

A Study on Customer’s Perception Towards Portrayal of Women in Advertisement

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Abstract:

The portrayal of women in advertisements has evolved over the years, with a shift towards showcasing their strengths and abilities. However, there is still a long way to go as many ads continue to objectify women and perpetuate stereotypes. Advertisers need to be more mindful of the messages they are sending out and ensure that their ads are inclusive and diverse. There is a huge scope for the portrayal of women in advertisements, which can help in breaking stereotypes and empowering women. Today the advertising industry is one among the fastest growing industries not only in our country but across the world. Every company, institution and services take the help of advertisement to make the people aware of the product. Advertisements not only inform people about the availability of the product in the market but also help in creating a need for the product in the mind of viewers. They also help in building a brand image and creating a niche for the same in the market. Customers have a large selection to pick from because similar products made by various companies are readily available on the market. Every business in this situation wants to advertise its goods in a way that will draw in increasing numbers of customers to purchase it. As a result, they employ commercials to promote their product. Depending on the budget a company or client gives an advertising agency, advertisements can take on a variety of shapes and sizes. These companies create the advertisements for their clients while keeping in mind the product's target market. They choose the type of advertisement that would be appropriate for the product and the location.

Keywords — Keywords: Advertisements, customer perception, Consumer awareness, Marketing strategies, Product promotion

I. INTRODUCTION

In our society today, it is an obvious fact that advertising dominating every media outlet by creating awareness to the public about a particular product or services. Today advertisement plays a major part of the world, some of the advertising includes radio, television, magazines and billboards. According to Bovee, advertising can referred to as the general communication of information that is paid to the public. In our society today, it is very difficult to see advertisement broadcast on media outlets without having women playing visible and prominent roles, these roles range from subjective, subordinate and complementary to the major acts in

television advertisement. The use of images in advertising is of major importance as advertisements that has indications of symbols and names are always much easier for both the illiterates and educated viewers to identify.

Today the advertising industry is one among the fastest growing industries not only in our country but across the world. Every company, institution and services take the help of advertisement to make the people aware of the product. Advertisement not only informs people about the availability of the product in the market but also help in creating a need for the product in the mind of viewers. They

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While these commercials and marketing assist to sell things, they also damage women's perceptions of themselves. Today, the majority of television commercials feature women in an effort to promote or boost product sales.

In the majority of commercials, women are merely seen as sex objects. They have been portrayed as a lesser segment of society that is readily swept away by men. The products in advertisements for things like bikes and fragrances are contrasted with those of a woman's body. Consider the AXE effect commercial for deodorant and perfume, in which young girls rush the man wearing the scent after it has been applied.

Additionally, the women and girls that appear in the various types of advertisements are depicted as being extremely fair and slim. High expectations among families and peers as well as a poor perception of women in society have resulted from this. Because women are naturally weak and dependent on males for protection, these commercials give the sense that they are simply objects that may be readily exploited. Stereotyping is the term used to describe this kind of female projection. In fact, not only males but also women who are exposed to such advertisements begin to

feel less attractive or trim than the actors or models depicted in the ads.

Communication is the conversation that can be written or oral between two or more persons. Mass as indicated, refers to a large number of people heterogeneously dispersed around the globe. The term mass communication is used to portray the academic study of the different ways by which persons and entities get information from mass media to huge divisions of the population at the same time. It is very important in a way that it makes a global connection around the world

Communicating to the masses has developed with the passage of time. What began as limited and basic exposure has evolved into a complex stream of messages that surrounds us in every aspect of our daily lives. Different researchers' studies have made it clear that the mass media we are continuously consuming have great impact on us. It plays a vital role in shaping our beliefs, attitudes, awareness and expectations of the world around us. It became a power source to control, influence and innovation in society.

The significance of the media today is massive. Never before in mankind's history, media had such an important impact on our behaviour and lives and it's all due to development in mass media technology. As researchers try to study and explain how mass media affects our society, advertising becomes a popular source for study. Even if its messages may be small, it is the most influential, convincing, and powerful tool in shaping the behaviour and attitude of consumers.

