

CHAPTER – 1

INTRODUCTION

1.1 Background of the Study:

Advertising simply mirrors that is already present in society. It is believed that advertising also influence society's perception and attitudes towards men and women. So, the female portrayal in advertising reflects either the real image or role of women in society or advertisers' response. Women are mostly predominated in home and fewer are career oriented now a day. Bert J. Kellerman (1991) examined in his research study. 'An update on the role portrayal of men and women in magazine advertising' that the proportion of male shown as workers and co-workers remained almost constant from 1970 to 1988 while the proportion of women shown as workers or co-workers (as opposed to home makers and /or mothers) nearly doubled. In western society, women are getting free from the traditional concept and intend to become occupational at outside the home in this decade.

National advertising review board, USA in 1982 found that's until the late 1970 women were typically shown as stupid – too dumb to cope with familiar everyday chores unless instructed by children or a man. According to Henry Assael (1990), in the early 1980s, some advertises went to the other extreme and portrayed "super- woman "a working women who could serve the family breakfast, runoff to the office, glide into make dinner looking perfectly breath taking and carry on a stimulating conversation with her husband while taking care of the kids. In the early 1990s offensive role portrayal of women still lingered but some advertisers were starting to try to portray women in more realistic roles. Female are going to be portrayed as independent and capable in recent years like male in advertising in western marketing strategy. Zikmund and Amiko described in their book 'Marketing Principles' that television viewers are found of pointing out that housewives in commercials are almost, always peppy and well groomed even when they are doing the laundry or washing the floor. According to Inge K. Broverman, Susan Raymond Vogel, Donald M. Broverman, Frank E. Clarkson and Paul S. Rosenkrant (1972) in their research sex role stereotypes: A current Appraisal; neatness, tactfulness, gentleness and Talkativeness were considered traditional feminine traits, Women were portrayed to appear to sex linked roles though 'female nudity may negatively impact the product message' (Michael S. La Tour, Robert E. Pitts David C.

Snook- Luther in an experimental investigation (Female Nudity, Arousal and Advertisement Response). The advertisement viewers may concern to the emotional aspect of ad which may fall the product information on the shadow that the viewers can't recall the message.

Some articles of research studies recognized about the portrayal of female role in TV and magazine advertising from 1972 to 1988 in western countries have been carried for review to draw the findings of female role stereotype in advertising. The findings of the articles will be fruitful for this study.

According to Geoff Easton and Catherine Tonner, women in advertisement are featured as

- i) Half of the women portrayed are for decorative purposes only.
- ii) Some women are matched with their occupational roles.
- iii) Women are reasonably represented in industrial advertising.

It is signaling that in coming near future, the trade is being a single home around the world. The legal provisions toward the business are making homogeneous in the country wise & all over the world i.e. competition net intellectual property right act, certification of origin, standardization & so on. To create a fair competitive market, subsidies and quotas provided by the government will be totally eliminated gradually within certain years. All the government handled business will be privatized & all the trade boundaries will be liberalized which makes free movement of product as well as resources & technologies. To eliminate all trade barriers & to monitor the world trade an umbrella organization has established almost 12 years ago named World Trade Organization(WTO), which is very democratic, participative & fair. Almost about 75 percent countries of the world has got membership of WTO yet & other remain countries are also in process to get membership that means one day will be in the WTO regime. If the result of continuous practices & efforts of all the countries, regional blocks & other organizations has been doing since more than 67 years ago to liberalize & to globalize the trade though several conferences & various bilateral & multilateral treaties between the countries between the regional blocks, organizations and among the countries. Still there are so many trade restrictions but each & every conference of regional groups & international organizations area seeking how to liberalize the trade more & more as soon as possible.

Due to the globalize trend of world trade & business though competitive situation or environment is creating day by day whether it is in domestic market or in international market. No business organization can be isolated from influences of globalization. It is providing more & more opportunities as well as challenges. In this condition, business organizations have to conduct their activities strategically strong. A company can increase

its market any other part of the world by setting or installed industries & by selling the product easily. So, the manufacturing companies are producing the several parts of product in several countries & assemble it in several countries to reduce cost & to improve the quality. Now a day, consumer's view towards any product is quite different than previous time they give first priority to costs quality, they mention not where the product is produce & where from imported. Consumer may easily move one product to another if they meet their priority. So, companies especially manufacturer are employing their several tactic & tools to make attention about their product & attract them. Vast competition among the manufacturers is happening in the field of marketing.

