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The Portrayal of Women in Male Products TV Advertisement

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Abstract

This research is designed to examine the portrayal of women in the male products television ads and audience perception. This study was conducted to explore why women are represented in TV advertisements of male products and to measure the audience's perception of the female portrayal in male product advertisements aired on TV channels. The primary objective of this research is to understand people's perception of the portrayal of women in advertisements and more specifically in male products TV advertisements. We have applied a quantitative research methodology approach to survey the audiences to measure their perception of the issue. The study concluded that both men and women with lower and higher education have a higher exposure to televised advertisements of men's products. Female models are extensively used in these advertisements. Dressing and body are heavily exploited with the sex appeal and the audiences admitted that they get attracted to that. Female models have been shown in dependent roles on men and are also exploited as sex objects. As perceived by the audiences, the female portrayal was appropriate while there was a degree of acceptance towards the dressing of female models.

Keywords: *Portrayal of Women, Advertisements, Male Products, Dependent Roles, Sex Object, Exposure.*

Introduction

Advertising is a non-personal communication of information about products, ideas and services. It is a very helpful tool to get the attention of the audience. Through observation, it was analysed that less than 30% of advertisements are being presented on television daily (Bearth, Beck, & Döbel, 2014). Advertising grasps a possible path over social goals, attitudes, considerations and customer ratings, which gives them a sense of community through their thoughtful experiments (Plakoyiannaki & Zotos, 2009).

Advertisers describe a picture of a woman being portrayed as a sexual object. They create fantasy in advertisements, that are unrealistic. Advertisers portray the image of women exceedingly as perfect without any flaws. Beautiful and eye-catching body parts are used to get the desired viewership in advertisements (Ali & Shahwar, 2011). With the lack of time, advertisers work in such a way that what the audience thinks about the product in which they raise their children, their positive thoughts and direct mistakes, and their contribution to greatness in drawing in all open and personal life (Witkowski, 1985).

In the male product television advertisements, female models are portrayed for the male stare. Advertisers do not use sensible attraction but they directly use emotional and

sexual attraction to influence customers. They create a situation in the ad to impact the audience to buy that product as their need. Most of the ads represent a picture of a woman in a way that is unacceptable in local culture. A woman is seen relying on men for her lead in television commercials.

Most of the time advertisers use female features such as glamorous looks and their unique diversity in men's product advertisements. Nowadays the portrayal of women in an ad is not often necessary, especially in male product TV advertisements. Although they are not suitable for male product TV advertisements they do exist in advertisements (Gul & Munir, 2020).

Therefore, this research focuses on the portrayal of women in male-based products television ads and the audience perception to explore that the representation of females is the same as in advertisements. It is admissible to the local culture of Pakistan. The common public purchases that product because of the approval of women in male product TV advertisements.

Problem Statement

It is exceedingly observed that female models are often used in products related only to men. The proposed study was conducted to explore why advertisers use female models in the male product TV advertisements measuring audience perception about the portrayal of women in the male products TV advertisement. The study also aims to explore how women endorse audiences to buy male products and how the sexual appeal of women is an important factor in grabbing the attention of the audience it also explores how advertisers portray women in advertisements and what is the perception of the audience regarding it. The study was carried out in the Department of Media and Communication Studies, University of Sindh, in the form of a survey to measure audience perception.

Research Objectives

This study aims to achieve the following objectives:

1. To explore the audience's perception of the portrayal of women in a male product TV advertisement
2. To investigate audience opinion about women's role in male TV advertisement
3. To investigate the social implications of the portrayal of women in male product TV advertisements

Research Questions

RQ1. How do audiences observe female roles in male product TV advertisements?

RQ2. What audience thinks about men watching females in a male product TV advertisement?

RQ3. What does the audience think about the social implications of female portrayal in male product television advertisements?

