

Changing Gender Role in Television Advertising

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Abstract

Gender roles in India are described by the society by setting down rules for the kind of behavior which is considered suitable, appropriate, or attractive for an individual based on their sex. These rules usually do not follow the concepts of femininity and masculinity; however, there can be some exceptions and variations. In our society, roles of gender have been changing over the years across the globe. Over the years gender roles have become more flexible owing to the changing societal structure and the changing mindset of the people. People have become more open to the western culture where people are not bound by societal rules. Media plays a considerable role in creating as well as changing social norms, since a choice of media forms, including advertisements, television, magazines, and film, is available all over in current culture. Media especially television advertisements has a strong impact on changing the mindset of masses towards gender. The aim of this research paper is to observe and study the difference in perception of the depiction of males in the television advertisement of the jewelry segment and its effect on the purchasing decisions of consumers.

Keywords

Gender Role, Societal Norm, Purchasing Decision, Media and Perception.

1. Introduction

A gender role consists of a set of norms set by the society which dictates types of behaviors that are considered satisfactory, appropriate, or pleasing for an individual based on their real or apparent sex. The norms are generally centered on differing conceptions of femininity and masculinity; however, there are innumerable exceptions and variations. The expectations regarding these gendered specifics may vary considerably among cultures, while many other characteristics are common right through a range of cultures and societies. In earlier days

societies had set very rigid roles for men and the women with attributes being labeled as being masculine and feminine respectively. The basic difference between man and the woman was that the man was considered as the bread earner for the family and one who provides the basic necessities and woman was considered the child-bearer and homemaker. Till recently women were known as the inferior sex and were considered as the prized possession of men. However, over the years with changing societies and changing the mindset, changing gender roles have been witnessed in almost every sector. The flexibility and changes that are happening in gender roles evident today has its roots in the varying societal structure.

Many factors like economic factors, advancement in science and technology, changed value system and changing needs and choices have lead to a change in preference for nuclear family in place of the joint family concept prevalent in older days. With these changes, the domain of economic and household responsibilities has changed. The role of men has been willingly taken up by women; the same may or may not hold true for men. According to the present scenario is that a girl is groomed to become an efficient career woman along with being an efficient house maker, men are only expected to excel in professional fields.

Media has a very important role to play in creating social norms and changing the mindset, because different forms of media, which include advertisements, newspaper, television, and film, are present almost all over in the present cultural scenario. Gender roles, are existing not only because society unanimously chooses to accept them, but also because they are perpetuated by the media.

Conspicuous viewers must be aware of what is offered by the media to them, and make sure they do not become part of the culture of domination. Since men and women differ in many ways, thus they are portrayed differently in advertisements. These different portrayals generally result in intended and unintended effects. Both men and women are leading highly complex lives with multiple societal and cultural roles to be played by each. Earlier men were the only earning person in the family and women were the homemakers. However, society has not changed completely and still follows some of the values from the past, where almost half of the working mothers spend more time on taking care of the children than on their careers. Even advertising has followed the customary depiction of women as homemakers and they are being

used to promote several products from household goods to electronic products and automobiles.

However, if mass media portray limited roles for both men and women, people tend to assume that there are limited societal roles for men and women which can be considered appropriate. Women being shown only as homemakers make them believe that they are unable to function outside the home without the guidance of men. Similarly, the portrayals of men only as breadwinners results in men to believe that they are superior and are not part of the activities centered on the home. Men tend to believe that they do not have to play any role in child rearing, maintaining the home and various other activities. Today, the media has increased its portrayals of men and women in ways that neither conforms to not conflict with stereotypical understanding which is mainly the result of various societal changes. First, there is a considerable increase in proportion of women holding positions as compared to men in a range of media organizations. Many women are working with professional organizations so as to be presented in a realistic view of women in the media. In today's scenario advertisements also portray more non-traditional images of men, like men helping women in the kitchen or men doing household chores.