Advertisement, personal selling, publicity, trade fairs etc. are techniques, commonly used by all companies & it boosts up or hardly excited to consumers to consume the product & try a new product. It is because these techniques & tools make noise around people day by day life. It can make change the consumer's habits to consume & it automatically increases in sales & sales activities. Product sale is an important aspect of marketing activities. Manufacturer's main aim is to increasing sales; increase market share & important of market position. Market position constitutes overall view of consumers/retailers towards a particular products, price, package, advertisement, delivery, extra benefits & marker share occupied by the product. Manufacturers are using sales promotion/consumer promotion techniques as early as 19th century therefore it is not a new technique, recently, manufacturers are attracting to the consumers by giving other extra monitory benefits attached with the purchase of the product. Buying behavior of consumers is changing; they are making attention is extra attached benefits while buying a product. So, companies are providing different extra benefits to the consumers like, buy one get one free, other prizes, scratch card, coupon etc. Manufacturers don't want to hold more finished goods as inventory which increases cost also, so they attached a product with other which becomes tools to increase fastest sales.

Advertisement, purchase behavior, sales promotion etc. are the most considerable factors to increase market size that each & every company's goal. Without advertisement, a company cannot sale the product in the market. So advertisement, is also becomes one of the most important part of business. It can remind to each person's mind about the firm's & its products. There are various advertising media options available to the advertiser like press media, Radio/F.M, Television, Film, Posters, Hoardings Skywriting, Booklets, Catalogues, Window Display etc. Spending /Amount is advertising and incremental sales have a positive relationship. Therefore every company spends significant amount of money in advertising and naturally sales will be increased as well as market position will be well.

In context of Nepal, most of people are in under the poverty line and most of the part of country is rural area. Being a country with rural markets, Nepal is far from modernized system. Nepal is still following a traditional style of business and is not able to reach a high professional level. We need more human resources and business expertise

in areas such as management, accounting and auditing. At the moment, Nepal is in a transition stage where industries are trying to take a big leap from traditional to modern style of handling business. However the process is very slow and the major factor that is posing a hindrance in development of all sectors is corruption in public service, which needs to be curbed. (Khetan, Rajendra, "The Boss" p.22, June 2003).

Marketing and sales activities had started in Nepal relatively very late as compared to other countries. Nepalese consumers have habit to use imported goods since very long period due to not availability of products within manufacture in Nepal. After democracy BS 2046, some well known multinational companies had come in the country and began to produce their products in international standard. It contributes to develop marketing activities. Various communication media has been developing and advertising activities also becoming a part of business in the country. There are so many brands in product and domestic industries also making attention to improve market position by spending significant amount in advertisement, product differentiation and product lines. The domestic industries are facing competition with international products and multinational companies.

In context female role portrayal in print advertising, marketing researchers, anthropologists /feminist and others are concerned with the roles portrayed by women in advertising and its effectiveness in conveying information to society. This concern is based on the belief that advertising can modify the society's perception, conception, and attitudes. Various research studies have been undertaken to examine the role stereotypes of male & female and its effectiveness in advertising conveyed through T.V or magazine media vehicles viz. Gilly (1988), Newland (1987), Courtney and Whipple (1974,83,85), Cabellard and Solomon (1984), Lysonki (1983), Estone and Tonner (1983), Hawking & Coney (1976), Culley & Bennett (1976), Mc Arthur & Resko (1975), Dominick and Rauch (1972) etc. Some of them have been recognized female role portrayal, its stereotypes & effectiveness in TV or magazine advertisement viz. Gilly (1988), Newland (1987), Curtney & Whipple (1974, 83, 85), Lysonki (1983) etc. Regarding this field, this study on "AN EXAMINATION ON FEMALE ROLE PORTRAYAL IN PRINT ADVERTISING" has been conducted.

1.2 Statement of the Problems:

Communication modal indicates that the impersonal communication channel is one among the media of communication. 'Advertising is a tool of communication which is explicitly conveyed by impersonal medium-a mass medium such as a newspaper or TV programmed¹. It is directed to large and diffused audience to influence the attitudes and to arise needs towards aims concern. Such indication implies that the advertising is faced

¹ Leon G. Schiffman and Leslie L. Kanuk, 'Consumer Behavior', Prentice Hall of India (Pvt.) Ltd. 1994,P 284

directly to society which reflects the roles portrayed by men and women and their stereotyping in society. 'Advertising simply mirrors what is already present in society'¹ and need not offer proportional representation² but some researchers argue on this point. The improper depiction of women in is detrimental to society because creates or perpetuates misconceptions or stereotypes³. Attitudes toward appropriate roles for women differ among cultures⁴; differences among countries can be expected in the portrayal of women in advertising⁵. Different countries may have different cultures. So, the representation or depiction of women in advertising depends upon the social attitudes and conceptions. Advertising can be attempted according to the response and intention of advertisers also, but there may be a risk of negative impact on. Men and women in society today clearly are far different from their portrayed image in advertising⁶. But men and women are represented about equally overall⁷ i.e. men and women are depicted parallel in terms of quantity in advertising through print and broadcast media vehicles. The role of men and women can be visualized clearly specially through TV and print media rather than other vehicles.