Literature Review

Advertisement is a tool for advertising recognition used by organizations to highlight problems while capturing customers of its products and management (Fill, 2009). The researcher explained that an important marketing skill is to produce an image that represents the product brand, which, in the end, is the communication between consumers and the brand (Aaker, Biel, & Biel, 2013). Now, consumers are constantly immersed in advertising and product messages. One region of long-term ad research into the relationship between consumer behaviour and advertising has received much consideration due to the relationship between consumer perceptions about advertising, marketing as consumer expectations (Ting, de Run, & Jee, 2015) sexual orientation refers to the norms based on sex, the effects and behaviours that bring about social conditions that are obvious to people (Newcomb & Mansfield, 2014; Sharma & Bumb, 2021).

We have presented a variety of portraits of women, the segments of their non-existent bodies, except publicly charged images (Kuhn & Johnson, 2013). Women are cared for as objects, as they look young, beautiful and unused (Kessler-Harris, 2003). The co-transformation of women as a sexual object has been actively expressed in various media outlets (Christoforou & Davis, 2014; Sharma & Bumb, 2021). Women are routinely endowed in an impersonal manner in a wide range of social media images, their humanity devoted to the perfect expression made (Sharp, 2003).

Women every once in a while, men are also diminishing their sexuality. Products are sexually exploited through the use of visual and written organizations of each genre that are often perpetrated by the subjugation of women in the form of dramatic and printed programs, quickly and openly or about imagined dreams (King, 2002).

Women are not normally viewed anyway in many components (Gardiner, 2016). The most sexually explicit parts of the body are those that are sexually explicit, the so-called "women's charms": a woman's chest, legs, lips parted, her hair blowing in the middle of the air. Advertising sexually explicit material, if appropriate, targets women who do not respect women when our bodies, body parts, and female or male sex are portrayed in a

rebellious and degrading way (Denfeld, 2009). When considering advertising about your obscenities direct cunning should be paid to the use, location, environment, potential organizations and people who have arrived by mistake. Advertising deliberately uses frame demonstrations to promote products Non-verbal communication is often thought about in a high-quality brand of marketing selection (Francis, 2014). Young women are considered sitting uncomfortably, their posture is small, their arms are often covered and their legs are crossed. Appearance units of vibrant and glorious. The resulting dynamics of the alphabet are recorded within the study: to show the appearance of a young girl from the edge of her eye, in her opinion, her head is twisted to one side, making her appear uncertain (Showalter, 2005).

Pakistani culture is changing the way we gain weight abroad the dominant way of life through plugs and the effective attack by global builders to transform traditional culture into a global one-dimensional and thus obscure social barriers in many political domains (Ali & Shahwar, 2011). There have been times in human history when men were simply considered to be natural and universal, while women were viewed as little human beings with no human or social rights at all and more filling as a means of sexual gratification and submission to men.

To promote strong advertising in the modern era the use of famous women should precede this investigation, here are two floods of scientists who are arguing with each other on this issue. Some of them agree with the use of a female artist in advertisements and expose them (Baker & Churchill Jr, 1977). Some flow experts denied it (Bower & Landreth, 2001). They explored that research has led to the promotion of advertising by increasing the number of young women because they are less active than young men; the presence of women is not as usual(Acevedo, Ramuski, Nohara, & Trindade, 2010). The researcher stated that a large proportion of men are associated with highs and females are related to favourites, but in advertising, this fact is highly abused and is a sign of consumer behaviour in culture.

Research Methodology

Research Design:

The researcher has used quantitative research methodology. The survey has been used to explore the perception of the audience regarding the Portrayal of women in the male products TV advertisements.

Population

The population of this research study was the undergraduate and graduate students of

Media and Communication Studies, University of Sindh, Jamshoro, Pakistan. Gender, Age and qualification were taken as demographic variables.

Sampling Unit:

Each respondent studying in the Department of Media and Communication Studies University of Sindh, was the sampling unit.

Sampling technique:

A quota sampling technique was used to get the audience's perception. The researcher divided the whole population based on gender. The researcher got the record of the total students enrolled in the department through a working journalist because the Department and administration did not provide the record. A total of 494 boys and 137 girls were enrolled and according to that ratio 100 questionnaires were distributed, 75 among boys and 25 among girls. A sample of 100 respondents was approached at the researcher's convenience.

