

# Gender Stereotyping in Indian Television and Print Advertisement

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## ABSTRACT

Today everyone needs to advertise their products to inform the customers about the product, increase the sales, acquire market share, and attain top position in their respective industry. Every business spends lot of money for advertising their products but the money spent will lead to success only when the best techniques of advertising are used for the product. In recent years, advertising has witnessed a significant transformation in attracting customer to buy/use their products/services. The need for advertisements has risen to great levels in print and visual media. One among the transformation is the way women are depicted in advertising, with changing times, reflecting the transformation taking place in society. Advertising is one of the major media that affect our daily life consciously and unconsciously and are responsible to play a significant role in shaping the society in a much broader perspective. Women today are no longer consolidated behind kitchen walls. Their aspiration for stepping out in the world made society to think differently. Marketer wisely utilized this transformation process to launch their product and advertisement strategically. This paper is a part of research work and the report will seek to define the portrayal of women in advertisements. Survey research method is used for the analysis on the basis of gender and age. The literature review indicates that the women are portrayed mainly as an object of attraction. The results argue that the portrayal in advertising is changing the concept of respect about women, spreading uncultured values and also indicate women's physical beauty as an instrument to induce the products demand.

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## 1. Gender stereotyping in Indian television and print advertisement

Advertisements play a significant role in communicating messages. Advertisements are the most powerful means of social communication. It is an important tool used by the marketers or companies, organizations to promote their goods, service or ideas to the perspective customers. Kotler and Keller (2008) have defined advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Its main objective is to raise the sale of the concerned product, service or idea by convincing the perspective consumers, by capturing their attention within a short span of time; before turning the page of a magazine/ newspaper, before switching off the TV or changing the channel of TV, before clicking the new screen on computer and before passing through the highways. According to Muller, Alt, and Michelis (2010), "the general goal of advertising is to transmit information to a specific group of recipients in order to achieve the desired effect."

Advertisements are omnipresent and Because of their ubiquitous nature the message they convey to the society, especially about the image of women, carries much importance. The main purpose of advertising is making money by selling the images of perfection to its perspective consumers and that perfect images most of the time are women; who believe to have good brand recall value, to grab the attention and provide "desirable" images for the advertisements. Money spent on advertisement would be worth, only if best techniques are adopted by the marketers to advertise their product. In recent years, advertising has witnessed a significant

transformation in attracting customer to buy/use their products/services. The need for advertisements has risen to great levels in print and visual media. One among the transformation is the way women are depicted in advertising, with changing times, reflecting the transformation taking place in society. Since ages men have been regarded as the financial providers of the family; whereas women as the loving wives and caring mothers happily doing household chores; but now these roles are quite modified. Both Feminist movement and Women liberation movement have also played a major role for redefining the long-established gender roles, especially changing the role and status of women in the society. Unprecedented numbers of women were participated in the workforce and became financially independent. But advertisements though are considered as the reflection of the society; they fail to depict this accomplishment of women that are evolving over the years; rather it prefers to follow the traditional gender stereotypes with the hypothesis that as they are well known to everyone, it will be easy for the recipient to comprehend the content of the message without any doubt. Generally the main attention of the advertisements is on men: their concern, their actions, their accomplishment, their woes, where the significance of the women are marginalized. Thus woman with intellect, self-assurance, independently and productively undertaking the responsibilities and contributing efficiently in society was rarely seen in advertisements. Rather the body and body parts of the women are depicted excessively and unnecessarily in advertisements. In India though the gender roles are getting little bit relaxed in household chores, many roles still remain firm. The role of women has been changing over the years in various fields around the world like advertising, academics, politics, etc.

Women are also distinguishing themselves as professionals in different walks of life. Gender has an important role to play in modern Advertising. It describes not only the socially constructed disparity between men and women, but also the stereotypes of masculinity and femininity.

### 1.1 Statement of the problem

Advertising is one of the major media that affect our daily life consciously and unconsciously and are responsible to play a significant role in shaping the society in a much broader perspective. Women today are no longer consolidated behind kitchen walls. Their aspiration for coming out of the door also taught society to think differently. Marketer wisely utilised this transformation process to launch their product and advertisement strategically. The way women are depicted in advertising changes with times, reflecting the transformation taking place in society. But has the representation of women advertising changed over a period of time in advertisements? Or does it confirm to some of the traditional notions about women and their role in society? Thus my study aims to find changing roles portrayed by of women in Indian television and print advertisements.