Women constitute approximately half of the population of the world. They are being mostly educated, independent and career oriented in developed countries. Some women are trying to be independent and self-reliant. Women's liberation movement has come forward for female development and independence and right of equally in home and place of work. These steps may effectively influence the culture, social norms, tradition and attitude. Obviously, it can affect the communication strategy and accordingly female role portrayal in advertising. It is supported that women are to be shown less frequently as career oriented in later years⁸. Some researchers have been found to examine the women roles in advertising in western countries. However, no study has been conducted in the Nepalese context regarding this important issue. This study is concentrated on how female are portrayed, what are their roles in advertising and other related issues over female models in print advertising. This study is focused on finding answers to the following problems.

- i) What are the product categories being advertised portraying female models in print? What is the audiences' awareness level in this issue?

¹ Courtney Alice E. and Thomas W. Whipple, 'Sex Stereotyping in Advertising', Lexington Book (1983)

² Courtney Alice E. and Thomas W. Whipple, 'Sex Stereotyping in Advertising', Lexington Book (1983)

³ Silverstein, Arthur Jay and Rebecca Silverstein, "The Portrayal of Women in Television Advertising", 'Federal Communications Bar Journal' 27(1) 1974, PP 71-93

⁴ Hawkins, Del I. and Kenneth A. Coney (1976), "Advertising and Differentiated Sex Roles in Contemporary American Society", 'Journal of the Academy of Marketing Science', 4 (winter) PP 418-28

⁵ Mary C. Gilly, "Sex Roles in Advertising", 'Journal of Marketing', Vol. 52(April 1988) PP 75-85

⁶ Courtney Alice E. and Thomas W. Whipple, "Sex Stereotyping in Advertising ", Lexington Books (1983)

⁷ Cully, James D. and Rex Bennett (1976), "Selling Women, Selling Blacks", 'Journal of Communication', 26 Autumn, PP 160-74

⁸ Lysonki, Steven, "Female and Male Portrayals in Magazine: A Re-Examination", 'Arkon Business Review', 14 (Summer 1983) PP 45-50

- ii) Who act as female models in print? What does the audiences' liking /disliking?
- iii) What are the degrees of believability and impression of female featured print over the individuals' purchasing decision?
- iv) How the individuals of society perceive toward the female models, profession and their portrayal in print?
- v) What is the demographic profile of female models depicted in print?
- vi) What is the self and family response of female models of print?
- vii) What are the roles and activities played by female models in print in Nepal?
- viii) What are the individuals' reasons for noting female featured print and degree of their likes /dislikes over the exposition of female models in print?

1.3 Objectives of the Study:

The main objectives of "AN EXAMINATION ON FEMALE ROLE PORTRAYAL IN PRINT ADVERTISING" and its viewpoints are as follows:

- i) To identify the noticing behavior of individuals on product categories, perception, impression over the purchasing decision being advertised portraying female models in print advertisements.
- ii) To evaluate the individuals' reasons of noticing female featured print advertisements, demographic features and likes /dislikes of overall expression of female models in print advertisements.
- iii) To examine the attention of individuals over the roles, activities, likes /dislikes toward the categories and age range of female print advertisement models.
- iv) To evaluate the self and family response of female models of print on their portrayal roles, interested roles, their profession, inspiration to fall into the profession, the degree of satisfaction, family response on their profession, their portrayal in print advertisements and family support.

1.4 Limitations of the Study:

The purpose of this study is to explore and prove into the selected subject of study as the partial requirement of Master's degree in Business Studies. The study has the following limitations:

- i) This study is limited to a survey of respondents and interview of female models only within Nepalgunj Municipality.
- ii) This study is limited only on Nepalese print media and covers women portrayal in advertisements for every kind of products and services.
- iii) This study covers only the magazine and poster advertisements.
- iv) Due to time, resources and financial constraints and confidentiality of respondent some of the study are ignored.
- v) Finding of the study is depending on the accuracy of the data collected.

1.5 Significance of the Study:

This research is concerned with female role and their effectiveness of portrayal in advertising and thus is relative to the status of women and their important from the following viewpoints:

1. This study facilitates in the development of communication strategy for all types of organizations –profit and non-profit organizations.
2. It will facilitate the further studies regarding this issue.
3. It can facilitate the government to determine the act, rules and policies regarding female development.
4. This study will provide critical feedback to advertisers, anthropologists and feminist on the status of female in the Nepalese society.

1.6 Organization of the Study:

Chapter-1 (Introduction)

This chapter includes background of advertising sector, significance of the study, statement of the problems, scope and objectives of the study, limitations of the study and organization of the study.