Advertising plays both a reflecting and a influential role for men and women. It is important to recognize advertising's strength in this regard and to use the power of advertising to portray realistic images of men and women so that people can connect themselves with these advertisements. Stereotypes can quickly set the stage for advertising, but this does not mean that the same types of images must be used repeatedly.

2. Review of Literature

Roberts and Koggan, (1979) examined that there has been much public criticism for the roles that have been portrayed by women in advertisements and for it some empirical research has been done. Various problem areas are identified which need research and hypotheses is presented whose exploration provides useful insights which is aimed at improving both, advertising and on the whole marketing strategy.

Wolin and Korgaonkar, (2003) conducted the survey for which the results indicated that males and females vary considerably on various dimensions where males were seen exhibiting more positive approach towards Online advertising and much positive belief towards Online

advertising than females. Additionally, males prefer to purchase online mainly for useful and recreational reasons, whereas females are generally surfing the Web mainly for shopping reasons.

Hogg and Garrow, (2003) in their paper challenged the trend to represent sex as a unitary theoretical construct; and the argument is put forth for a more differentiated view of how the various psychological aspects of gender influence the use of advertising. A small-scale exploratory study is done in this paper in which the prospective impact of gender identity is examined within consumers' self-schemas on their use of advertising. 25 adolescents were administered to Bem's Sex Role Inventory (SRI) and they were asked to watch video clips of the two television advertisements. The focus group discussions related to the two identified advertisements were analyzed within the framework of the respondents' gender schemas identified via the Bem SRI scores: masculine, feminine, androgynous or undifferentiated. The important factor of gender identity to self-schemas affected how advertisement is processed and interpreted by the consumers. Since gender groups are necessarily neither standardized nor isomorphic with the sex of the individual, support is provided for a more differentiated approach to describe men and women within gender research and advertising.

Uray and Burnaz, (2003) examined gender role portrayed in Turkish advertisements on television. A detailed analysis of the advertisements airing on 6 television channels that were selected was carried out. According to the common features of the advertisements, three hundred and fourteen advertisements were coded based on demographic and attitudinal/ behavioral characteristics of the primary figures. The results showed considerable gender differences in the 2 groups of variables that were examined. The findings were compared with findings of other research conducted in different cultural settings.

An and Kim, (2007) in their paper examined cross-cultural differences in portrayal of gender role in web advertisements which compared Korea and the USA on the basis of Hofstede's masculinity dimension. A quantitative content analysis was done on the data collected in 400 online ads to obtain a numerically-based summary of different themes and roles portrayed by both males and females. Korean ads showed a larger proportion of featured relationship themes by their characters, portraying women as the main lead, and portrayed them both in family and recreational roles. At a broader level, the results authorize the use of

Hofstede's taxonomy, which supports the function of "masculinity" framework to determine appropriate advertising appeals-related which are related to gender roles. International advertisers plan a universal campaign for their products which are gender-specific which can benefit by locating the target country's position on Hofstede's masculinity index and using it as a guideline for the creation of visual images of the lead characters in the ads.

Zawisza and Cinnirella, (2010) examined the outcome of 2 experiments which investigated the usefulness of advertisements that use only non-traditional stereotypes of females (Experiment 1) or males (Experiment 2) that has been reported. The effectiveness of the ads was decided with respect to perceivers' attitudes toward female or male gender roles, respectively. The result obtained from the two experiments was that the paternalistic ad strategies are more effective for both men and women's versions of the advertisements than the envious ones. This supported the predictions of the stereotype content model over the archetypal prediction of the negative effects of non-traditional gender depictions for the utility of the advertisement. It was also observed that attitudes toward gender roles played a very limited role in determining ad usefulness.