1.2 ADVERTISEMENTS

An Advertisement is a paid communication whose purpose is to inform and persuade the people to buy the products. "It is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Advertising has the power to sway public opinion. It has the power to transform the audience into

enraptured, mindless customers. Typical notions were developed through literature and legend; today, skill and history are created and preserved in advertising. Examining the creations of the typical models that we create. However, even the most uninteresting advertising have an impact on us through the representations and images of the individuals who suggest to us how we should shape ourselves.

The difference between an advertisement's depiction and how things actually are is that when we utilise a product, we don't always experience the same level of enjoyment as in the picture. Instead of the goods, we are buying the images from commercials. Our flimsy truth that we are buying high-quality goods, while in fact we are merely buying misleading images, replaces this falsehood.

Within a modern society's economic structure, advertising has a certain place. Advertising shapes culture by influencing people's values, thoughts, and beliefs. Words and images are given weight in advertising. Raymond Williams calls advertising the 'magic' that transforms goods into alluring signifiers. Our understanding, our concerns, our ideas of true and untrue, the way we raise our children, and many other aspects of our community and personal lives have all been impacted by the growing culture of advertising.

1.3 FEMALE REPRESENTATION IN ADVERTISEMENT

Advertisements for things like adult entertainment and alcoholic beverages were the first to feature women. The fashion then spreads like a market fire and is continuously widely exercised while being inflated. Every advertising now must include a stunning female model, even though this sometimes seems unnecessary. They seem to promote everything, including bikes and shaving cream. Numerous advocates for women's rights claim that these adverts treat women like objects. Despite the harsh truth, businesses have accepted the idea that depicting women in advertising makes them more persuasive to viewers of all ages.

The commercial opens with a lovely woman posing in various ways while being pursued by the advertiser's goods or services. Advertisers do not try to make further efforts to inspire consumers

because the model's attractiveness already draws them in.

Advertisements are persuading and motivating tools that have a significant impact on audience perception and play a significant role in influencing people's attitudes and cultures. This kind of extensive and expensive representation of women merely reduced their image to one of a result of excitement. Only the woman's physical appeal, such as her face features and body curves, is emphasised. After the advertisement 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.

Advertisers have a moral duty to uphold in society. These advertising have a negative effect on society and highlight the challenges encountered by regular women. The female's obsession with having those almost flawless bodies is the primary unhealthy outcome. They are under such intense pressure to lose weight that they resort to illegal means of achieving their goals. They use artificial methods to treat physical illnesses that they have created, often at the expense of serious harm. Additionally, people who never achieve that goal endure ridicule and disgrace from everyone around them. The result is psychological illnesses. Female representation in advertisements is not a bad thing, but it is terrible to portray women negatively and provide a wrong message to the public.

REVIEW OF LITERATURE

An Review of Literature provides the information of research work already done by the researchers relating to the topic of study. The work related to the study may support or conflict with present results. A number of research papers and articles provide a detailed insight about the portrayal of women in advertisement.

The findings from the literature are presented below:

Raj Kumar Singh, Kartikeya Raina (2023) in the study titled "Portrayal of women in TV advertisements: a quantitative study of advertising experts" was conducted to examine the portrayal of women in TV advertisements and the preconceptions reinforced by advertisements that

have run in the 21st century. The primary data was collected from 167 participants through questionnaire method. The results were analyzed through statistical techniques such as mean and t - test. The study suggested that the advertising professionals need to be aware of the messages are conveying and the effect it may have on their audience.

Amitava Saah, Kushal De (2022) in the study titled "A study on portrayal of women through commercial advertisements in India" was conducted to examine how advertisements have depicted women in popular commercials from different points of view. The secondary data was collected from research articles, magazines and other websites. The study concluded that the Middle East women are depicted as responsible mothers who care for the children and or always there for them as their friend philosopher and guide. In case of hang women their charm and relationships are the point of focus.