### 1.2 Significance of the study

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of an unsuspecting person's time to inform him or her of the amazing and different attributes of the product at hand. The challenge of the marketer is to find a hook that will hold the subject's attention. India is having high population of youngsters and children. So the advertisers are in the need to attract them to buy their products. But they have gone for the extreme limit of portraying women as an object and a content in the advertisements. Hence this study to explore the portrayal of women in television and print advertisements.

### 1.3 Scope of the study

The study on changing roles portrayed by women in Indian television and print advertisements is an attempt to classify and explore the various roles portrayed by women in television and print advertisements. It is essential to have the constant and continuous study on this issue to explore the status of the women portrayed through the media and to find out the views of the audience about it.

### 1.4 Objectives of the study

This study focus on the following Objectives:-

- To examine female role portrayals in present day advertisements.
- To find out the general perception of respondents regarding different role portrayed by women in Indian Television and Print advertisements.
- To find out the difference in perception between the role portrayed by women in Television and print advertisements.

- To find out the association between socio economic variables and perception of respondents towards the role portrayed by women in Indian TV ads and print advertisements.

### 1.5 Hypotheses

The following study hypothesis is based on the objectives:

- There is no significant difference in role portrayals of women in TV and Print advertisements.
- There is no significant association between socio economic variables and perception towards role portrayal of women in TV and Print Advertisements.

### 1.6 Methodology

#### 1.6.1 Sources of data:

Both primary and secondary data have been used in this study. The primary data for this study has been collected by means of questionnaire designed to determine the perception of respondents towards the changing roles portrayed by women in Television and print advertisements. Secondary data was obtained from magazines, journals, articles and from the internet.

#### 1.6.2 Sample size:

Sample size is limited to 70 respondents. The sampling technique used in this study is convenience sampling.

#### 1.6.3 Method of analysis:

The data collected are classified into various variables according to Erving Goffman's Theory of Gender stereotype and different roles portrayed by women are identified in both print and television advertisements, analysis is done on respondents perception to each question and a comparison between the perception in both television and print advertisements considering each variable is made .A conclusion is drawn whether there is a change in the role portrayed by women or not. The distribution was found normal using One-Sample Kolmogorov-Smirnov Test, Thus parametric test where applied for analyzing and interpreting the results.

### 1.7 limitations of the study

- The survey sample is limited only to 70 respondents. Hence, it cannot be generalized.
- The role portrayed by the man or kid are excluded from the advertisements
- The study only examines the perception of the people about the portrayal of women in Advertisements, but not its effect on their buying behavior and their body image.

### 1.8 Analysis

The way women are depicted in advertising changes with times, reflecting the transformation taking place in society. But has the representation of women in advertising changed over a period of time in advertisements? Or does it confirm to some of the traditional notions about women and their role in society?

Thus my study aims to find changing roles portrayed by of women in Indian television and print advertisements.

Analysis is made only from the information collected through questionnaires no other data or information is taken in to consideration for the purpose of the analysis. Based on the perception of 70 sample respondents an analysis is made and interpretations are drawn.

This section presents the detailed discussion and analysis of the questionnaires administered to individual respondents. The purpose of each question as well as the results obtained from the respondents is described. It also includes statistical analysis of the questions. The data collected to study the changing roles portrayed by women in Indian television and print advertisements is analysed using statistical tools.

### 1.8.1 Profile of the Sample

#### 1.8.1.1 Table showing gender wise classification of respondents

Gender	Frequency	Percentage
Male	32	45.7
Female	38	54.3
TOTAL	70	100

(Source: Survey Data)

#### 1.8.1.2 Table showing Age wise classification of respondents

AGE	Frequency	Percentage
Below 30	55	78.6
30 to 50	11	15.7
Above 50	4	5.7
Total	70	100.00

(Source: Survey Data)

#### 1.8.1.3 Table showing Region wise classification of respondents

Region	Frequency	Percentage
Rural	26	37.1
Urban	44	62.9
Total	70	100

(Source: Survey Data)

#### 1.8.1.4 Table showing Education wise classification of respondents

Education	Frequency	Percentage
SSlc/+2	10	14.3
Graduate	28	40.0
Post graduate	29	41.4