Chapter-2 (Review of literature)

Under this chapter effort has been made to examine and review some of the selected books, articles publishes in different economic journals, bulletins, dissertation paper, magazines, newspaper and websites. In brief, this chapter includes review of conceptual /theoretical review, review of books, review of relevant advertising directives, review of relevant articles /journals and review of related thesis.

Chapter-3 (Research methodology)

This chapter includes research design, nature of data, data collection technique, method of analysis, statistical procedure and tools.

Chapter-4 (Presentation, analysis of data and interpretation)

This chapter deals with presentations and analysis of collected data and information through definite course of research methodology, presentation and analyzing of collected data have done through appropriate statistical tools and methodology under several headings and sub-headings, various boxes, tables and f^2 test have been used.

Chapter-5 (Summary, conclusions and recommendations)

CHAPTER – 2

REVIEW OF LITERATURE

This chapter covers the review of literature and incorporates the findings of various literatures, particularly previous studies about female role portrayal in advertising and other aspects in advertising. The review covers communication process, impersonal media of communication, portrayal of spokesperson and consumer involvement, female's role stereotyping in advertising and advertising researches conducted in Nepal.

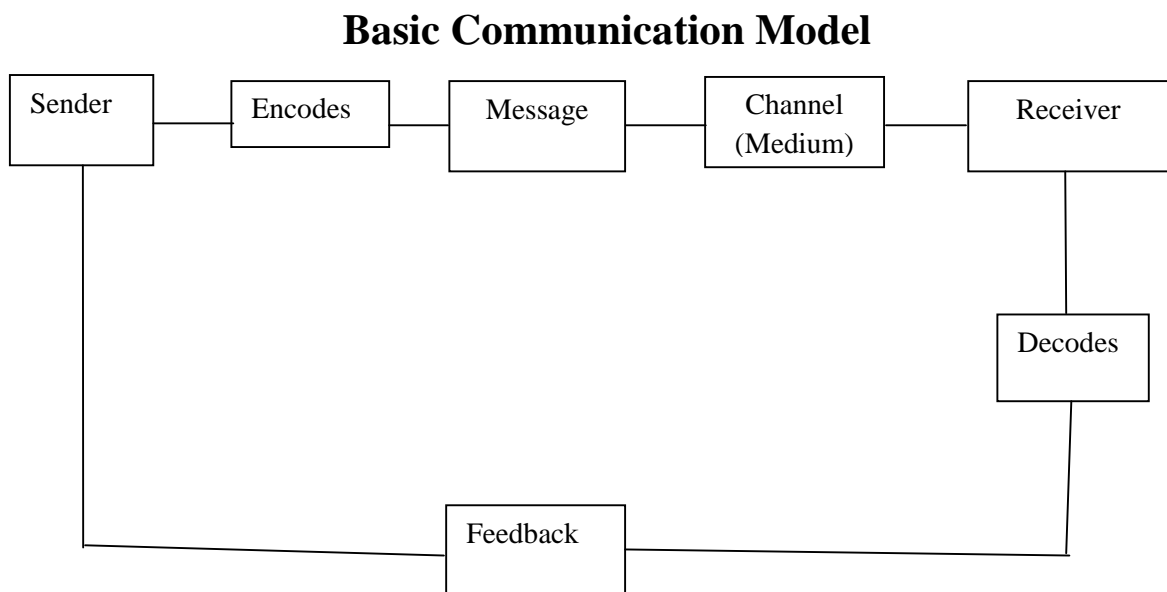
2.1 Conceptual Review

2.1.1 Communication Model

2.1.1. i Basic Communication Model:

Schiffman and Kanuk defined that communication is the transmission of a message from a sender to a receiver via a medium of some sort¹. They also alert the sender as to whether the intended message was in fact, received².

Figure 2-1 clearly visualizes the basic communication model as explained above.



¹ Leon G. Schiffman and Leslie L. Kanuk, 'Consumer Behavior', Prentice Hall of India (Pvt.) Ltd. 1994, P 283

² Ibid.

This model focuses that a sender delivers the message through a information channel to inform and influence somebody i.e. the receiver to do something in a desired way and try to get some knowledge from receivers whether they are satisfied or not. This model consists of five components.

