

Research from India on the Effects of Female Portrayals in Advertisements on Communication in Marketing

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Abstract:

Researchers from all across the world are very concerned about gender stereotypes in advertising. Yet, very few studies—more so in the case of India—have examined how such a communication strategy affects consumers. According to census data, women's employment rates, educational attainment levels, and literacy rates have all increased in India. Therefore, it is crucial to evaluate customer reactions to the suitability of such a communication strategy. 450 respondents—men and women in the Delhi region between the ages of 20 and 50—were given an organized survey. Responses from customers were examined to determine the impact of female representation in marketing on the factors that include a preference for advertisements, perception of advertisements (in terms of liking and believability of the ads), attitude towards brands (in terms of liking, recall, recognition, and image of the brands), and intention. In order to determine the effect of female depictions on consumer ratings, demographic parameters were also examined. In this study, a number of hypotheses were developed and examined. To evaluate the theories, analysis of variation, the T-test, correlation, and modeling were used. The results of the research show that the representation of women in advertising is connected with advertisement like, credibility of the advertisement, company interest, acknowledgment, memory, and perception of the company, and has less of an impact on purchase intention. Fresh data on the impact of female depiction and interaction is also presented in the study. In the article, the effects on those working in marketing have also been covered(Avinash, 2016).

Keywords: Sex; women; advertising; communication strategy

I. Introduction

The study highlights how women are portrayed in commercials and how it affects consumers' buying decisions. To determine whether the presence of women in TV advertising influences the

buying habits of consumers, TV was chosen as the study's media. what impact it has on them. Studies showed that women are today's advertisements are unfavorably portrayed. Research looks into how consumers perceive something and how that affects them. Research was examined using the development theory and the broader social responsibility hypothesis(Bulsara et al., 2014).

Commercials for items like gambling and alcoholic drinks were the primary to use women. The trend then extends like a market fire and is extensively performed while being inflated. Every advertisement now should have a pretty woman as model, even though it is required or not. They seem to encourage everything, together with two wheelers and gents under garments (Chaudhary, 2015).

Advertisements are influential and inspiring utensils which can have a profound effect on audience members' minds additionally they are crucial in influencing peoples' approach and mores. This type of widespread and costly representation of females merely decreased their reflection to one of an outcome of enthusiasm. Only the woman's physical appeal, such as her face features and body curves, is emphasized. After the commercial has been filmed, various types of physical flaws are displayed along with exercise graphics equipment in a way that suggests that only a small group of people are intended to use the product(Han-Yuh, 2007).

Given their access to all relevant product data and the abundance of available options, consumers are becoming more and more picky when making purchases in the current marketing environment. In this context, advertising is essential to consumer marketing and has aided businesses in achieving their communication goals. As a result, modern marketing techniques heavily rely on innovative advertising to draw customers and influence their purchasing decisions (Alsmadi, 2006). In fact, spending on advertising has dramatically increased year over year. According to FICCI-KPMG (2012), marketers spent \$300 billion on advertising in 2011; this is 41% of the total amount spent on media and entertainment.

A simple review of recent advertising in India demonstrates that gender stereotypes are still used by advertisers as one of the easiest methods to engage with consumers. Because women are more conscious of gender stereotypes included in advertising, it has been noted that gender-role representation directed at them has an immediate effect on the efficacy of advertising. In addition, according to Census 2011 data, here has been a significant improvement in women's

socioeconomic standing in India as compared to that in 2001. This is especially true of their jobs and literacy rates(Bhumeeka et al., 2013).

According to the Census 2001 report, the overall literacy rate among females in India increased steadily over time, rising from 8.9 percent in 1951 to 63.7% in 2011, while the WPR for women was a quarter in 2011. Additionally, according to the the National Family Health Survey (NFHS)-3 study, in India, around 52.5% of females took part in family decision-making in the years 2005–2006. Due to this, it is crucial to comprehend how consumers choose their products in order to increase the efficacy of marketing and communications efforts as well as the return on the substantial investment made in marketing.