Others	3	4.3
TOTAL	70	100

(Source: Survey Data)

#### 1.8.1.5 Table showing Occupation wise classification of respondents

Occupation	Frequency	Percentage
Employed –Gov./Public Sector	7	10.0
Employed -Pvt Sector	23	32.9
Unemployed	27	38.6
Others	13	18.6
Total	70	100.00

(Source: Survey Data)

#### 1.8.1.6 Table showing Annual Family Income wise classification of respondents

Annual Family Income	Frequency	Percentage
Below Rs 2 Lakhs	26	37.1
Rs 2 Lakhs to Rs 5 lakh	21	30.0
Rs 5 Lakhs to Rs 10 lakh	13	18.6
Above Rs 10 Lakhs	10	14.3
Total	70	100

(Source: Survey Data)

#### 1.8.1.7 Table showing Marital Status wise classification of respondents

Marital Status	Frequency	Percentage
Single	57	81.4
Married	13	18.6
Total	70	100.0

(Source: Survey Data)

#### 1.8.1.8 Table showing Type of Family wise classification of respondents

Type of Family	Frequency	Percentage
Joint Family	9	12.9
Nuclear Family	61	87.1
Total	70	100.0

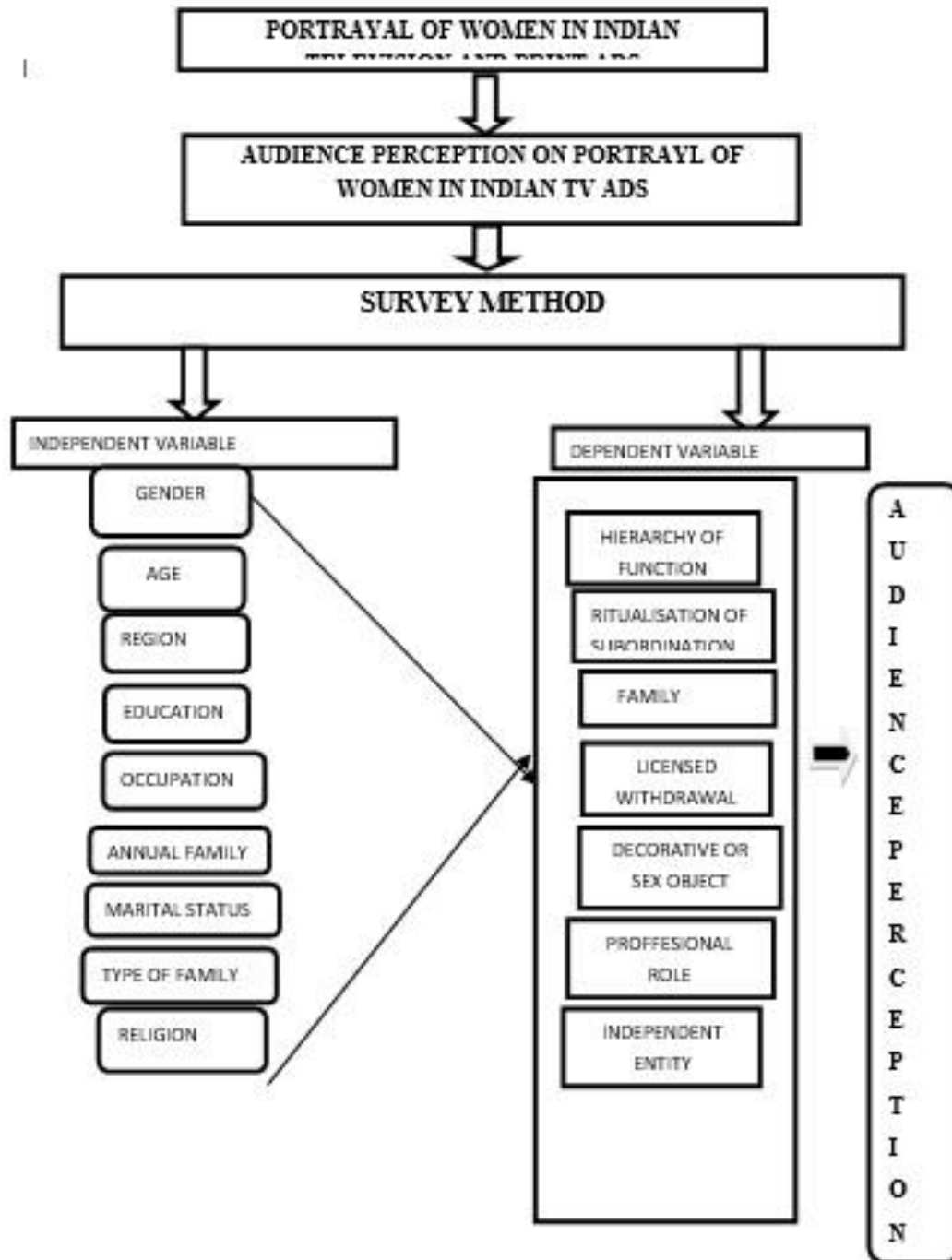
(Source: Survey Data)