- 1) Sender
- 2) Message
- 3) Information channel of medium
- 4) Receiver
- 5) Feedback

2.1.1. ii Comprehensive Communication Model:

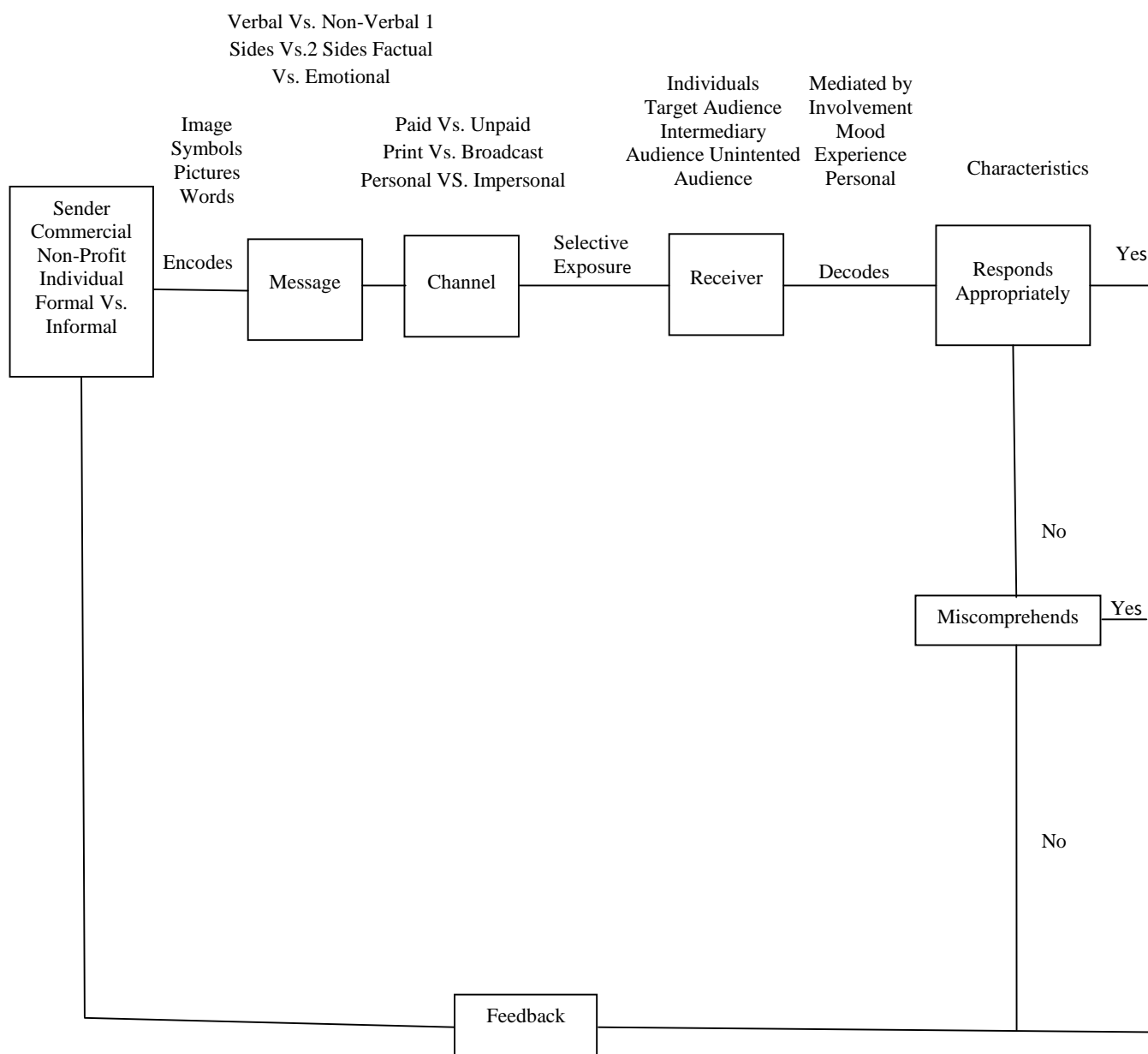
Schiff man & Kanuk (1994) included the comprehensive communication model in "consumer Behavior" which is basically a revision of basic communication model in detailed¹. They explained the comprehensive communication model by extending the basic communication model as shown in figure 2-2. It is described that the sender in the model can be commercial or non-profit organization or individual i.e. formal or informal source of initiator of information. The sender produces the message encoded by symbols, pictures, words or images. The receiver decodes the available message according to their involvement, mood, experience and personal characteristics that may lead to respond correctly or not. It depends upon the accuracy of interpretation and the persuasiveness of the receivers' response constitutes feedback to the sender.

These two communication models highlight that the better communication enhances the audience's evaluation toward the desired object most effectively. So a company's marketing communications can be design to induce purchase, to create a positive attitude toward the product brand, to give a product brand a symbolic meaning or to show that it can solve the consumers' problem better than a competitive product.

¹ Leon G. Schiffman and Leslie L. Kanuk, 'Consumer Behavior', Prentice Hall of India (Pvt.) Ltd. 1994, P 285

Figure-2-2 pretests to ensure message will be received posttests to ensure message was received.

