

The Role of Women Portrayed in the National Television Advertisements in India: A Case Study

Tinkle V. Shukla

Assistant Professor,
Kum. M.H. Gardi School of Management, Rajkot
tvshukla@gardividyalpith.ac.in

ABSTRACT

Now day's women have become powerful in every sector, whether it is advertisement, academics, aviation, politics or glamor. Now women distinguish themselves as a professionals and independent but sometimes they are unaware that they are misrepresenting themselves. But has the role of women changed over the decades? Or is the representation of women in advertising exactly the same as it portrays? The objective of this research attempts to analyze the above questions. The first section gives a review of literature on gender role portrayals and misrepresentation of women portrayed in advertising. The second section consists of testing of various hypotheses of the study and the theoretical foundation for the same. The third section discusses the methodology of the study and a detailed analysis of the results. The last section contains general discussion, implications of the study, scope for further research and conclusion.

Keywords: Women in Advertisement, Women Portrayed, National Advertisements

INTRODUCTION

The women of the present age have received advanced education than the ladies of their previous age. There have been sweeping outcomes in the monetary status of their families. The majority of the advertisements which highlighted women indicated run of the mill Indian housewives. Brands like Nirma, Dabur, and so on influenced women to embrace grocery items. The women were showcased doing some stereotypical or getting some basic need things. An examination demonstrated that Indian advertisements reflected cliché parts like women place are in the home and they don't take critical choices and they are not viewed as huge.

| Role Portrayals | 1980s | 1990s | 2000s |
|-----------------|-------|-------|-------|
| Traditional | 68.6 | 63.5 | 55.1 |
| Neutral | ----- | 16.01 | 12.34 |
| Non Traditional | 31.4 | 20.49 | 32.56 |

Figure 1: Female role categorized by decades

| Product Category | 1980s | 1990s | 2000s |
|-------------------------|-------|-------|-------|
| Woman Dominant Products | 40 | 65.70 | 33.32 |
| Neutral Products | 54 | 34.3 | 57.76 |
| Male Dominant Products | 6 | 0 | 8.92 |

Figure 2: Product categorization over the decades

As per the study of Priyank Bhartiya from IIFT Kolkata she divided women in three unique parts played by them in TVCs, for example, Traditional (spouse, mother, homemaker and enhancing), Neutral (others) and Nontraditional (expert, professionals and homemaker, girlfriend, women better than men or equivalent to men). Their portrayal in conventional part has gone down while nontraditional part has expanded (according to figure 1) And, on the off chance that we sort items promoted by women into Woman overwhelming items (cleaning and sustenance items, home portrayal beauty essentials and so forth.), Neutral Products (snacks,

drinks, garments and so on) and Male dominant items (travel, cars, banks, mixed refreshments), (Figure 4) we can see the adjustments in their part (according to figure 2)

The ice-cream ad by Vadilal demonstrates a woman in an erotic night wear. She is alluringly licking the ice-cream and savoring it with an outflow of joy and fulfillment. The Maaza promotion featuring Katrina Kaif is another case of undesirable sexual interest in the commercial. The creators believed that the visual was not a debacle enough, so they included the slogan "Aamsutra – Pure Mango Pleasure". The words like 'Delight' are a circuitous correlation with sex.

Cosmetic brands are additionally naturally utilizing visuals which have a sex component in it. Dynamic promotions which demonstrate ladies as both, autonomous and sex question are as yet worthy. In any case, just ladies as articles to be gotten by men for their own particular purpose, isn't generally valued by the Indian attitude.

On the contrast, demonstrating women as just housewives or moms can likewise have a negative impact. It may pass on the message that Indians are as yet extremist and are not open to working ladies and their changing life styles. Overall a mix of all perspectives should be consummately coordinated into Indian advertisements for depicting the genuine and adequate picture of ladies. Promotions like Double Diamond where they demonstrate an autonomous and certain lady, is the need of great importance. HDFC's "Sar UthaKeJiyo" is a case of overhauling lady's picture. Airtel has spouse playing the supervisor of the husband who was not by any means acknowledged and acknowledged in our general public and culture. Despite everything it isn't to a more noteworthy degree. Along these lines, yes media has assumed a vital part in framing the lady's picture in an unexpected way, over and over. What's more, it will keep doing so. MTR Foods has propelled another promoting effort for its line of breakfast blends, concentrating on their south Indian breakfast offerings. Vikran Sabherwal, VP MTR, stated, "Our examination calls attention to that while the present housewife juggles numerous duties, despite everything she needs to please her family with incredible sustenance alternatives, and that is the understanding which we have worked on."