#### 1.8.1.9 Table showing Religion wise classification of respondents

Religion	Frequency	Percentage
Hindu	42	62
Christian	23	32
Muslim	5	7.1
Total	70	100.0

(Source: Survey Data)

2. Conceptual Framework



Using One-Sample Kolmogorov-Smirnov Test it is found that the test distribution is normal, hence parametric tests are used for analysing and interpreting the results. The data collected are divided into 7 variables on the basis of Erving Goffman's Theory of Gender stereotype as hierarchy of function , the Family, the Ritualization of Subordination, Licensed Withdrawal, and role portrayals like Portrayals of women as decorative and sex object, Portrayals of women as professionals, Portrayals of women as Independent entity are identified and analysis is done on the perception of the respondents towards the changing roles portrayed by women in Indian Television and print advertisements.

**Hierarchy of function–**

In advertisements, when a man and a woman come face to face in a professional Scenario, the man mostly plays the executive role. This hierarchy of function is pictured both within an occupational frame and outside of occupational specialization.H0= There is no significant difference in the perception of respondents regarding hierarchy of function in Television advertisements.H0=There is no significant difference in the perception of respondents regarding hierarchy of function in Print advertisements

## 1.8.1.12 respondents perception regarding "Hierarchy of function"

	Category	N	MEAN	Std.deviation	t	df	p value <sup>#</sup>
Product user rather than authority.	TV	70	3.01	1.291	0.093	69	0.926
	PRINT	70	2.91	1.338	-0.536	69	0.594
Decision makers for kitchen products.	TV	70	3.4	1.323	2.529	69	0.014*
	PRINT	70	3.27	1.403	1.618	69	0.11
Engaged in household chores	TV	70	3.26	1.293	1.664	69	0.101
	PRINT	70	2.91	1.359	-0.528	69	0.599
<b>Hierarchy of Function</b>	<b>TV<sup>&amp;</sup></b>	<b>70</b>	<b>3.2143</b>	<b>0.64465</b>	<b>2.781</b>	<b>69</b>	<b>0.007**</b>
	<b>PRINT<sup>&amp;</sup></b>	<b>70</b>	<b>3.0905</b>	<b>0.65428</b>	<b>1.157</b>	<b>69</b>	<b>0.251</b>

[Source: Compiled from Survey Data]

# One Sample t Test

<sup>&</sup>Relevant items recoded

\*\* Significant @ 1 % level of significance

From the above table, it can be inferred that respondents have a higher perception regarding hierarchy of function in the present day advertisements. Respondents are of the opinion that women are still being portrayed as product users, and engaged in household chores. Thus there is no change in the role portrayed by women regarding the hierarchy of function. Since the one sample t test produced a p value less than 0.001, the null hypothesis is rejected @ 1% level of significance and it is inferred that there is a significant difference in the perception of the respondents towards the changing role portrayed by women in television and no significant difference in the perception of print ads since p value is greater than 0.001.

**Ritualisation of subordination**

Women in advertisements are less seriously presented in a social situation than men. Women, more than men, are shown spending much more time in shopping clothes and being concerned for appearances and are always portrayed in subordinate position than men.

H<sub>0</sub>= There is no significant difference in the perception of respondents regarding ritualization of subordination in Television advertisements.

H<sub>0</sub>= There is no significant difference in the perception of respondents regarding ritualization of subordination in Print advertisements.

