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## PORTRAYAL OF WOMEN FOR ADVERTISING EFFECTIVENESS IN PAKISTAN

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### Abstract

Advertising is one of the potent tools that affect on the buying behavior of the consumers. Similarly for the effectiveness of TV ads women is being used in different roles. Therefore this study attempts to find out the effectiveness of women in TV ads in three different perspectives i.e. appealing to product, shown with cultural values and shown as sex objects in Pakistan. The data was collected through close ended questionnaire adapted in the light of the previous studies. Purposive sampling technique was employed and sample was taken from the university students who have seen the particular TV ads. The findings show that the commercials in which women are used as appeal to product have significant effects of the buying behavior of the consumers followed by the ads in which women shown with the cultural values and then the ads in which women were presented as sex objects in TV ads. The results reinforce the previous findings with stress upon the meaningful use of the women in TV ads in Pakistan.

### Keywords

Women, TV Ads, Appealing to Product, Cultural Values, Sex Objects

## 1. Introduction

Representation of women is still questionable in TV advertisement and media O'Kelly et al. (1976). Most of the time women portray negative in advertisement Lindner (2004). The objectification of women in mass media has long sorted history Real (1977). The study of Pillay (2010) mentioned that in Pakistani television, most of the time women

portrayal as objects not as human being. It has been identified through literature review that advertisements used to generate the finance and solve the financial issues for the televisions channel. As per advertisement agency these type of content (women as object) use to increase the popularity and viewership of the advertisement. For this purpose TV channel usually break the law, work beyond the ethics and broadcast

questionable material especially in advertisements. According to the different researches like Ullah and Khan (2014), the portrayal of women in advertisement as sex object, objects of desire and as a product affect the emotional feeling of women and not only harmful for the women but also society. Zimmerman and Dahlberg (2008) further elaborated that the attention of the female after viewing that particular advertisement is not much higher. The researches proved that psychological impact of the advertisements is negative through immense negative implications for constant self-surveillance and self-objectification Gettman and Roberts (2004).. Further they mentioned that a new trend in advertisement is to link the product to its culture which increases not only viewership of the advertisement but also the sale of the products.

## **2. Literature Review**

Many of the research articles have been published after broadcasted of such type advertisements which portrayal men and women unfairly Stern (2004). According to Stern (2004) above one century the main targets have been women as consumers. Females spend more money for buying household products.

Glue that binds the group together is culture De Mooij (2005). However De Mooij (2005) indicated that these groups based on particular characteristics and representations common attributes, beliefs, ideas, customs, roles, institutes and social organizations shared by members and these members live together in the same geographic region in the same historical period. Ferrante et al. (1988) explained in their studies that Women represent their gender in different occupations outside the home as compare to previous; however the representation is unchanged in advertisement, announcers for voice-over and age categories. Kilbourne (1987) mentioned that It is advertisement which setting negative standards in the mind of women like skinny ideal beauty. Further Anderson et al. (2016) says that the portrayal is not cleared and inaccurate

image of female gender for men as well as the unrealistic approach to the women body.

According to the Zimmerman and Dahlberg (2008), advertising is the information about the products or ideas by particular group or organization via mass media as paid content, which affect the behavior and attitude of the viewers. Bovee and Wood (1995) explained further the advertising is the main sources of earning money for any television channel, so the biggest part of financial liabilities is covered through advertisement. The study of process involved when people select, purchase, use dispose of produce, services, idea or experience to satisfy needs and desires DeMooij (2010). According to Zimmerman (2008) the reaction on advertisement has minor effect on purchase, however major effect on attitude of women. Geis et al. (1984) research on advertisement and equality of the opportunity the results of the study show that social reality for women and men needed to be changed. According to the study of Stern (2004) the recent studies the negative portrayal of the women like as sex object and as product is reduces as compare to the previous era but still the portrayal women in advertisement is same in most of the advertisement . Most common scenario in advertisement is domestic residence, cultural values and family relationships, in which women act for the product. Women are the one of the main feature in advertisements and used to enhance the message Majid (2013). However most of the time this usage is depict negative impact on the viewers while women portrayal as product not as human being. Research of Pillay (2010) also explained that use of female characters enhance the emotion and influence the message. A new trend in advertisement increase the viewership of advertisement is use of cultural content in advertisement. This type of content helps the viewer to relate the advertisement and scenario with their real situation and environment. Majid (2013) explained that most of the time Pakistani advertisement convey message in

the form of emotion with combination of emotional voice and expressions.

**2.1. Objectives:**

1. To find out the relationship between the effectiveness of the advertisement and the cultural content
2. To explain the relationship between the effectiveness of the advertisement and the Appealing to Product shown in advertisement
3. To ascertain the relationship between the effectiveness of the advertisement and obscenity shown in advertisement

**3. Methodology:**

A questionnaire was developed and adapted on the basis of previous research. To 21 items were asked from the respondent to the relevant categories. Population was all the public sector universities in twin cities. List of the universities were sought from HEC website and then by applying simple random technique five universities were chosen. Total 300 questionnaires were distributed equally in every university however 247 were received with the response rate of 82%. All the respondents were voluntarily participated and data was used confidentiality. Questionnaire was distributed in to three parts on the bases of three variables i.e culture values, obscenity & appealing. A purpose sampling techniques was used to select the Pakistani advertisements. Four popular Pakistani TV Commercial of different brands were selected for the current study. The characteristic of the sample are shown in the form of graphs and tables.