REVIEW OF LITERATURE

Nicoletta Signoretti (2017) Article titled "A Study of Gender Advertisements: A Statistical Measuring of the Prevalence of Gender's Patterns in the Images of Print Advertisements" had conclude that the lovely women appeared in promotions that are routed to women and the best men are appeared in commercials that are routed to men. She was normal the inverse: excellent women in commercials for men and the other way around. All things considered a standout amongst the most imperative subliminal messages of promotion is to persuade individuals to imitate the generalizations they find in those envisions they assimilate in their regular day to day existence. The impact applied by the proposed generalizations of media can (pretty much deliberately) change mentalities, practices, and individual needs. Ladies and men ought to be raised to a basic perusing of subliminal messages and unsaid messages of publicizing pictures, keeping in mind the end goal to have the capacity to decipher the entire universes, genuine or fanciful, that the pictures can make in the space of a look.

V. Sree Pavani et al. (2016) Article titled "Women Role Portrayal in Indian Television Commercials and Perceptions of Adolescents" has Examine that The research for the past five decades shows that women were still portrayed in same stereotyping roles of beauty, home maker, and dependent. The results of this study support the results of previous studies. Most of the commercials coded show women as beauty symbol and homemaker when compared to other roles. Best thing to note is portraying women in ambitious role have been increased which is supporting the results of the study. Dr. A. Krishna, Selvadurgadevi Kandavel, Pawline. M (2015), Article titled "A Study on Portrayal of Women in Advertisements and Its Effect on Cultural Values"; says that the majority of the general population are troubled with the substance of ads. The greater part of them commercials depicted woman in the part of an appealing article or in a sexual substance. Some have depicted them as a home creator or a part of being commanded by men. The assessment by the respondents draws out a reasonable picture of the requirement for the adjustment in substance of ads. Shelly Grabe, L. Monique Ward, Janet Shibley Hyde (2008), Article titled "The Role of the Media in Body Image Concerns Among Women: A Meta-Analysis of Experimental and Correlational Studies" says that media presentation has all the earmarks of being identified with ladies' self-perception contrarily paying little respect to appraisal strategy, singular contrast factors, media compose, age, or other quirky examination qualities. Ladies revealed less body-centered uneasiness after introduction to alluring, normal size models than after presentation to no models; the brought down nervousness, it might be said, exhibits a help impact

because of introduction to "normal" models. Critically for the publicizing business, inquire about here has additionally shown that when normal size models and ultra-thin models are similarly appealing, they are likewise seen to be similarly powerful in promoting an item. These discoveries propose that utilization of normal size models in publicizing could help shield a few ladies from creating body disappointment or if nothing else abstain from compounding existing self-perception concerns.

Marry C. Gilly (1988), Article titled "Sex roles in advertising: A comparison of television Advertisements in Australia, Mexico and the United States" has Examines that the Australian Commercials, however as yet displaying some sex part contrasts, are better than the U.S promotions as far as general equity of the genders. In the Mexican plugs, from a nation saw to be considerably more conventional then others. Sex part stereotyping isn't substantially more noteworthy than that in the U.S promotions. Promoters may not know about the sex part generalizations they are sustaining, so scientists must keep on monitoring what advertisements contain and to test elective messages that are not stereotyped. The effect of sex part depiction in promoting on society must be surveyed.

OBJECTIVE

The objective of the study is to examine the female role portrayals in present day advertisements on national television.

Theoretical Foundations and Hypothesis Formulation

Belkaoui and Belkaoui, (1976) and Sullivan and O'Connor (1988) in their investigation led in the United Kingdom reasoned that ladies in notices are depicted as; being needy, require the insurance of men, homemakers, sex objects and so forth. Comparable outcomes have been found in different investigations around the globe like Japan (Ford et. al., 1998), Korea (Cutler et. al., 1995), Hong Kong (Sengupta, 1992).

Considering, the pervasiveness of generalization depiction of a women in different countries, and furthermore considering the way that publicists in Asia have not been as sharpened to sexual orientation part stereotyping as those in western countries (Cutler et. al., 1995). Subsequently, it is speculated that

H1: In the earlier decades, Women will be delineated more habitually in standard, antique courses in Indian TV advertisement than in impartial or nontraditional ways.