	CATEGORY	N	MEAN	Std.deviation	t	df	p value <sup>#</sup>
Men-"Announcers of ads"	TV	70	2.86	1.333	-.897	69	0.373
Women rarely as dominant over man	TV	70	3.01	1.440	.083	69	0.934
	PRINT	70	2.86	1.427	-.837	69	0.405
Women in executive position.	TV	70	2.59	1.186	-2.924	69	0.005**
	PRINT	70	2.53	1.073	-3.676	69	< 0.001**
Professional Scenario- Man plays the executive role.	TV	70	3.26	1.431	1.503	69	0.137
	PRINT	70	3.06	1.403	.341	69	0.734
<b>RITUALISATION OF SUBORDINATION</b>	<b>TV<sup>&amp;</sup></b>	<b>70</b>	<b>2.8643</b>	<b>.94857</b>	<b>-1.197</b>	<b>69</b>	<b>0.235</b>
	<b>PRINT<sup>&amp;</sup></b>	<b>70</b>	<b>2.8714</b>	<b>.88700</b>	<b>-1.213</b>	<b>69</b>	<b>0.229</b>

# One Sample t Test

<sup>&</sup>Relevant items recoded

\*\* Significant @ 1 % level of significance

From the above table it can be inferred that respondents have a moderate perception regarding ritualization of subordination. The respondents are of the opinion that women are not always shown in subordinate position rather they are also given executive and dominant position in comparison to men. Thus there is change in the role portrayed by women

regarding the ritualization of subordination. Since the one sample t test produced a p value greater than 0.001, the null hypothesis is accepted @ 1% level of significance and it is inferred that there is no significant difference in the perception of the respondents towards the changing role portrayed by women in television and print advertisements.

**Family**

Advertisements generally showcase nuclear families; there is a special bonding between father-son and mother-daughter

## 1.8.1.13 Respondents Perception Regarding "Family"

	CATEGORY	N	MEAN	SD	t	df	p value <sup>#</sup>
Ads showcase nuclear families	TV	70	2.89	1.399	-0.68	69	0.497
	PRINT	70	2.9	1.395	-0.6	69	0.551
<b>FAMILY</b>	<b>TV<sup>&amp;</sup></b>	<b>70</b>	<b>3.1</b>	<b>1.3951</b>	<b>0.6</b>	<b>69</b>	<b>0.551</b>
	<b>PRINT<sup>&amp;</sup></b>	<b>70</b>	<b>3.114</b>	<b>1.3992</b>	<b>0.68</b>	<b>69</b>	<b>0.497</b>

[Source: Compiled from Survey Data]

# One Sample t Test

\*\* Significant @ 1 % level of significance

&amp;Relevant items recoded

From the above table it can be inferred that respondents have a higher perception regarding family. Respondents are of the opinion that advertisements generally show nuclear families portraying special bonding between father-son and mother-daughter. Thus there is a change in the role portrayed by women from a joint family scenario to a nuclear family. H<sub>0</sub> = There is no significant difference in the perception of respondents regarding family in Television advertisements.

H<sub>0</sub> = There is no significant difference in the perception of respondents regarding family in Print advertisements.

Null hypotheses is accepted and there is no significant difference in the perception of the respondents towards the

changing role portrayed by women in television and print advertisements.

#### Licensed Withdrawal

Women, often in advertisements, appeared to withdraw themselves from the social situations through involvement in telephonic conversation, showing emotional response by covering their face or mouth with hands, shocking or biting fingers, averting head/ eye, lowering of heads, in close physical touch with men, withdrawing their attention from the scene and mentally drifting them from the physical scene around them and thus, they avoid direct eye contact with the viewers.

#### 1.8.1.14 Respondents Perception Regarding Licensed Withdrawal

	Category	N	MEAN	Std.deviation	t	df	p value#
Women -avoid eye contact	TV	70	2.34	1.28	-4.28	69	< 0.001**
	PRINT	70	2.34	1.23	-4.48	69	< 0.001**
Women-withdraw from social situations	TV	70	2.39	1.07	-4.82	69	< 0.001**
	PRINT	70	2.5	1.15	-3.63	69	0.001**
<b>LICENSED WITHDRAWAL</b>	<b>TV<sup>&amp;</sup></b>	<b>70</b>	<b>3.64</b>	<b>0.91</b>	<b>5.828</b>	<b>69</b>	<b>&lt; 0.001**</b>
	<b>PRINT<sup>&amp;</sup></b>	<b>70</b>	<b>3.58</b>	<b>0.92</b>	<b>5.243</b>	<b>69</b>	<b>&lt; 0.001**</b>

[Source: Compiled from Survey Data]

# One Sample t Test

\*\* Significant @ 1 % level of significance

&amp;Relevant items recoded

H<sub>0</sub> = There is no significant difference in the perception of respondents regarding licensed withdrawal in Television advertisements.