Eisen (2022) in his study reviewed about the representation, portrayal and effects of older people in advertising and have found mixed responses. Different important mechanisms (mediators) such as similarity, credibility, and authenticity and conditions (moderators) can help to explain the variations. Because of the potential negative social effects of ageism, it is important to think different ways to optimize commercial advertising effects while avoiding negative social effects. Advertisers are now encouraged to consider social effects not only for ethical reasons but also because social and commercial effects of advertising are interrelated.

Sanjeev Tripathi, Anjali Bansal, Amrita Bansal (2022) in their study titled "Sociocultural changes and portrayal of women in advertisements: a temporal investigation across product categories" was conducted to investigate how socio cultural changes impact the creative aspects of advertisements.

Malika kordrostami (2021) in the study titled "Female power portrayals in advertising" was conducted to investigate the recent trend in advertising that portrays women in positions of power and offers a typology of female power dimension in ads. The secondary data was collected

from a pile sort of current print ads. The primary data was collected through questionnaire method from 25 participants through snowball sampling method. The study concluded that advertise could use more than one dimension of female power in their marketing activities depending on the desired message and target audience.

Sangeeta Sharma, Arpan Bump (2021) in their study titled "Role portrayal of women in advertising: an empirical study" was conducted to study how women's role portrayal impacts of consumer willingness to buy and to identify by the difference in views of Indian men and women when it comes to the stereotypical role portrait of the man in advertisements. Anova statistics was used to identify whether significant differences exist between the men and women when it comes to the willingness to buy. Exploratory and confirmatory analysis were used to identify the latent variables. The study can't live that considerable differences exist between mayors and females when considering the role portrayal of women and willingness to buy the product being advertised

Sharma and Bumb (2021) in their study examined how women's role portrayal impacts consumers' willingness to buy and identify the difference in views of Indian men and women. They concluded that considerable differences exist between males and females when considering the role portrayal of women and willingness to buy the product being advertised. The differences are attributed to the different orientation of the mindset of both the genders.

Arteeshyamal Shyam Khambekar, Siddhartha Satwa Godam, Mahesh Digamber Joshi (2020) in their study title "Portrayal of women in advertisements a comparative study of print electronic and new media" was conducted to Explorer the current situation of role played and portrait by women in media in Maharashtra state of India. The Secondary data was collected from previous magazines, advertisements, print ads. The study concluded that t women is objectified in advertisements and used as a mode to sell products in print, electronics and new media.

Fab-Ukozor Nkem, Onyebuchi Alexander Chima, Obayi Paul Martins, Anorue Luke

Ifeanyi, Onwude Nnenna Fiona (2020) in their study titled "Portrayal of women in advertising on Facebook and Instagram" was conducted to find out how women are portrayed on social media adverts using the Goffman's category. The primary data was collected from 600 respondents. The study concluded that the social media content on advertising also portray women as subordinate to men and engage in sexual objectification of women in the society.

Garima Gupta, Rashmi Pal (2020) in their study titled "Portrayal of women in advertisements" was conducted to look at the portrayal of women in one small part of the media i.e. the advertisements add on the mainstream channels of India. The study concluded that the advertisements play a huge role in reproduction of the gender stereotypes around women and act as an influence in their status in the society today.

Pallavi Soni (2020) in her study titled the "Portrayal of women in advertising" was conducted to study the effect of these advertisements on the self-esteem and the Confluence of female viewers and dissatisfaction and pressure to conform to certain body norms. The data was collected from 313 respondents. The study concluded that the respondents would like to see more reality based images in today's advertisement.

Sasirekha et al (2020) in their study examined portrayal of women through advertisements with reference to body image. Content analysis was done using magazine advertisements and they found that majority of the models in advertisements are young, attractive, partially or barely clothed. They are thin and skinny and are very fit showing them highly attractive through the advertisement. The advertisements in magazine do contribute to the respondents of all ages and the desire to look like the models are often depicted in them.