Comprehensive Communication Model



2.1.2 Print Advertising: Impersonal Media of Communication

Advertising is mainstay of a company's communication strategy, informing the consumer about product benefits and keeping the product visible overtime¹.The advertising is, thus, demand stimulating device conveyed some message designed not only to encourage the buyer for greater and frequent purchase the particular product brand but also to aware the consumer for product or product benefits and to maintain product visibility. The American Marketing Association (AMA) glossary of marketing terms defines that Advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor². In this context, the wide use of impersonal media in firm's communication strategy (e.g. advertising) is explicitly recognized as impersonal media (both print & broadcasting) are selected to concentrate to a large and diffused audience. Mahima Mathur & Amitava Chattopadhyaya (1991) described that the consumers' mood states often are influenced by the context in which the advertising message appears (ex. adjacent TV program or newspaper story) and the context of the ad itself which in turn may affect the consumer's evaluation and recall of the message³. Media vehicles are not passive carriers, but are assumed to be active. The term active implies that vehicles do something to the ads that may make them remembered or perhaps even make a sale⁴.Most decisions about which medium to use is based on measurable characteristics of the market and media audiences⁵. The media vehicles are as important as copy and message of the advertising. The media vehicles are of two types: Printed and Broadcasting. Between these, printed media depend exclusively upon the printed words or pictures. Pictures can be normal (black and white) or colored. Printed media normally consist of five vehicles viz.: newspaper, Magazine, outdoors and transportation, direct mail and among which newspaper, magazine and outdoors and transportation, direct mail and among which newspaper, magazine and outdoors (specially papered outdoor poster) are major three.

Newspaper is a printed publication, issued usually daily or weekly with news, articles on various subject which may be published in larger metro areas, many neighborhoods, suburbs and even rural areas. It may be published in a multiplicity of advertisement sizes. It may use pre-printed inserts that are added to newspapers after they are printed. Ads may be placed in various sections of the newspaper in order to reach different kinds of individuals. Comics and holiday or special supplements may be purchased in local, regional or selected numbers of markets.

¹ Henry Assel, 'Marketing: Principles and Strategy', the Dryden Press, Saunders College Publishing, USA, 1990, PP 481-487.

² AMA quoted in Philip Kotler, 'Marketing Management: Analysis, Planning and Control', Prentice Hall of India (Pvt.) Ltd., 4th Edition 1982, P 467.

³ Leon G. Schiffman and Leslie L. Kanuk, 'Consumer Behavior', Prentice Hall of India (Pvt.) Ltd. 1994, P 287.

⁴ Jack Z. Sissors, James Surmanek, "Advertising Media", Marketing Managers Hand Book', The Dastunell Corporation, USA, 1991, P 1053

⁵ Ibid.

Magazine is a paper covered periodically usually weekly or monthly with articles, stories etc. by various writers. A consumer may be exposed to a magazine advertisement more than once and a single ad is likely to be seen by more than one reader¹. Magazine advertisement also draws by means of drawings the consumer's attention to the printed word through illustrations and headlines². So the message presented in magazines can inter into the long-term memory and recall frequently to the readers. It may be used to reach very specific kinds of audiences or in a few situation rather broad audiences. It can be purchased nationally regionally and occasionally in the large markets of the country. Ads may be published in magazine in different space units such as full or partial pages, or two page spreads, also front cover, back cover, inside front cover, inside back cover. It can be also published by inserting pre-print ads into the magazine or by using gatefolds or die- cuts, to name a few.

Outdoor advertising included all advertising that is exposed out of doors from fixed locations. The most familiar type of outdoor advertising is the standard size papered outdoor poster. The outdoor media also include painted bulletins and walls, spectacular electric, signs and papered bulletins.

2.1.3 Portrayal of Spokespersons in Advertising and consumers' Involvement.

The source of impersonal communications usually is organizations that develop and transmit appropriate message through special departments or spokesperson³. The spokesperson represents the company and directly addresses the audience about a product and urges us to buy it⁴. The spokesperson is often the commercials' central character⁵. So, So, the spokesperson may be an actor, celebrity or sales representative whose role is major to transmit the appropriate message on the behalf of the firm toward the destinations i.e. a specific audience or several audiences trying to be informed or communicated.

In impersonal communication, the reputation or expertise of the advertising spokesperson may strongly influence the credibility of message⁶. If spokespersons are viewed as credible they are more effective in conveying a message⁷. Well known spokespersons can be effective in getting an ad message across if they are likable⁸. Only well known and celebrity spokesperson can be credible who may admire and trust the consumers.

¹ Henry Assael, 'Marketing: Principles and Strategy', the Dryden Press USA, 1990, P 479.

² Ibid.

³ Leon G. Schiffman and Leslie L. Kanuk, 'Consumer Behavior', Prentice Hall of India (Pvt.) Ltd. 1994, 300.