Furnham and Paltzer, (2010) in their paper an updated review is presented where 30 studies have been published since 2000. The paper updates review considered 30 studies in over 20 countries published between 2000 and 2008. Studies were from Australasia, Austria, Bulgaria, Ghana, Hong Kong, Japan, Kenya, Korea, Malaysia, Mauritius, New Zealand, Poland, Russia, Serbia, Singapore, South Africa, Spain, Saudi Arabia, Sweden, Taiwan, Thailand, Turkey, the United Kingdom and the United States. More than 8,000 advertisements were examined. National and differences in culture of gender stereotypes were also considered for the collection of data. The popularity and the problems associated with the research paradigm were considered in the paper.

Popova, (2010) examined some gender stereotypes in advertisements reflecting the customary views of males and females. In this paper some common gender stereotypes which are prevalent across the world is examined. The power of (gender) advertising is the main issue considered in the paper.

Banerjee and Dholakia, (2012) examined the effect of the disparity in location-based mobile advertisements on males and females in work and leisure situations. The study conducted was in a scenario based

experimental design in the 2 x 2 x 2 ANOVA format. Independent variables included: Type of locations (private/public); Situations (work/leisure); and Gender (male/female). Dependent variables, mainly included Perceptions and Behavioral intentions. Recent findings showed that men are more open to location-based ads (LBA) than women. However, in this paper, it was examined that in some situations women are more positive towards some mobile LBAs than men because both women's and men's reactions depend on the specific location and task situations.

Chan, Leung Ng and Williams, (2012) conducted a qualitative study by auto-videography examining adolescent girls' negotiation of various gender roles by using the advertising images. The paper aimed to document the study that was done. Overall, 20 adolescent girls in the age group of 15 to 18 years in Hong Kong were supposed to take pictures from the media which illustrated "what girls or women should or should not be and what girls or women should or should not do". The images of the advertisements captured by the interviewees and their interpretations of those images were studied. Basic seven dominant themes were secluded from the interpretations: appearance; personality; skills and work; activities, interests and lifestyle; family; health and safety; and care for public and the environment. The results proved that adolescent girls paid more attention to images about health, body structure and physical appearance showing they were more concerned about physical appearance of themselves. Female images which appeared in ads as unrealistic were highly criticized but were also identified with images that were natural and conforming. The interviewees were selected from two secondary schools that are not representative and the interviews were mainly conducted in English, which might have caused some of the participants to be restrained to present their viewpoints. The implications went a step forward in relating how media influences young consumers and helps teenagers in making certain perceptions and interpretations about what is represented by the media. The paper shows that collection and interpretation of female visual images illustrated intensely the process of gender socialization.

Noble, Pomeroy and Johnson (2014) in their paper examined various message appeals along with the moderating effect of gender on most commonly used procedures of ad effectiveness (i.e. ad likability, attitude to the issue, and behavioral intention) in the emerging domain of pro-environmental social advertising. The results showed that out of the three most commonly used message appeals (rational, negative emotions, and positive emotions), emotional ad appeals are more effective as compared to rational appeals. The study also shows that women are more reactive to negative emotional appeals than men, while men and women react in a somewhat similar pattern to positive emotional or rational ad appeals. Also, the study demonstrates that the measure of ad likability, frequently used as a reliable copy-test measure in commercial marketing situations, is not considered a valid measure of ad effectiveness in the context of social advertising.

3. Objective of the Study

The primary objective of the present research is to gain an understanding of the effect of changing gender roles in television advertising of jewelry in Metropolitan cities. The specific objectives of the study are:

1. To study the impact of television advertising with respect to the jewellery sector.
2. To determine the change in buying behavior due to the gender-based advertising.

4. Research Methodology

➤ **Research Design:** Exploratory Study. Study the jewellery advertisements that have either 3-5 sec of appearance of the central character (male/ female) or at least one dialogue of the central character.

➤ **Sample Size: 80.**

The respondents were informed about the purpose of study and were requested to fill in the questionnaire in different organizations of Jaipur (Rajasthan). The questionnaire was shared to around 120 people. Out of which 80 completely filled questionnaires were obtained.