Soni (2020) investigated how far today advertisements affect the way women are accepted in the society is. She has found that women feel pressurized into conforming to various physical stereotypes displayed through commercials such as thin bodies, fair colour, etc. which is giving rise to eating disorders. Confidence level and self-esteem of women are also affected and it creates adverse

effect on teenagers and children, mostly young females.

Chatley (2018) in her study investigated the projections of roles of women through various print and audio-video advertisements in India and how far it defines the social acceptance of women. She found that although the representation of women through advertisements has changed over a period of time but still, even after balancing multiple roles, she is shown fulfilling her domestic responsibilities.

Pooja chatley (2018) in her study titled "Portrayal of women in advertising" was conducted to study the different projections of women roles in various print and audio- video advertisements in India and how does it define the social acceptance of women in the society and the treatment they are met with.

Das and Sharma (2017) in their study investigated the perception of the young adults regarding the portrayal of women through Indian TV advertisements. They have found that women are mostly depicted as decorative objects holding firm cultural beliefs and rarely shown in professional roles. Their portrayal as mothers and wives cannot be avoided as they are considered vital part of Indian tradition. Majority of the young adults are not uncomfortable seeing women in scantily clad dress playing a decorative role in the advertisements. They concluded that women generating sexual interests through advertisements only attract immediate attention and never help to establish long term brand loyalty among the perspective customers.

Kumar (2017) in her study examined people's perception about overt sexuality and objectification of women in advertisements through the ages. She has found that the use of sexual appeals attracts consumers but also believed that the blatant use of such themes builds a negative image about the brand in the consumers' mind.

Pavani et al (2017) investigated the role portrayal of women through Indian television commercials to assess how the adolescent girls perceive their role and which role influences the adolescents to make the purchase. They have concluded that a stereotyped role portrayal of women in advertisement i.e., representation of

women as a beauty symbol influences the Adolescent girls the most to make their purchase decision.

Fatma (2016) in her study examined the changes witnessed in the depiction of women in advertisement with special focus on television commercials. She found that the roles of women are portrayal largely within the male dominant ideology and it was reflected in the advertisement as stereotypes with confinement of women to household chores.

Nath (2016) in his study investigated the fruitfulness and futility of sex appeal in brand recall. He has found that high sex appeal in advertisement sometimes gives an adverse effect. Sexual advertisement designing is a real challenge to the marketer and advertisers should use sexual appeal in the right way as per the product demand.

A.Krishna, Selvadurgadevi Kandavel, Pawline. M (2015) in their study titled "Study on portrayal of women in advertisements and its effect on cultural values" was conducted to define the portrayal of women in advertisements and its effect on cultural values. The primary data was collected from 100 respondents through survey research method. The secondary data was collected from previous research articles. The study tell about real of women in advertisements have an effect on the cultural values.

Kumari and Shivani (2015) in their study examined the portrayal of women in contemporary Indian magazine and television advertisements for various products and service categories. Using content analysis, they have found that advertisers represent females mostly as housewives and they are predominantly endorsing household products. The young female models were mostly preferred for brand promotion of any brand in Indian advertising.

Y L R Moorthi ; Subhadip Roy; Anita Pansari (2014) in their study titled "The Changing Roles Portrayed by Women in Indian Advertisements: A Longitudinal Content Analysis" was conducted to know the role of women in Indian Television advertising.

Elena Duch Balust (2013) in her study titled "The Portrayal of women and the impact it has on Society" was conducted to study the portrayal and

the representation of woman in our society and what image the media gives of them, and then also examine the impact of this on the public. The Author has also argued whether a positive is or a negative effect on the society.

Sumanta Dutta (2013) in his study titled "Portrayal of Women in Indian Advertising: A Perspective" was conducted to study the portrayal of women in Indian advertisements. The author has explained the general tendency of using a woman to lend glamour and visual appeal to an advertisement which has become quite common.