Past research says that sexual presentation part outline is influenced by the thing orders. Ladies are all around found in the notice for home things, adolescent things, beautifiers, and sustenance things and they are in addition seen in non-solid things than outrageous things (Cutler et al. 1995, Fowles, 1996). The sexual introduction part portrayal changes from the kind of things as well. For e.g. women are all things considered delineated typically in advancements of redirection, articles of clothing, and magnificence mind items, be that as it may, are depicted non – stereo regularly in advertisements for tobacco, travel, sustenance, and money related organizations (Mitchell and Taylor, 1989).

According to Das (2000), the sex part hypotheses of women might be according to the purchase of female-coordinated things, properly, it can be conventional that advancements for such things depict ladies in traditional ways. Thusly, the second hypothesis for the examination.

H2: Female role portrayals become less stereo typical over the decades.

This would be reflected in the kind of advertisements and the thing characterizations of notification in which women are used. Women in TV advancing in the 1980s would be more adage than Women in 2018.

Sampling Frame

The research consists into the study are 128 advertisements from the National television. Commercials which portray adult male or female or both as central figures are recorded. Commercials in which children appeared as central figures are not recorded. Ads which were repeated, ads sponsored by government, institutional ads, channel self-promotion ads, and movie promotional ads were excluded from the study. In sports channel most of the ads were repeated because of that the number is less. The Variables considered are Home maker, Symbol of Beauty, Ambitious, Dependent, Multi-tasking, Sex object, Independent, Product oriented, other for the study.

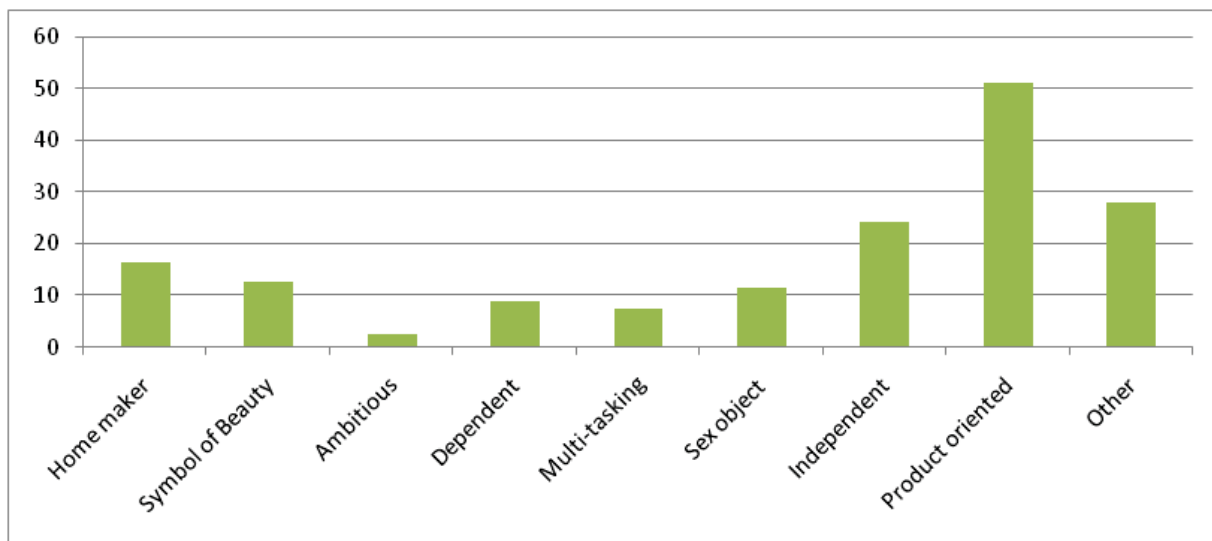
RESEARCH METHODOLOGY

To identify the central different roles portrayed by women in television commercials advertisements from music channels, news channels, Entertainment Channels and sports channels of Hindi were recorded for 4 hours a day from 6 to 10 pm i.e., on Saturday and Sunday of the month of May, 2018 as this is the time adolescents view television more. Advertisements chosen for the research channels like Sports (Star Sports); Hindi Music Channels of (9x, 9XM, Zoom, Bindas, Mtv), News channel (NDTV India, ABP news, IBN-7), Entertainment Channels (Colors, STAR plus, SAB TV, ZEE TV) etc.