➤ **Sampling Techniques: Simple Random Sampling**

Sampling Tool: Primary data were collected through the questionnaire directly from the respondents and the secondary data were collected from books, journals, research papers and the internet.

Data Analysis: The classification, tabulation and analysis of data are done to study the relationship between the dependent and independent variable. The data collected through questionnaire were analyzed through Excel.

5. Research Design

This study has adopted a descriptive survey research design in which questionnaire were administered to collect data from the respondents on the variables of the study.

6. Data Analysis and Interpretation

1. Impact of TV advertisement on purchase of Jewellery

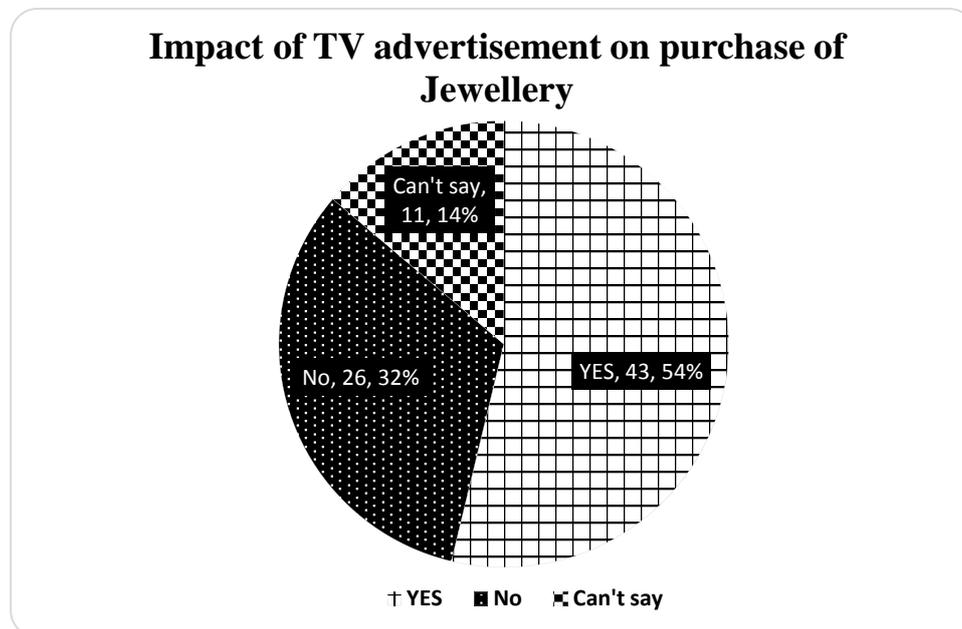


Figure 1: Impact of TV Advertisement on Purchasing of Jewellery Product

Interpretation

TV advertisement has an impact on purchase of jewellery products by the consumers as it was suggested by 54% of respondents that TV advertisements are having a strong influence on the purchase of jewellery products.

