men and women to know more the views about gender equality.

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