Additionally, this research is significant in light of the information that follows: first, there are hardly any published empirical investigations on the impact of female representation and interaction in the Indian context; as well as secondly, the most recent shifts in females' economic standing, which is a crucial element in the creation of marketing strategies. The current study also takes into account a number of additional variables to analyse the influence of communication.

II. Literature Review

There hasn't been many research in the last forty years that have focused on the effect of gender portrayal on the success of such advertising methods, where the main emphasis has been on brand image and buy intention. In addition, relatively few studies have been done to determine the effects of gender-role representation on marketing or dissemination of the firm's products. Measurement of the impact of advertising on those who are being targeted is the primary goal of communication effectiveness study, and it is also one of the most challenging challenges for advertising researchers.

Romaniuk and Sharp (2004) asserted that a consumer's ability to remember and retain advertising cues—i.e., connections associated with a brand name—determines whether they would make a purchase. These branded cognitions influence action through influencing choice, liking, and appraisal.

Cognitive reactions were used as criteria in certain research studies to assess the effectiveness of communication. Kanungo and Pang (1973) assessed how women communicated and were portrayed.

Like/dislike for ads was a criterion employed by Ducker and Tucker (1977) to evaluate the effect of women representation on communiqué. Kelly et al. (1977) evaluated advertisements, products, and companies in order to determine the influence of female representation and communication.

Leigh et al. (1987) investigated traditional and contemporary women's reactions to such commercials in order to investigate the effects of women's role depictions on the efficacy of advertising. The study used an experiment in the lab that followed a cognitive response approach. Women's responses to advertisements and products were observed as they pertain to their attitudes towards their source (or role model), the brand, and the act of purchasing the brand(Lee, 2007).

In a 1991 study, Ford, Latour, and Lundstrom looked at how affluent women perceived how they were portrayed in advertisements. The research project assessed female responses about perceptions of sex-role representations in advertising, opinions of businesses utilizing conventional advertising techniques, and intentions to purchase such goods. According to study participants, companies that represent women in derogatory ways are more likely to engage in bias against females in society and have lower intention to buy scores.

The impact of gender-role depictions in advertising in terms of product appraisal and purchase intention was examined by Morrison and Shaffer (2003) using the gender-role congruence and self-referential dimensions. People who have conventional gender-role positions were found to be less favorable towards assessing goods and to have high purchase intentions for goods that showed up in traditional commercials compared to their assessment of identical goods endorsed by alternative advertisements. Australian consumers' perceptions of gender depiction in advertising were investigated by Harker et al. in 2005.

The findings showed that advertisements that stereotypically portray women are frequently not offensive to Australians. The conventional "pessimist" feminist group voiced offence, whereas the "optimist" feminist group raised fewer objections to the stereotypical image of women. According to the findings, contemporary women are more skeptical of how commercials reflect real-world roles. Additionally, it was noted that women continue to be unhappy with the way they are now portrayed by advertisers, who continue to fall short of portraying women in genuine

ways.

The effect of female representation on advertising messaging was examined in the present study using six different factors, including ad liking, credibility of ad, company liking, recognition of the brand, brand recall, brand image, and intention to buy.

III. Objective of the Study

This study's goal is to investigate how certain marketing communication elements, such as female depictions, affect the marketed brand.

Hypothesis

An individual's emotive responses are reportedly triggered by exposure to the content and images of advertisements, which affects their feelings towards the advertising, the brand being advertised, or the origin of the marketing, as well as the decision to make a purchase. Additionally, it was discovered that customers who are more conscious of stereotypical depictions in advertisements had fewer favorable attitudes towards brands or the companies that use those representations. Additionally, it has been noted that factors like gender, age, and income influence how consumers react to advertisements and how they evaluate them, which in turn influences how they feel about them. The following theories were created as a result.

The preference of respondents for stereotypical representations of women in advertisements in terms of their role, ages, trustworthiness, and work status has an impact on brand like, recognition of the brand, brand recall, perception of the brand, and intent to buy(Ahmed et al., 2015).