2. The celebrity remembered at the time of Jewellery Advertisement–

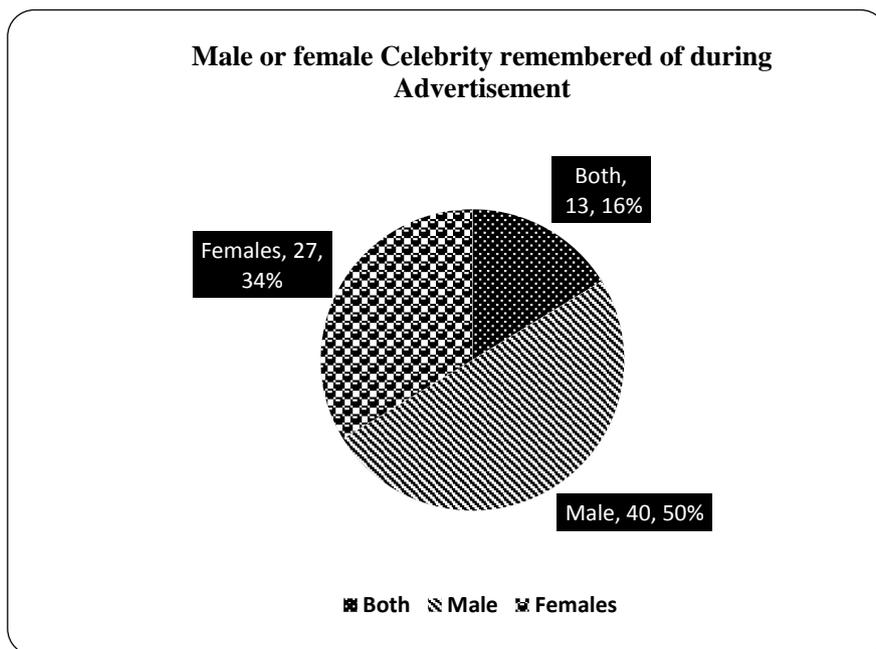


Figure 2: Male or Female Celebrity Remembered of During Advertisement

Interpretation

The analysis showed that 50% of the respondents remembered Male celebrity in the Jewellery segment advertisement. The respondents gave the name of Male celebrity while thinking about these advertisements. And 16% remembered both males and females.

3. Factors Influencing Purchase Decision

(a) Price

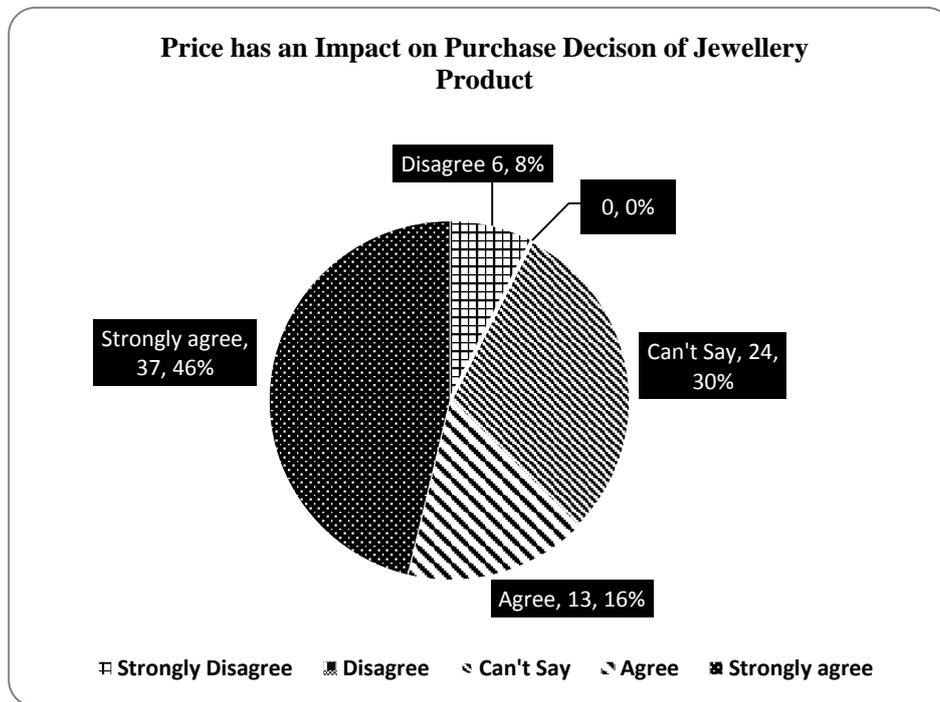


Figure 3: Price has an Impact on Purchase Decision of Jewellery Product

Interpretation

59% (46+13) of the respondents suggested that one of the important factors that determine the buying behavior of people towards Jewellery is the price of the product.