Anwar (2012) the television industry is the most powerful and successful medium ever as it can reach more people more quickly than any other medium. Television is often called the king of the advertising media. With the advent of technology and wide use of internet, online advertising is gradually gaining popularity. Internet advertisements are very convenient as it is delivered 24 hours a day and across seven days of the week

Rebecca Delaney (2011) in a study titled "Consumer self-image response to gender portrayal in advertising images" was conducted to examine consumer's response to the advertising stimulus or the advertising images of gender. The primary data was collected from 32 participants through questionnaire method. The secondary data was collected from previous research articles. The study concluded that there is a slide increase and negative self-image attitude and anxiety for both genders after viewing advertising images of their gender.

Ellen DiSalvatore (2010) in her study titled "Portrayal of women in advertising" was conducted to show the credibility of the sources that will be found and use them to better understand the stereotypes and opportunities for women in the advertising word both in print and television advertisement. The secondary data was collected from previous print ads and television advertisements. The studies concluded that the companies will also have order time hiring add Agencies to come up with cleaning products target at towards men because of the stereo typical image of women has been the stay at home Mom that cook and cleans for fun.

Kotler and Keller (2009) have defined advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

Maurice Patterson, Lisa O' Malley, Vicky Story (2009) in their study titled "Women in advertising: representations, repercussions, responses" was conducted in an effort to represent divorce views drawn upon discussion and empirical evidence from gender studies consumer research media studies and Advertising studies. Secondary data was used for the study the study concluded that the ASAI and IPAI must not dismiss the recent initiative by the equality authority to consider representations of a man in advertising but must actively engage with discussions surrounding our man or a present in advertising in Ireland and the implications of such representations.

Narendra (2007) - Advertising is a powerful tool used by the marketers to persuade, manipulate and shape behavior of the consumers. It is an attempt to persuade a consumer into a preference for a brand or a product over another brand or product.

Folkerts & Lacy (2004) - Print media comprised of mostly the newspapers and magazines. Newspapers mainly target the generalized audiences within a local geographic area and most accessible to the wider range of advertisers. The electronic media that transmit sounds or images electronically comprises of radio, television, and internet based media.

NEED FOR THE STUDY

The scope for portrayal of women in advertisement is vast and diverse. Women can be portrayed in various roles, such as mothers, wives, professionals, athletes, and more. The way women are depicted in advertisements can vary from sexualized and objectified to empowered and independent. The scope also includes the use of diverse body types, ethnicities, and ages in advertisements. However, there is still a long way to go in terms of achieving true representation and inclusivity in advertising. Many advertisements continue to perpetuate harmful stereotypes and gender roles, which reinforces societal biases and inequalities.

OBJECTIVE OF THE STUDY

- To study the demographic factor of the respondents
- To find out the role of women in advertising

RESEARCH METHODOLOGY

A research method is a systematic plan for conducting the research. Sociologists draw a variety of both qualitative and quantitative methods, including experiments, survey research and secondary data. Quantitative methods aim to classify features, count them, and create statistical models to test hypothesis and explain observations. Qualitative methods aim for a complete, detailed description of observations.

SAMPLING UNIT

The sampling unit determination is the act of choosing the number of observation or replicates to include in statistical sample. The sample unit can be determined by the application of a statistically-based formula or through the exercise of judgment. The data was collected from 75 respondents by means of questionnaire.

STATISTICAL TOOL

The tool used in this study is IBM SPSS software.

ANALYTICAL TOOLS

- Weighted Average Method
- Chi Square Test
- Factor Analysis
- Correlation

DATA ANALYSIS AND INTERPRETATION

1. Statistical data required for the study was collected during May 2023. This is a descriptive, analytical study based on primary data collected from 75 respondents in Chennai. The primary data required for the study was collected through online from 75 respondents in Chennai.

2. The main reason for choosing Chennai due to its demographic nature. The primary data was collected with the help of pretested structured questionnaire. Percentage Analysis, Weighted Average test, Factor analysis and Chi Square Test were used to analyze the data by using SPSS package

3.