⁴ Zikmund, William and Michael D. Amico, 'Marketing', John Wiley and Sons, USA, 1989, P 459.

⁵ Ibid.

⁶ Leon G. Schiffman and Leslie L. Kanuk, 'Consumer Behavior', Prentice Hall of India (Pvt.) Ltd. 1994, P 290

⁷ Henry Assael, 'Marketing: Principles and Strategy', the Dryden Press USA, 1990, P 479.

⁸ Ibid.

It is already known that two routes i.e. central and peripheral are used in persuasion. In central routes, marketers should present advertisement with strong, well-documented, issue relevant arguments that encourage cognitive processing. For high involvement products, marketers should follow the central route to persuasion¹. When involvement is low marketers should follow the peripheral route by emphasizing such non-content message elements as background scenery, music or celebrity spokesperson to persuasion². Such highly visual or symbolic cues provide the consumer with pleasant, indirect associations with the product and provoke favorable inferences about its merits³. Many psychologists believe that the skillful manipulation of sexual appeals, in visual images, in copy or in both may arouse sub conscious desires that manifest themselves in the purchase of goods or services⁴. But it should be noted that nudity might negatively impact the product message⁵. The advertisers who have used sex as a thematic appeal have been very successful⁶.

The findings of this review are highlighted here:

- i. Portrayal of spokespersons in advertising becomes salutary in message presentation if the consumers' involvement is low.
- ii. They can be credible, if the spokespersons portrayed in ads are well known and celebrity i. e. famous model, movie stars, executives or specialists.
- iii. The spokesperson can be credible if they are warm.

2.2 Review of Related Studies in Advertising

Advertising simply mirrors that is already present in society⁷. It is believed that advertising also influence society's perception and attitudes towards men and women. So, the female portrayal in advertising reflects either the real image or role of women in society or advertisers' response. Women are mostly predominated in home and fewer are career oriented now a day. Bert J. Kellerman (1991) examined in his research study. 'An update on the role portrayal of men and women in magazine advertising' that the proportion of male shown as workers and co-workers remained almost constant from

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³ Leon G. Schiffman and Leslie L. Kanuk, 'Consumer Behavior', Prentice Hall of India (Pvt.) Ltd. 1994, 300.

⁴ Schiffman and Kanuk, op. cit. P 311.

⁵ Michael S. Lathur, Robert E. Pitts, David C. Snook-Luther, cited from Schiffman and Kanuk, op. cit. P 311.

⁶ Schiffman and Kanuk, op. cit. P 311.

⁷ Courtney Alice E. and Thomas W. Whipple, "Sex Stereotyping in Advertising ", Lexington Books (1983)

1970 to 1988 while the proportion of women shown as workers or co-workers (as opposed to home makers and /or mothers) nearly doubled¹. In western society, women are getting free from the traditional concept and intend to become occupational at outside the home in this decade.

National advertising review board, USA in 1982 found that's until the late 1970 women were typically shown as stupid – too dumb to cope with familiar everyday chores unless instructed by children or a man². According to Henry Assael (1990), in the early 1980s, some advertises went to the other extreme and portrayed "super- woman "a working women who could serve the family breakfast, runoff to the office, glide into make dinner looking perfectly breath taking and carry on a stimulating conversation with her husband while taking care of the kids³. In the early 1990s offensive role portrayal of women still lingered but some advertisers were starting to try to portray women in more realistic roles⁴. Female are going to be portrayed as independent and capable in recent years like male in advertising in western marketing strategy. Zikmund and Amiko described in their book 'Marketing Principles' that television viewers are found of pointing out that housewives in commercials are almost, always peppy and well groomed even when they are doing the laundry or washing the floor⁵. According to Inge K. Broverman, Susan Raymond Vogel, Donald M. Broverman, Frank E. Clarkson and Paul S. Rosenkrant (1972) in their research sex role stereotypes: A current Appraisal; neatness, tactfulness, gentleness and Talkativeness were considered traditional feminine traits⁶. Women were portrayed to appear to sex linked roles though 'female nudity may negatively impact the product message' (Michael S. La Tour, Robert E. Pitts David C. Snook- Luther in an experimental investigation 'Female Nudity, Arousal and Advertisement Response')⁷. The advertisement viewers may concern to the emotional aspect of ad which may fall the product information on the shadow that the viewers can't recall the message.

Some articles of research studies recognized about the portrayal of female role in TV and magazine advertising from 1972 to 1988 in western countries have been carried for review to draw the findings of female role stereotype in advertising. The findings of the articles will be fruitful for this study.

¹ Schiffman and Kanuk, op. cit. P 469.

² Henry Assael, 'Marketing: Principles and Strategy', the Dryden Press USA, 1990, P 491.