H2: In relation to the stereotypical portrayal of women in commercials, ad liking and believability have an impact on brand liking, recognition of the brand, recall of the brand, and perceptions of the brand(Agarwal & Sagar, 2015).

H3: The stereotypical portrayal of women in commercials greatly influences perceptions of the ad (ad enjoying and credibility) and the company's reputation (brand enjoying, brand identification, recall of the brand, and brand reputation).

IV. The methodology

A total of 450 people who participated from the Delhi region, comprising both men and women, were chosen for the study. The ages of the participants ranged from 20 to 50. Participants were

then divided into the age groups of 20–30 years, 30–40 years, and 40–50 years utilizing cluster sampling. The study size of 450 people was divided into the three clusters according to the gender distribution of Delhi's population, which is 54% men and 46% women. An autonomous research tool was created to record the consumer replies.

In addition to the demographic data of those surveyed, the questionnaire asked categorical inquiries (yes, no, and can't say) and featured a five-point Likert-type scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. The measures were developed while taking the needs of the research goals and other prior studies on gender depictions into consideration. Therefore, the investigator created 28 claims to understand the effect of female depictions in advertising on advertising messaging, as well as four categorical statements connected to the preferences of advertising with regard to type of portrayal.

Table 1. Cronbach Alpha Value of Variables

Variables	No. of Items	Value of Alpha
Preference of advertisement	4	0.813
Advertisement liking	4	0.869
Believability of advertisement	4	0.704
Brand liking	4	0.677
Brand appreciation	4	0.700
Brand recollect	4	0.654
Brand image	4	0.681
Willingness to buy	3	0.602

Source: Researchers' own.

Testing for reliability

The internal coherence of generated scales is examined using the Cronbach alpha dependability study. The Cronbach alpha coefficient for the scale should ideally be about 0.60. Table 1 contains the reliability test results, which show that all the variables that were tested are consistent. Scales created for the purpose of research are thus valid and reliable (Suguna, 2011).

Results of the H1 test

It was crucial to determine whether respondents' role preference affected brand liking, recognition, memory, image, and purchase intention before investigating the impact of female portrayal on respondents' views of the advertisement, towards the brand, and their intent to buy. On the answers they gave for how women are portrayed in commercials, a one-way analysis of variance (ANOVA) was performed. (see Table 2). The findings showed that respondents'

preferences for stereotypical representations of women in advertisements had an impact on their brand choice, brand identification, remembering reputation, and purchase intention. Despite their preference for young female models in advertisements having an impact on their brand liking, brand identification, remembering of the brand, and purchase intention, it has no impact on the brand image.

Table 2. Respondents Preferences: ANOVA

Source of Variance	Df	Mean Square	F value	P value*
Task				
Brand taste	2	5.731	12.82	0
Brand gratitude	2	5.948	13.91	0
Brand remind	2	6.286	14.17	0
Brand illustration	2	4.624	10.70	0
Intention to buy	2	5.116	14.36	0
Employ				
Brand Likings	2	13.483	32.68	0
Brand Recognitions	2	8.150	19.50	0
Brand Recalling	2	2.711	5.91	0.004
Brand Image	2	4.473	10.33	0
Intention to Purchase	2	0.062	0.17	0.853
Age				
Brand Likings	2	10.966	25.87	0
Brand Recognitions	2	8.822	21.26	0
Brand Recalling	2	11.767	28.07	0
Brand Illustration	2	0.416	0.93	0.398
Intention to Purchase	2	5.648	15.96	0
Trustworthiness				
Brand Likings	2	9.921	23.15	0
Brand Recognitions	2	3.905	8.94	0
Brand Recalling	2	6.908	15.67	0
Brand Illustration	2	2.462	5.58	0.0041
Intention to Purchase	2	1.069	2.86	0.0590

Source: Researchers' own.

Notes: *P < 0.05

H2 experiment

The examination in Table No 3 reveals a optimistic connection amongst enjoying the advertisement and advertisement likings ($r = 0.483$, $P 0.01$), trailed by brand recognitions ($r = 0.433$, $P 0.01$) and brand recall ($r = 0.337$, $P 0.01$), where as there is a non-significant relationship between ad likings and brand picture ($r = 0.093$) and it has no effect on the brand picture. Yet the be although substantial, brand image has the weakest correlation with the plausibility of an advertisement ($r = 0.239$, $P 0.01$).