4. WEIGHTED AVERAGE TEST

5. A weighted mean is a kind of average. Instead of each data point contributing equally to the final mean, some data points contribute more “weights” than others. If all the weights are equal then the weighted mean equals the arithmetic mean (the regular “average” you are used to). Weighted means are common in statistics, especially when studying populations.

6.

7. Formally, the weighted mean of a non-empty set of data

{x1, x2,xn}

$$\text{WEIGHTED AVERAGE} = \frac{\text{SUM OF WEIGHTED TERMS}}{\text{TOTAL NO. OF TERMS}}$$

movi es												
News papers	1	9	1	1	2	4	2	0	0	29	6.64	7
Maga zines	2	1	8	2	1	1	3	2	3	36	8.09	5
Bran d websi tes	0	2	7	6	3	7	2	1	1	48	10.8	2
Bran d spons orshi ps	0	9	1	2	4	4	8	3	1	51	11.4	1
Onlin e banne r ads	1	3	2	1	2	1	1	1	2	47	10.4	3

SOURCE: PRIMARY DATA

INTERPRETATION

Table 4.12 shows the weighted average for the factors influencing the consumers to purchase Products. The respondents preferred Brand sponsorships as rank 1, Brand

TABLE NO 2.1.1

FACTORS OF TRUST ON ADVERTISEMENT

FA CT OR S	1	2	3	4	5	6	7	8	9	T O T A L	A V E R A G E	R A N K
Reco mme ndati on from consu mers	2	2	2	1	4	4	2	6	9	26	5.87	8
Radio	1	1	9	5	2	2	8	7	5	35	7.84	6
TV	3	1	1	1	2	1	6	3	1	20	4.53	9
Ads before	1	3	8	1	3	2	8	0	1	41	9.20	4

PARTICULARS			view on female models in Advertising		Total
			Bad	Good	
Gender	Female	Count	18	21	39
		Expected Count	23.4	15.6	39.0
	Male	Count	27	9	36
		Expected Count	21.6	14.4	36.0
Total		Count	45	30	75
		Expected Count	45.0	30.0	75.0

sponsorships2, Brand sponsorships as rank 3, Ads before movies as rank 4, Magazines as rank

5, Radioas rank 6, Newspapersas rank 7, Recommendation from consumers as rank 8, TVas rank 9

CHI SQUARE TEST

RELATIONSHIP BETWEEN GENDER AND VIEW ON FEMALE MODELS IN ADVERTISING

H₀:There is no significant association between Gender and view on female models in Advertising

H₁:There is a significant association between Gender and view on female models in Advertising

TABLE NO 2.1.13

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.490 ^a	1	0.011
Continuity Correction ^b	5.344	1	0.021
Likelihood Ratio	6.629	1	0.010
Fisher's Exact Test			
N of Valid Cases	75		

INFERENCE

Table 2.1.13 shows Chi-Square test statistic value as 6.629. Since P value (.015) is less than significance value (0.05), the Null hypothesis(H₀) is rejected and Alternative hypothesis(H₁) is accepted. Hence there is significant association between Gender and view on female models in Advertising

CHI SQUARE TEST

RELATIONSHIP BETWEEN PLACE OF RESIDENCE AND BUYING BEHAVIOUR OF CONSUMERS

H₀:There is no significant association between Place of residence and buying behaviour of consumers

H₁:There is a significant association between Place of residence and buying behaviour of consumers

TABLE NO 2.1.14

PARTICULARS			Customer bought or ordered anything after watching the Advertisement		Total
			No	Yes	
Place of residence	Rural	Count	0	5	5
		Expected Count	0.7	4.3	5.0
	Semi-Urban	Count	6	14	20
		Expected Count	2.7	17.3	20.0
	Urban	Count	4	46	50
		Expected Count	6.7	43.3	50.0
Total		Count	10	65	75
		Expected Count	10.0	65.0	75.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.808 ^a	2	0.033
Likelihood Ratio	6.590	2	0.037
Linear-by-Linear Association	1.220	1	0.269
N of Valid Cases	75		

INFERENCE

Table 2.1.14 shows Chi-Square test statistic value as 6.808. Since P value (.015) is less than significance value (0.05), the Null hypothesis(H₀) is rejected and Alternative hypothesis(H₁) is accepted.