Variables:

| Variable | Numbers | Percentage | Mean |
|------------------|---------|------------|------|
| Home maker | 13 | 16.64 | 0.10 |
| Symbol of Beauty | 10 | 12.8 | 0.08 |
| Ambitious | 2 | 2.56 | 0.02 |
| Dependent | 7 | 8.96 | 0.06 |
| Multi-tasking | 6 | 7.68 | 0.05 |
| Sex object | 9 | 11.52 | 0.07 |
| Independent | 19 | 24.32 | 0.14 |
| Product oriented | 40 | 51.2 | 0.31 |
| Other | 22 | 28.16 | 0.17 |

As per the above study majority i.e. 51.2Percentage of advertisements shows women as aProduct oriented, 28.16Percentage shows women as an other objects like caring, Romantic, Emotions etc., 24.32Percentage shows women as an independent, 16.64Percentage shows women as Home maker, 12.8Percentage shows women as symbol of beauty, 11.52Percentage shows women as a sex object, 7.68Percentage shows women as a Multi-tasking, 8.96Percentageshows women as a dependent and rest 2.56Percentage shows women as an Ambitious.a



IMPLICATION OF THE STUDY

The research for the past five decades shows that women were still portrayed in same stereotyping roles of beauty, home maker, and dependent as per the study of Jorg Mattens, 2016; Verhellen, 2016; Velandia, 2014; Furnham, 2010; Mc. Aurther, 1975; Elizebeth., 2016; Furnham, 2010 and The results of this study support the results of previous studies. The study shows that the majority of the women role portrayed in the national television advertisements are product oriented which consists the products like snacks, smart phone, under garment, cosmetics etc. The study results shows that influencing role vary according to the gender, where male were influenced by portraying women as symbol of beauty but female were influenced by portraying women as multi-tasking person. The women are projected as confident, dominant, and as extrovert. Women were increasingly seen in Career-Oriented role and as working women too.

LIMITATIONS OF THE STUDY

As all studies, this study also has limitations while coding the roles of women portrayed in the National television as it depends on the judgment of the coders. India has so many official languages but only ads telecasted in only one language was selected for content analysis. Future researchers can concentrate on comparing the advertisements portrayed in regional languages as India has diversified cultures.

REFERENCES

1. A.Krishna, Selvadurgadevi Kandavel, Pawline. M “A Study on Portrayal of Women in Advertisements and its Effect on Cultural Values” International Academic Research, *Journal of Business and Management*.4(2), August 2015, Page No.28-38 ISSN No: 2227-1287
2. Belkaoui, Ahmed., and Belkaoui, M. Janice. (1976). A Comparative Analysis of the Roles Portrayed by Women in Print Advertisements: 1958, 1970, 1972. *Journal of Marketing Research*, 13,168-72.
3. Cutler, B. D., Javalgi, R.G., & Lee, D. (1995). The Portrayal of People in Magazine Advertisements: The United States and Korea. *Journal of International Consumer Marketing*, 8 (2) 45–55.
4. Das, Mallika. (2000). Men and Women in Indian Magazine Advertisements: A Preliminary Report. *Sex Roles*, 43 (9/10), 699- 717.
5. Marry C. Gilly “Sex Roles in Advertising: A comparison of Television Advertisements in Australia, Mexico and the United States” *Journal of Marketing*, Vol.52, April 1988, 75-85
6. Nicoletta Signoretti “A Study of Gender Advertisements: A Statistical Measuring of the Prevalence of Gender’s Patterns in the Images of Print Advertisements” November 2017.
7. Shelly Grabe, L. Monique Ward, Janet Shibley Hyde, (2008) “The Role of the Media in Body Image Concerns Among Women: A Meta-Analysis of Experimental and Correlational Studies” *Psychological Bulletin*, 134(3), 460–476

WEBSITES

- https://www.researchgate.net/publication/284431132_portrayal_of_women_in_media
- <https://www.questia.com/library/journal/1p3-4210275001/portrayal-of-women-in-indian-tv-advertisements-a>
- <https://www.slideshare.net/elenaduch/the-portrayal-of-women-and-the-impact-it-has-on-societyhttps://www.slideshare.net/guest63ebc2/emerging-role-of-women-presentation>
- <http://campusghanta.com/changing-role-of-women-in-indian-advertising/>
- <https://www.iaspaper.net/role-of-women-in-indian/>
- <http://www.campaignindia.in/article/mtr-offers-women-a-hand-in-the-kitchen/412773>
- <https://economictimes.indiatimes.com/slideshows/advertising-marketing/6-indian-ads-that-broke-gender-stereotypes-over-the-years/ford/slideshow/57538924.cms>