Table 3. Pearson Correlation Between Measures

Measures	Brand Likings	Brand Recognitions	Brand Recalling	Brand picture
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Adv likings	Pearson Correlation	0.483**	0.433**	0.337**	0.093
Believability of Adv	Sig. (2-tailed)	0	0	0	0.053
	Pearson correlation	0.539**	0.357**	0.485**	0.228**
	Sig. (2-tailed)	0	0	0	0

Source: Authors' own.

Note: **Correlation is significant at the 0.01 level (2-tailed).

H3 evaluation

According to this hypothesis, the respondents' opinion of the commercial and the brand in regard to the stereotypical portrayal of women in advertisements would have an impact on their intention to purchase. The findings demonstrate a favorable relationship between the intent to purchase and attitudes towards advertisements ($r = 0.193$, $P 0.01$) and brands ($r = 0.196$, $P 0.01$). (see Table 4).

Table 4. Pearson Correlation among Measures

Measures	Attitude towards Ad	Attitude towards Brand
Intention to Purchase: Pearson correlation	0.193**	0.195**
Sig. (2-tailed)	0	0

Source: Researcher' own.

Note: **Correlation is significant at the 0.01 level (2-tailed).

V. Final Thoughts and Implications

Examining the effect of women representation in Indian advertising on the company's marketing strategies was the primary goal of the present investigation. In general, the findings show that Indian consumers embrace stereotyped portrayals of women and believe that these representations increase customer likeliness regarding ads and brands, brand recall, acknowledgment, and believability, without having a negative impact on brand image. However, when it comes to what customers want to purchase, our sample of participants indicated that they did not find stereotypical representations of females in advertisements to be particularly offensive.

Ipsos' research shown that the function and representation of females in commercials might affect attitudes towards ad evaluation. Ads that favorably portray women are more likely to make a difference to the over time brand relationship as well as short-term behavior modification. It is essential to notice that the research disclosed no link amongst the presence of a female personality in a commercial and brand acknowledgment. The advantage was shown on the

behavioral pattern of preference intention and connection of brand, which will increase a brand's likelihood of being selected more habitually while strengthening brand observation (Shetty & Hans, 2015)

VI. Conclusion

Whereas it is obvious that individuals reviewed in this research may have replied favorably with regards to the stereotypical portrayal of women, there is also a chance that methods that labored in the past may not work in the future given that increasing worries over female prejudice have been noted and discussed in various forums recently(Shetty & Hans, 2015). Additionally, as previously said, it is advised for advertising and marketing practitioners to reconsider their communication techniques in light of the growing engagement of women in all areas of life. Additionally, businesses can take advantage of their rivalry and whittle out a place in the minds of customers by shattering gender stereotypes and giving more weight to actual and relatable scenarios(Mishra, 2014).

Additional studies should look at how these depictions affect various product types or categories. Since they display a different purchasing behavioral structure, this research can also be applied to other rural consumers as well(Panda, 2017).

Advertising is a form of capitalism. Instead than emphasizing structural injustices, these advertisements focus on personal psychological development. They don't want to support activism or institutional change; they just want to sell stuff. This pernicious popular "feminism" sometimes seems as messages that are intended to be uplifting for women and girls, but upon closer inspection, it becomes clear that these messages merely serve to "empower" girls into becoming neoliberalism consumerist citizens(Bansal & Bansal, 2012). In other examples, portrays of women in advertisements perpetuate unenthusiastic preconception by depicting them as usual or even attractive to female customers. It is obviously post feminist to squeeze the stereotypically "feminine." Last but not least, advertisers prey on women's anxieties about the gendered body by utilizing a market-inspired vocabulary of "esteem for oneself and "real beauty" as their main means of advertising, which is typical of a postfeminist ethos(Mandal, 2013).

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