Hence there is significant association between Place of residence and buying behaviour of consumers

CORRELATION

RELATIONSHIP BETWEEN PLACE OF RESIDENCE AND BUYING BEHAVIOUR OF CONSUMERS

H₀:There is no significant association between age of the respondents and Customers attitude towards advertising

H₁:There is a significant association between age of the respondents and Customers attitude towards advertising

TABLE NO 2.1.15

INFERENCE

Table 2.1.15 shows Correlation test statistic value as 0.012. Since P value (.015) is less than significance value (0.05), the Null hypothesis(H₀) is rejected and Alternative hypothesis(H₁) is accepted. Hence there is significant association between age of the respondents and Customers attitude towards advertising

CORRELATION

RELATIONSHIP BETWEEN PLACE OF RESIDENCE AND BUYING BEHAVIOUR OF CONSUMERS

H₀:There is no significant association between Place of residence and Advertising influencing the mindset of the people

H₁:There is a significant association between Place of residence and Advertising influencing the mindset of the people

TABLE NO 2.1.16

		Place of residence	Advertising influencing the mindset of the people
Place of	Pearson	1	0.061

residence	Correlation		
	Sig. (2-tailed)		0.601
	N	75	75
Advertising influencing the mindset of the people	Pearson Correlation	0.061	1
	Sig. (2-tailed)	0.601	
	N	75	75

INFERENCE

Table 2.1.16 shows Correlation test statistic value as 0.601. Since P value (.015) is greater than significance value (0.05), the Null hypothesis(H₀) is acceptand Alternative hypothesis(H₁) is rejected. Hence there is no significant association between Place of residence and Advertising influencing the mindset of the people

TABLE NO 2.1.17

FACTOR ANALYSIS :

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.779
Bartlett's Test of Sphericity	Approx. Chi-Square	528.451
	df	190
	Sig.	0.000

Total Variance Explained									
C o m p o n e n t	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	T o t a l	% o f V a r i a n c e	Cu m u l a t i v e %	T o t a l	% o f V a r i a n c e	Cu m u l a t i v e %	T o t a l	% o f V a r i a n c e	Cu m u l a t i v e %

		e			e			e			3							
											12	0.597	2.986	86.986				
1	6.104	30.520	30.520	6.104	30.520	30.520	2.737	13.685			13	0.522	2.609	89.596				
2	1.707	8.534	39.054	1.707	8.534	39.054	2.584	12.922			14	0.421	2.103	91.699				
3	1.451	7.254	46.308	1.451	7.254	46.308	2.361	11.805			15	0.382	1.908	93.607				
4	1.404	7.022	53.330	1.404	7.022	53.330	1.843	9.214			16	0.325	1.626	95.233				
5	1.168	5.838	59.168	1.168	5.838	59.168	1.791	8.955			17	0.285	1.423	96.656				
6	1.056	5.280	64.448	1.056	5.280	64.448	1.573	7.866			18	0.263	1.315	97.970				
7	0.944	4.720	69.168								19	0.238	1.190	99.161				
8	0.841	4.207	73.375								20	0.168	0.839	100.000				
9	0.800	4.000	77.376								Communalities							
10	0.702	3.508	80.883										Initial	Extraction				
11	0.622	3.116	84.000								Sale of a product is directly related to sexy portrayal of women		1.000	0.485				