(b) Brand

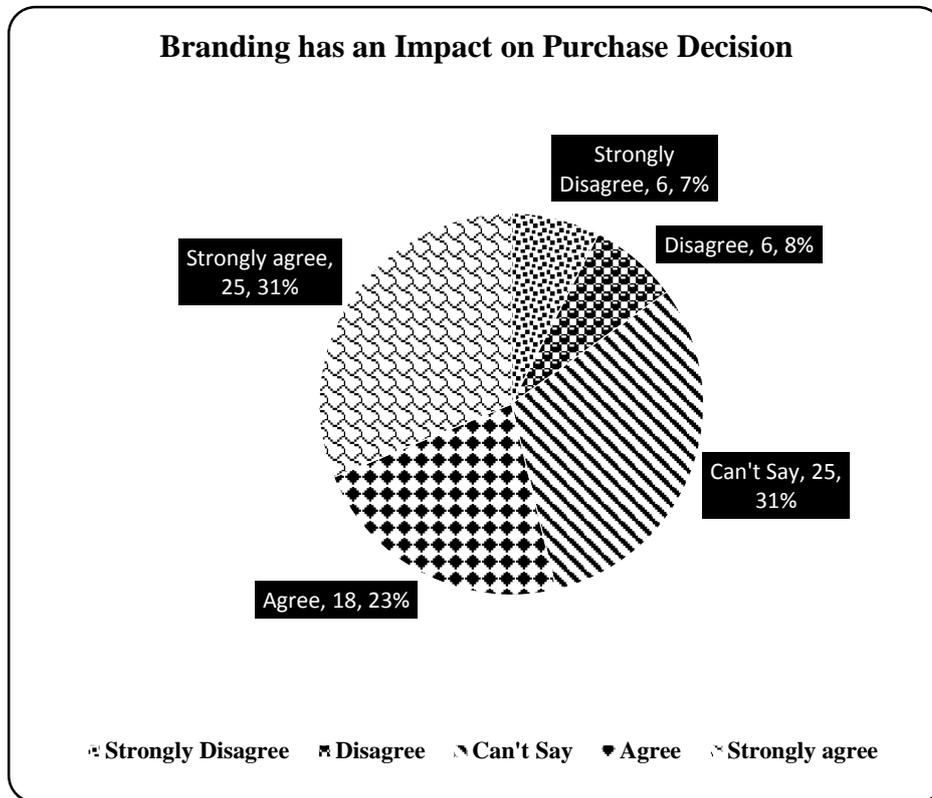


Figure 4: Branding has an Impact on Purchase Decision

Brand has a strong impact on the purchase decision of the respondents as 54 % (23+31) of the respondents are in favor of relying on brands while purchasing jewelry.