H<sub>0</sub> = There is no significant difference in the perception of respondents regarding licensed withdrawal in Print advertisements.

From the above table it can be inferred that respondents have a higher perception regarding licensed withdrawal. Respondents are of the opinion that women withdrew themselves from social situation and avoid eye contact. Thus there is no change in the roles portrayed by women regarding the licensed withdrawal.

Since the one sample t test produced a p value less than 0.001, the null hypothesis is rejected @ 1% level of significance and it is inferred that there is a significant

difference in the perception of the respondents towards the changing role portrayed by women in television and print advertisement regarding the licensed withdrawal.

#### Decorative/ Sex Object

The decorative role is an image that signifies beauty and symbolizes the physical ideal. The portrayal is glamorous and appealing and serves as a decorative focal point in the advertisements

H<sub>0</sub> = There is no significant difference in the perception of respondents regarding decorative/sex object in Television advertisements.

H<sub>0</sub> = There is no significant difference in the perception of respondents regarding decorative/sex object in Print advertisements.

#### 1.8.1.15 Respondents Perception Regarding Decorative/ Sex Object.

	CATEGORY	N	MEAN	SD	t	df	p value#
Women as object of desire	TV	70	3.24	1.429	1.422	69	0.16
	PRINT	70	3.11	1.368	0.699	69	0.487
Women in sensuous manner	TV	70	2.71	1.287	-1.857	69	0.068
	PRINT	70	2.74	1.401	-1.536	69	0.129
Women as accessories for men's products	TV	70	3.42	1.368	2.621	69	0.011
	PRINT	70	3.5	1.337	3.127	69	0.003**
Exposure of female body parts	TV	70	3.19	1.477	1.052	69	0.297
	PRINT	70	3.17	1.494	0.96	69	0.34
Uncomfortable While watching ads with my family.	TV	70	2.8	1.347	-1.242	69	0.218
<b>DECORATIVE/SEX OBJECT</b>	<b>TV<sup>&amp;</sup></b>	<b>70</b>	<b>3.0971</b>	<b>0.85613</b>	<b>-0.726</b>	<b>69</b>	<b>0.47</b>

	<b>PRINT<sup>&amp;</sup></b>	<b>70</b>	<b>3.1179</b>	<b>0.77754</b>	<b>-1.422</b>	<b>69</b>	<b>0.16</b>
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[Source: Compiled from Survey Data]

# One Sample t Test\*\* Significant @ 1 % level of significance & Relevant items recoded

From the above table it can be inferred that respondents have a higher perception regarding decorative/sex object. Respondents are of the opinion that women are often shown as object of desire or in sensuous manner. Thus there is no change in the role portrayed by women in respect to decorative roles portrayed by the advertisers. Null hypotheses is accepted and there is no significant difference in the perception of the respondents towards the changing role portrayed by women in television and print advertisements

### Professional Role

Though quite a good number of women all around the world are getting empowered in different field of life, contributing both towards their family and society, but still advertisers fail to capture this evolved norms .

H<sub>0</sub>= There is no significant difference in the perception of respondents regarding professional role in Television advertisements.

H<sub>0</sub>= There is no significant difference in the perception of respondents regarding professional role in Print advertisements.

#### 1.8.1.16 Respondents Perception Regarding Professional Role

	CATEGORY	N	MEAN	SD	t	df	p value#
Seldom suggest women as career oriented	TV	70	2.81	1.243	-1.25	69	0.215
	PRINT	70	3.19	1.477	1.052	69	0.297
Represent the products of high value	TV	70	2.11	1.186	-6.247	69	< 0.001**
	PRINT	70	2.57	1.368	-2.621	69	0.011*
<b>PROFFESIONAL ROLE</b>	<b>TV<sup>&amp;</sup></b>	<b>70</b>	<b>2.61</b>	<b>0.8379</b>	<b>-3.923</b>	<b>69</b>	<b>&lt; 0.001**</b>
	<b>PRINT<sup>&amp;</sup></b>	<b>70</b>	<b>2.65</b>	<b>0.8485</b>	<b>-3.451</b>	<b>69</b>	<b>0.001**</b>

[Source: Compiled from Survey Data]

# One Sample t Test

\*\* Significant @ 1 % level of significance

<sup>&</sup>Relevant items recoded

From the above table it can be inferred that respondents have a lower perception towards the professional role portrayed by women .respondents are of the opinion that women are not often portrayed in professional role and hence there is no change in the portrayal of women in respect to the professional roles.