Data Collection Procedure:

The researcher prepared a close-ended questionnaire for the survey and then went to the students of Media and Communication Studies University of Sindh, as they were the population of this research study. The researcher distributed 100 questionnaires among 25 girls and 75 boys and guided and explained the questionnaire to them.

Data collection tool:

A close-ended questionnaire was used to get the perception of the audience about the portrayal of women in male product TV advertisements. A few questions were adopted from (Gul & Munir, 2020) and personalized by the researcher keeping in view the objectives of this study.

Eighteen questions were developed; questions were about the portrayal of females' physical appearance, attraction, beauty, dress and female portrayal related to social and dependent roles and female portrayal as a source of selling products. The occurrence of the frame was measured by a five-point Likert scale ranging from strongly disagree to strongly agree.

Return Rate: After distribution out of 100 questionnaires, 97 returned from the population, and then the researcher again distributed 3 more questionnaires.

Results and Findings

Data Analysis/Findings:

Table 1

| Variable | Frequency | Percent | Mean | std |
|---|-----------|---------|------|------|
| Female roles in male products TV advertisements justify the actual social roles | | | | |
| Strongly disagree | 8 | 8.0 | | |
| Disagree | 28 | 28.0 | 3.04 | 1.08 |
| Neutral | 20 | 20.0 | | |
| Agree | 40 | 40.0 | | |
| strongly agree | 4 | 4.0 | | |
| Total | 100 | 100.0 | | |

When the respondents were asked about the female roles in the male products TV advertisement justify the actual social roles, 8% of respondents responded “Strongly Disagree”, 28% respondents responded “Disagree”, and 20% of the respondents responded “Neutral” The statement, 40% “Agreed” with it, only 4% of respondents “Strongly Agreed” with the statement. Hence, the mean score of the statement was recorded as “3.04” and “1.08” as Standard deviation. It indicates that most of the respondents gave the agreed response with the statement, that female roles in the male products TV advertisement justify the actual social roles.

Table 2

| Variable | Frequency | Percent | Mean | std |
|---|-----------|---------|------|------|
| Females are portrayed in dependent roles on men in the male products TV advertisements. | | | | |
| Strongly Disagree | 10 | 10.0 | | |
| Disagree | 25 | 25.0 | 3.01 | 1.10 |
| Neutral | 24 | 24.0 | | |
| Agree | 36 | 36.0 | | |
| Strongly Agree | 5 | 5.0 | | |
| Total | 100 | 100.0 | | |

When the respondents were asked about the dependent female roles on men in male products TV advertisements, 10% of respondents responded “Strongly Disagree”, 25% respondents responded “Disagree”, 24% of the respondents responded “Neutral” with the statement, 36% “Agreed” with it, only 5% of respondents “Strongly Agreed” with the statement.

Hence, the mean score of the statement was recorded as “3.01” and “1.10” as Standard deviation. It indicates that most of the respondents gave the agreed response with the statement, that Females are portrayed in dependent roles on men in the male products

TV advertisements.

Table 3

| Variable | Frequency | Percent | Mean | Std |
|---|-----------|---------|------|------|
| The portrayal of women in male products in TV advertisements is projected in fashionable and glamorous roles. | | | | |
| Strongly disagree | 10 | 10.0 | | |
| Disagree | 15 | 15.0 | 3.43 | 1.27 |
| Neutral | 20 | 20.0 | | |
| Agree | 32 | 32.0 | | |
| Strongly Agree | 23 | 23.0 | | |
| Total | 100 | 100.0 | | |

When the respondents were asked about the statement that the Portrayal of women in male products TV advertisements are projected in fashionable and glamorous roles, 10% of respondents responded “Strongly Disagree”, 15% respondents responded “Disagree”, 20% of the respondents responded “Neutral” with the statement, 32% “Agreed” with it, and 23% of the respondents “Strongly Agreed” with the statement.

Hence, the mean score of the statement was recorded as “3.43” and “1.27” as Standard deviation.