**4. Results**

**Table 1: Gender**

| Gender | Total | Percentage |
|--------|-------|------------|
| Male   | 97    | 39         |
| Female | 150   | 61         |

The frequency result of respondents show in the graph 1. “1” code was given to male responded however code “2” was given to the female respondent. Total 275 questionnaires were distributed from which only 247 were adept

to use. 39% of the responded were male however 61% were female respondents. The result shows that most of respondents were female.

**Table 2: Age**

| Age        | Total | Percentage |
|------------|-------|------------|
| 18-21      | 141   | 57.1       |
| 22-25      | 92    | 37.2       |
| 26-29      | 14    | 5.7        |
| 30 & above | 0     | 0          |

In age of the respondents were categories in four groups, coded 1 was given to 18-21 years, code 2 was given to 22-25 years, 26-29 years fall in code 3, 30 & above years was coded as 4. As analysis of the result, 5.7% respondent were from age group belong to 26-29, 37.2% were from 22-25 however 57 % were from 18-21 age group. The result depict that most of the respondents were youth and belong to the age group of 18-21.

**Table 3: Education**

| Age          | Total | Percentage |
|--------------|-------|------------|
| F.A /F.Sc    | 94    | 38         |
| B.A/B.Sc     | 91    | 37         |
| /BS (Honors) |       |            |
| M.A/MS       | 62    | 25         |

The result of education show that most the responses were having B.A/B.Sc/BS (Honors) 39%, then F.A/F/Sc 37% and then M.A/MS, 25%. Respondents have 12 years of education been high in percentage.

**Table 4: Descriptive Statistics**

|           | Range | Mean  | Std. Deviation | Variance | Skewness | Kurtosis |
|-----------|-------|-------|----------------|----------|----------|----------|
| Culture   | 1.20  | 3.051 | 0.380          | 0.145    | -0.262   | -0.997   |
| Appealing | 1.60  | 3.385 | 0.305          | 0.093    | -0.589   | 0.642    |

|                      |      |       |       |       |       |        |
|----------------------|------|-------|-------|-------|-------|--------|
| <b>Effectiveness</b> | 1.60 | 3.064 | 0.602 | 0.363 | 0.315 | -1.482 |
|----------------------|------|-------|-------|-------|-------|--------|

Mean, standard deviation, kurtosis and skewness of the variables were calculated and shown in the Table 1. The values of the variables were very interesting i.e. for culture the values were (M = 3.051, SD= 0.380, Variance = 0.145, Skewness= -0.262, Kurtosis= -0.997), for Appealing the values were (M = 3.385, SD= 0.305, Variance = 0.093, Skewness= -0.589, Kurtosis= 0.642), for Effectiveness the values were (M = 3.064, SD= 0.602, Variance = 0.363, Skewness= 0.315, Kurtosis= -1.482)

**Table 5: Results of Regression Analysis**

| Hypothesis   | R2   | F     | B    | T    | Sig  | Status   |
|--|------|-------|------|------|------|----------|
| <b>H1:</b> The relationship between the effectiveness of the advertisement and the cultural content                            | 0.15 | 45.64 | 0.39 | 6.75 | 0.00 | accepted |
| <b>H2:</b> The relationship between the effectiveness of the advertisement and the Appealing to Product shown in advertisement | 0.23 | 74.72 | 0.48 | 8.64 | 0.00 | accepted |
| <b>H3:</b> The relationship between the effectiveness of the advertisement and obscenity shown in advertisement                | 0.07 | 17.09 | 0.25 | 4.13 | 0.00 | accepted |

Regression is used to see the relationship of independent variable on dependent variable.

Hypothesis 1 has been supported. The relationship between the effectiveness of the advertisement and the cultural content shown in advertisement has positive and significant i.e.( $\beta= 0.396$ ,  $t = 6.756$ ) on the

bases of result the hypothesis 1 has been supported and accepted.

Hypothesis 2 has been supported. The relationship between the effectiveness of the advertisement and the Appealing to Product shown in advertisement has positive and significant i.e. ( $\beta= 0.483$ ,  $t = 8.644$ ) on the bases of result the hypothesis 2 has been supported and accepted.

Hypothesis 3 has been supported. The relationship between the effectiveness of the advertisement and obscenity shown in advertisement has positive and significant i.e. ( $\beta= 0.255$ ,  $t = 4.135$ ) on the bases of result the hypothesis 3 has been supported and accepted.

## 5. Conclusion

The purpose of the current study was to analyze and find out the relationship between portrayal of women and effectiveness of the TV commercial broadcast on Pakistani TV Channel on the bases of Culture, obscenity and the appealing to product. Frequently occurrence was found with regard to objectification of women, disempowered and subordinate to the men in advertisement. The finding of research show that positive portrayal of women improved the appealing to the product, similarly according to responses, cultural aspect are more important in TV advertisement as compare to Obscenity. Audience associated the situations used in advertisement to their daily life scenario and culture vales.

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