Since the one sample t test produced a p value less than 0.001, the null hypothesis is rejected @ 1% level of significance and it is inferred that there is a significant difference in the perception of the respondents towards the changing role portrayed by women in television and print advertisement regarding the professional role.

### Independent Entity

The role and status of women has undergone a drastic change, advertising industry though have started recognizing this change very late, yet the portrayal of women in advertisements is modified with their changing role in the society.

H<sub>0</sub>= There is no significant difference in the perception of respondents regarding Independent entity in Television advertisements.

H<sub>0</sub>= There is no significant difference in the perception of respondents regarding Independent entity in Print advertisements

#### 1.8.1.17 Respondents Perception Regarding independent Entity

	CATEGORY	N	MEAN	Std. Deviation	t	df	p value#
Women as independent decision makers	TV	70	3.03	1.329	0.18	69	0.858
	PRINT	70	2.93	1.397	-0.4	69	0.67
Showcase women empowerment widely	TV	70	2.56	1.223	-3	69	0.003**
	PRINT	70	2.57	1.137	-3.2	69	0.002**
Equal footing for men and women	TV	70	2.27	1.141	-5.3	69	< 0.001**
	PRINT	70	2.47	1.293	-3.4	69	0.001**
<b>INDEPENDENT ENTITY</b>	<b>TV<sup>&amp;</sup></b>	<b>70</b>	<b>2.6</b>	<b>0.7259</b>	<b>-4.6</b>	<b>69</b>	<b>&lt; 0.001**</b>
	<b>PRINT<sup>&amp;</sup></b>	<b>70</b>	<b>2.705</b>	<b>0.773</b>	<b>-3.2</b>	<b>69</b>	<b>0.002**</b>

[Source: Compiled from Survey Data]

# One Sample t Test

\*\* Significant @ 1 % level of significance

<sup>&</sup>Relevant items recoded

From the above table it can be inferred that respondents have a lower perception towards the independent role portrayed by women .Respondents are of the opinion that women are not often shown as independent entity and thus there is no change

in the role portrayed by women in respect to independent entity. Since the one sample t test produced a p value less than 0.001, the null hypothesis is rejected @ 1% level of significance and it is inferred that there is a significant difference in the perception

of the respondents towards the changing role portrayed by women in television and print advertisement regarding independent entity.

**1.8.1.18 Table showing Perception on Female Role Portrayals in Present Day Advertisements**

VARIABLE	CATEGORY	N	Mean	Std. Deviation	t	Df	p value <sup>#</sup>
Functional Ranking / Hierarchy of Functions	TV	70	3.2143	0.6	2.781	69	0.007**
	PRINT	70	3.0905	0.7	1.157	69	0.25
Ritualization of Subordination	TV	70	2.8643	0.9	-1.2	69	0.24
	PRINT	70	2.8714	0.9	-1.21	69	0.23
Family	TV	70	3.1	1.4	0.6	69	0.55
	PRINT	70	3.1143	1.4	0.683	69	0.5
Licensed Withdrawal	TV	70	3.6357	0.9	5.828	69	<0.001**
	PRINT	70	3.5786	0.9	5.243	69	<0.001**
Decorative or SexObject	TV	70	3.0971	0.9	-0.73	69	0.47
	PRINT	70	3.1179	0.8	-1.42	69	0.16
Professional Role	TV	70	2.6071	0.8	-3.92	69	<0.001**
	PRINT	70	2.65	0.8	-3.45	69	0.001**
Independent entity	TV	70	2.6	0.7	-4.61	69	<0.001**
	PRINT	70	2.7048	0.8	-3.2	69	0.002**

[Source: Compiled from Survey Data]

# One Sample t Test

\*\* Significant @ 1 % level of significance

Perception on Female Role Portrayals in Present Day Advertisements appears to have a higher perception regarding functional ranking, family, licensed withdrawal and moderate

perception regarding ritualization of subordination, decorative or sex object and lower perception regarding professional role and independent entity.