It indicates that most of the respondents respectively gave an agreed response with the statement that the Portrayal of women in male products TV advertisements are projected in fashionable and glamorous roles.

Table 4

| Variable | Frequency | Percent | Mean | Std |
|--|-----------|---------|------|------|
| If there isn't any portrayal of women in male products TV advertisements then none will purchase that product. | | | | |
| Strongly disagree | 12 | 12.0 | | |
| Disagree | 36 | 36.0 | 2.63 | 1.01 |
| Neutral | 33 | 33.0 | | |
| Agree | 15 | 15.0 | | |
| Strongly Agree | 4 | 4.0 | | |
| Total | 100 | 100.0 | | |

When the respondents were asked If there isn't any portrayal of women in male products TV advertisements then none will purchase that product, 12% of respondents respond “Strongly Disagree”, 36% respondents respond “Disagree”, 33% of the respondents respond “Neutral” with the statement, 15% “Agreed” with it, and only 4% of the respondents “Strongly Agreed” with the statement.

Hence, the mean score of the statement was recorded as “2.63” and “1.01” as Standard deviation.

It indicates that most of the respondents disagree with the statement that, if there isn’t any portrayal of women in male products TV advertisements then none will purchase that product.

Table 5

| Variable | Frequency | Percent | Mean | Std |
|---|-----------|---------|------|------|
| Portrayal of women in male products TV advertisements attracts the immediate attention of men and makes men dive into fantasy | | | | |
| Strongly disagree | 6 | 6.0 | | |
| Disagree | 12 | 12.0 | 3.54 | 1.06 |
| Neutral | 18 | 18.0 | | |
| Agree | 50 | 50.0 | | |
| Strongly Agree | 14 | 14.0 | | |
| Total | 100 | 100.0 | | |

When the respondents were asked about the statement that the portrayal of women in male products TV advertisements attract the immediate attention of men, 6% of respondents responded “Strongly Disagree”, 12% of respondents responded “Disagree”, 18% of the respondents responded “Neutral” with the statement, 50% “Agreed” with it, and 14% of the respondents “Strongly Agreed” with the statement.

Hence, the mean score of the statement was recorded as “3.54” and “1.06” as Standard deviation.

It indicates that most of the respondents respectively gave the agreed response with the statement that the portrayal of women in male products TV advertisements attracts the immediate attention of men.

Table 6

| Variable | Frequency | Percent | Mean | Std |
|--|-----------|---------|------|------|
| The portrayal of women in male products TV advertisements last long in the minds of men. | | | | |
| Strongly disagree | 6 | 6.0 | | |
| Disagree | 19 | 19.0 | 3.33 | 1.11 |
| Neutral | 24 | 24.0 | | |
| Agree | 38 | 38.0 | | |

| | | |
|----------------|-----|-------|
| Strongly Agree | 13 | 13.0 |
| Total | 100 | 100.0 |

When the respondents were asked about the statement that the Portrayal of women in male products TV advertisements last long in the minds of men, 6% of respondents responded “Strongly Disagree”, 19% respondents responded “Disagree”, 24% of the respondents responded “Neutral” with the statement, 38% “Agreed” with it, and 13% of the respondents “Strongly Agreed” with the statement.

Hence, the mean score of the statement was recorded as “3.33” and “1.11” as Standard deviation.

It indicates that most of the respondents respectively gave an agreed response with the statement that the portrayal of women in male products TV advertisements last long in the minds of men.

Table 7

| Variable | Frequency | Percent | Mean | Std |
|---|-----------|---------|------|------|
| Portrayals of women in male products TV advertisements are offensive. | | | | |
| Strongly disagree | 7 | 7.0 | | |
| Disagree | 25 | 25.0 | | |
| Neutral | 35 | 35.0 | 3.02 | 1.05 |
| Agree | 25 | 25.0 | | |
| Strongly Agree | 8 | 8.0 | | |
| Total | 100 | 100.0 | | |

When the respondents were asked about the statement that Portrayals of women in male products TV advertisements are offensive, 7% of respondents responded “Strongly Disagree”, 25% respondents responded “Disagree”, 35% of the respondents responded “Neutral” with the statement, 25% “Agreed” with it, and 8% of the respondents “Strongly Agreed” with the statement.