(c) Peer Appreciation

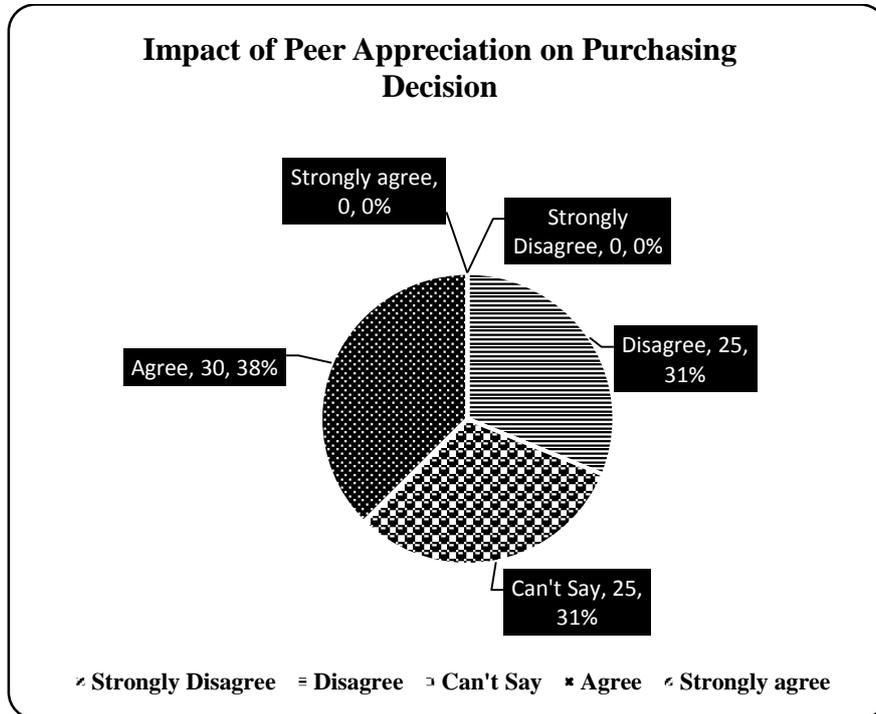


Figure 5: Impact of Peer Appreciation on Purchasing Decision

The graph reveals that 31 % Disagree with the fact that their friends or relative appreciation has an impact on purchasing decision. 31% said that they cannot tell whether there is an impact or not on the purchasing decision.

(d) Quality

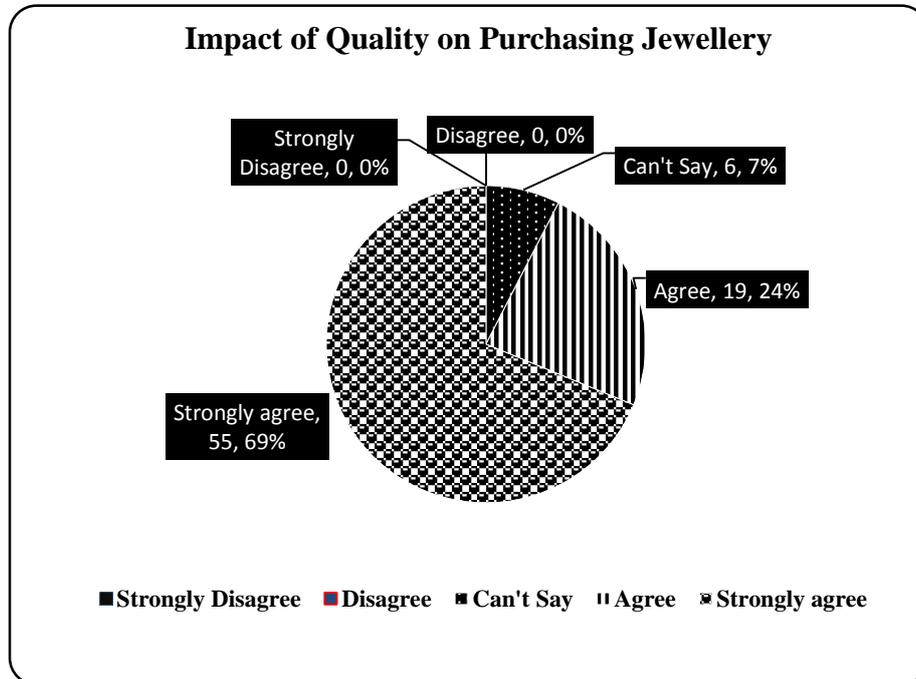


Figure 6: Impact of Quality on Purchasing Jewellery

Quality of Jewelry product has a strong impact on the purchase of Jewelry, as around 69% of respondents stated that they definitely consider the quality of products while purchasing it.

6. Conclusions and Suggestions

The data analysis revealed that TV advertisement has a strong impact on the decision making of the customers while purchasing jewelry.

The study also suggested that the male celebrity in different jewelry advertisement has a strong effect on the purchasing decision of customers. It is expected that female celebrities or females in the jewelry advertisement would have a strong impact on the minds of the customers. But the research reveals that male and female, both celebrity endorsements have an impact on the decision making for the purchase of jewelry. The result reveals that the male celebrity endorsement gives greater credibility and reliability to the jewelry brand.

Jewellery brands those who have not involved male celebrity should involve them in advertisements. This is going to definitely position their company or brand over others in the market.

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