**1.8.1.19 Table**

**General Perception of Respondents Regarding Different Role Portrayal of Women in Indian TV Ads and Print Ads**

Category	Mean	Std. Deviation	t	Df	p value <sup>#</sup>	Inference @ 5 % Level of Significance
TV	2.956	0.52	-0.7	69	0.484	Not Significant
PRINT	2.951	0.41	-1	69	0.316	Not Significant

[Source: Compiled from Survey Data]

#One Sample t test

Respondents appears to show a moderate level of perception regarding Different Role Portrayal of Women in Indian TV Ads and Print Ads.

**1.8.1.20 Comparing the Perception towards the Role Portrayed by Women in TV Advertisements and Print Advertisements**

	Mean	Std. deviation	t	Df	p value <sup>#</sup>
TV-PRINT	0.00530	0.23062	0.192	69	0.848

[Source: Compiled from Survey Data]

\*\* Significant @ 1 % level of significance

Comparing the perception towards the role portrayed by women in tv and print advertisements there is no significant difference in the perception and a moderate level of perception exist towards the Role Portrayed by Women in TV Advertisements and Print Advertisements.

Since the one sample t test produced a p value greater than 0.001, the null hypothesis is accepted @ 1% level of significance and it is inferred that there is no significant difference in the perception of the respondents towards the changing role portrayed by women in television and print advertisements.

**1.8.1.21 TABLE**

**Association between Socio-Economic Variables and Perception towards Portrayal of Women in TV and Print Advertisements**

Variable	Category	TV Ads			Print Ads		
		Mean	P Value <sup>#</sup>	Inference @ 5 % Level of Significance	Mean	P Value <sup>#</sup>	Inference @ 5 % Level of Significance
Gender	Male	3	0	Not Significant	3	0.1	Not Significant
	Female	2.9			2.9		



Age	Below 30	3	0	Not Significant	3	0.5	Not Significant
	30 to 50	2.9			2.8		
	Above 50	2.6			2.9		
Region	Rural	3	1	Not Significant	2.9	0.9	Not Significant
	Urban	3			3		
Education	SSLC/+2	3.4	0.034*	Significant	3.3	0.033*	Significant
	Graduate	2.9			2.9		
	Post Graduate	2.8			2.8		
	Others	3			3.1		
Occupation	Employed – Govt/Public Sector	2.9	1	Not Significant	2.9	0.9	Not Significant
	Employed - Public Sector	2.9			2.9		
	Unemployed	3			2.9		
	Others	3			3		
Annual Family Income	Below Rs 2 Lakhs	3.1	1	Not Significant	3.1	0.9	Not Significant
	Rs 2 Lakhs to Rs 5 Lakhs	3			3		
	Rs 5 Lakhs to Rs 10 Lakhs	2.9			2.9		
	Above Rs 10 Lakhs	2.6			2.7		
Marital Status	Single	3	0	Not Significant	3	0.3	Not Significant
	Married	2.8			2.8		
Type of Family	Joint Family	3.1	0	Not Significant	3.1	0.4	Not Significant
	Nuclear Family	2.9			2.9		
Religion	Hindu	3	1	Not Significant	3	0.6	Not Significant
	Christian	2.9			2.9		
	Muslim	3.1			3.1		

[Source: Compiled from Survey Data]

# Independent Sample t Test

\* Significant @ 5% Level of Significance

No significant association is found to exist between perception towards Portrayal of Women in TV and Print Advertisements and Socio-Economic Variables of gender, age region, occupation, annual family income, marital status, type of family, religion.

A significant association is found to exist between perception towards Portrayal of Women in TV and Print Advertisements and Socio-Economic Variable of education.

A high level of involvement is found to exist with low educated group.

### 3. Conclusion

The results indicate that 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 a difference in product categories advertised by them. The portrayal of women has changed, but only slightly. Hence advertisers should see that women and men are given equal footing in advertisements and to show women empowerment widely in the upcoming advertisements. Respondents of all age groups seem to have been given an opportunity to participate in the survey, though their number varies in each age group. Equal importance to both the genders are given for seeking their opinion. Media seems to greatly impact opinion & attitude of media users. The changing portrayal of men could also be studied and a comparative analysis would add more insight to the study.

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