Hence, the mean score of the statement was recorded as “3.02” and “1.05” as Standard deviation.

It indicates that most of the respondents respond neutral with the statement that Portrayals of women in male products TV advertisements are offensive.

Table 8

| Variable | Frequency | Percent | Mean | Std |
|--|-----------|---------|------|-----|
| Women's portrayal in male products TV advertisements is essential to create sexual appeal. | | | | |

| | | | | |
|-------------------|-----|-------|------|------|
| Strongly disagree | 13 | 13.0 | | |
| Disagree | 33 | 33.0 | 2.84 | 1.21 |
| Neutral | 21 | 21.0 | | |
| Agree | 23 | 23.0 | | |
| Strongly Agree | 10 | 10.0 | | |
| Total | 100 | 100.0 | | |

When the respondents were asked about the statement that Women's portrayal in male products TV advertisements is essential to create sexual appeal, 13% of respondents responded "Strongly Disagree", 33% respondents responded "Disagree", 21% of the respondents responded "Neutral" with the statement, 23% "Agreed" with it, and only 10% of the respondents "Strongly Agreed" with the statement.

Hence, the mean score of the statement was recorded as "2.84" and "1.21" as Standard deviation.

It indicates that most of the respondents disagree with the statement that women's portrayal in male products and TV advertisements is essential to create sexual appeal.

Table 9

| Variable | Frequency | Percent | Mean | Std |
|---|-----------|---------|------|------|
| Portrayal of women in male products TV advertisements is portrayed as alluring, and decorative objects. | | | | |
| Strongly disagree | 7 | 7.0 | | |
| Disagree | 16 | 16.0 | | |
| Neutral | 30 | 30.0 | 3.32 | 1.12 |
| Agree | 32 | 32.0 | | |
| Strongly Agree | 15 | 15.0 | | |
| Total | 100 | 100.0 | | |

When the respondents were asked about the statement that the portrayal of women in male products TV advertisements are portrayed as alluring, and decorative objects, 7% of respondents responded "Strongly Disagree", 16% respondents responded "Disagree", 30% the respondents responded "Neutral" with the statement, 32% "Agreed" with it, and 15% of the respondents "Strongly Agreed" with the statement.

Hence, the mean score of the statement was recorded as "3.32" and "1.12" as Standard deviation.

It indicates that most of the respondents respectively agreed response with the statement that Portrayal of women in male products TV advertisements are portrayed as alluring, and decorative objects.

Conclusion

The study concluded that a majority of respondents agree that female roles in male products TV advertisements justify the actual social roles and women are portrayed their independent roles. Women are portrayed as alluring, and decorative objects and fashionable and glamorous roles. The audience admitted that the portrayal of females in male products in TV advertisements makes them dive into fantasy, attracts the immediate attention of men and lasts longer in the minds of men. A majority of respondents took this trend as offensive.

Respondents disagreed with the statement that women's portrayal in male products and TV advertisements is essential to create sexual appeal. And also showed their disagreement upon "if there isn't any portrayal of women in male products TV advertisement then none will purchase that product".

Discussion

Findings approved that the majority of male and female respondents admitted that more females are portrayed in dependent roles and actual social roles in men's product TV advertisements. This finding is consistent with Conley and Ramsey's (2011) and Heathy's study on the portrayal of women.

Both male and female respondents more likely thought that female models were objectified as decorative, alluring and portrayed in fashionable and glamorous roles. This finding is in line with Khalil and Dhanesh's (2020) study on TV advertising in the Middle East. Since Middle Eastern countries and Pakistan share a great deal of commonalities, therefore it can be inferred that almost the same culture of both regions, in terms of women empowerment, makes advertisers work in the same way.

Another finding of this study described that more educated disagreed with the portrayal of females in men's product TV advertisements generally as sex objects in society.

This appeared to be the solid result of the findings female portrayal was to grab the attention of the targeted audience in men's product TV advertisements.

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