Role of women in most advertisements is related to family and physical beauty and less of independent working women	1.000	0.677	Women need to come up openly & boldly against their degrading presentation	1.000	0.739
Women are portrayed as sexual objects more than men in various advertisement	1.000	0.488	Women should be projected in ads as equals of men	1.000	0.625
Rarely see any middle-aged normal day women in advertisements	1.000	0.676	Women adv, are successful in terms of drawing attention of the prospective buyers & general public	1.000	0.600
Media might have an impact on influencing men’s expectations of a women’s appearance	1.000	0.771	8. CONCLUSION		
It is better to project women only for the products meant for women and not of men	1.000	0.695	Respondents of age groups ranging from 20 - 60 years were given an opportunity to participate in the survey. Both the genders were given equal importance for seeking their opinion. Media seems to greatly impact opinion & attitude of media users. Objectionable content in advertisements seem to be influencing the cultural values, leaving an immutable mark in our minds. The response for the question based on portrayal of women in advertisements makes us conclude that most of the people are unhappy with the contents of advertisements. However, it has not covered all the advertisements and hence future researchers could cover more number of advertisements. Further, the portrayal of men could also be studied and a comparative analysis would add more insight to the study. A comparative analysis could be done with the advertisements of other nations as this would help the multinational organizations.		
Buy the products irrespective of the presence or absence of women in adv.	1.000	0.642	REFERENCES		
Continued negative and degrading images of women in media must be changed	1.000	0.666	<ul style="list-style-type: none"> Raj Kumar Singh, Kartikeya Raina “Portrayal of Women in TV advertisements”: A Quantitative Study of Advertising Experts Vol. 3 No. 1 (2023) Sanjeev Tripathi, Anjali Bansal, Amrita Bansal (2022) &quot;Sociocultural changes and portrayal of women in advertisements: a temporal investigation across product categories Journal of Business Research Volume 153 December 2022, Pages 216-227 Melika Kordrostami, Russell N Lacznak Female power portrayals in advertising December (2021) International Journal of Advertising 41(3):1-28 Sangeeta Sharma, Arpan Bumb &quot; Role Portrayal of Women in Advertising: An Empirical Study &quot; Vol. 22 Iss. 9 (2021) Arteeshyamal Shyam Khambekar, Siddhartha Satwa Godam, Mahesh Digamber Joshi (2020) “Portrayal Of Women In Advertisements: A Comparative Study Of Print, Electronic And New Media” Vol-6 Issue-1 2020 K Maran, J Badrinarayana, P Kumar, (2017) A STUDY ON BRANDED APPARELS CUSTOMERS PURCHASE BEHAVIOR WITH REFERENCE TO INDIA, International Journal of Applied Business and Economic Research 15 (21), 215-221 K Maran, V Chandra Shekar, (2015) A STUDY ON STUDENT’S PERCEPTION OF EMPLOYABILITY SKILLS WITH RESPECT TO ENGINEERING INSTITUTION, International Journal of Research in Engineering, Social Sciences 5 (3), 21-34 K Maran, L Sujatha, T Praveen, (2017) IMPACT OF FOREIGN DIRECT INVESTMENT ON AUTOMOBILE SECTOR: AN EMPIRICAL STUDY WITH REFERENCE TO INDIA, International Journal of Economic Research 14 (11), 187-196 Fab-Ukozor Nkem, Onyebuchi Alexander Chima, Obayi Paul Martins, Anorue Luke Ifeanyi, Onwude Nnenna Fiona (2020) &quot;Portrayal of 		
There is need of self-regulatory mechanism in media to eliminate gender-biased programming	1.000	0.776			
Consumer is insensitive to the women projection in adv.	1.000	0.434			
The govt. needs to encourage media to refrain from projecting women as inferior beings	1.000	0.643			
Quality is incomparable with whatever way the women may be projected	1.000	0.647			
Women portrayal in the ad overcomes the image of the brand	1.000	0.676			
Use of women celebrity helps in promoting the brand image	1.000	0.607			
Sexy ads – attract attention	1.000	0.700			
Media gains more TRP with women projection	1.000	0.618			
Media needs to be more sensitized towards ethics	1.000	0.725			

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