³ Henry Assael, 'Marketing: Principles and Strategy', the Dryden Press USA, 1990, P 491.

⁴ Ibid.

⁵ William Zikmund and Michael D. Anico, 'Marketing', John Willey and Sons, Inc, 1989

⁶ Leon G. Schiffman and Leslie L. Kanuk, 'Consumer Behavior', Prentice Hall of India (Pvt.) Ltd. 1994, 300.

⁷ Ibid.

According to Geoff Easton and Catherine Tonner¹, women in advertisement are featured as:

- i) Half of the women portrayed are for decorative purposes only.
- ii) Some women are matched with their occupational roles.
- iii) Women are reasonably represented in industrial advertising.

William E. Kilbourne examined and resulted and wonderful fact that professional women in these advertisement have done to be perceived as more credible than housewives². Culley and Bennett (1976), Mc Arthur & Resko (1975), O'Donnell & O'Donnell (1978), O' Kelly and Broomquist (1976) examined the sex role portrayal in conducted in the 1970s in US ads that women were portrayed differently from men, though men and women were represented about equally overall³. Dominick & Rauch (1972) and Schneider & Schneider (1979) described that women characters were depicted as younger as and more likely to be married than male characters and were portrayed as unemployed or employed in traditional female occupations⁴. According to Poe (1976), Silverstein & Silverstein (1974), women were more likely to appear frustrated than men, were recipient of help and advice (typically from men) and were not physically active in US ads⁵. Santa Cruz and Erazo (1980) by analyzing 1315 ads among which 378 are Mexican⁶ found that.

- I. In less than 1 percent of Mexican ads were women portrayed as working outside the home and these represented traditional female occupations (e.g. secretary, nurse, hairdresser, and seamstress).
- II. In almost 70 percent of the ads, women were portrayed as aesthetic, an object or a sex object.
- III. Almost 95 percent of the ads had nothing positive to say, for example no ads showed women sharing housework with a man, taking economic responsibility or participating politically.

Another anthropological researcher Olson, Jon L (1977) stated in the acknowledgment of research "Women & Blacks on TV", Mexican women are observed to be submissive, self-sacrificing, obedient, and dutiful & child centered⁷. Female sub-

¹ Geoff Easton and Catherine Tonner, 'Women in Industrial Marketing Management', 1983, PP 145-149.

² William E. Kilbourne, "An Exploratory Study of the Effect of Sex Role Stereotyping on Attitude Toward Magazine Advertisement", *Journal of Academy of Marketing Science*.

³ Mary C. Gilly, In literature review of "Sex Roles in Advertising : A Comparison of TV in Australia, Mexico & United States", *Journal of Marketing* , Vol. 52, April 1988, PP 75-85.

⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

⁷ Mary C. Gilly, quoted in "Sex roles in Advertising", *Journal of Marketing* , Vol.52, April 1988, PP 75-85.

ordination is found universally¹. Newland (1987) in women's magazine fiction centered in USA and Latin America showed the values of the two cultures to be 'quite consistent' & the desirable fictional heroines in both countries "all manifested passivity" and was humble, virtuous and dependent; weak, sub-missive and tolerant of sexual double standard².

Courtney & Whipple conducted two different researches in two different periods 'Women in TV Commercials' (1974) and 'Sex Stereotyping in advertising' (1983). The results of these studies are outlined here,

- I. Women are not portrayed as autonomous independent human beings but are primarily 'sex-typed'³.
- II. Women still were shown primarily in the home⁴. They stressed; women were for different from men according to their portrayed images in advertising. Women sex roles continue to change and expand at a faster rate than the advertisers' response. Lysonski (1983) supported that women to be shown less frequently as dependent on men & more frequently are career oriented in the latter years⁵.

Marry C. Gilly, an Assistant Professor, Graduate School of Management, University of California, Irvine, who had conducted a study, 'Sex Role in Advertising: A comparison of TV in Australia, Mexico & United States' in 1988. She highlighted the results⁶ in the following ways.

- I. Women appeared in commercials for products for women or for either sex but rarely appeared in commercials for men's products. They were more likely to be portrayed in the home, a store or outdoors.
- II. Women were accounted for only 12 percent or less of the voice over used in commercials and they were portrayed as spokes- persons more often than men were.
- III. Women were significantly portrayed more likely young (under 35 years of age) and more frequently as recipients of help and advice.
- IV. Women were consistently fewer to be portrayed as employed than men were and no female characters portrayed as professional / high-level business executive but

¹ Ortner, Sherry B, "Is Female to Male as Nature is to Culture?" 'Women Culture & Society', MZ Rosaldo and L. Lamphere, Ed's Stanford CA: Stanford University Press PP (67-87).

² Newland, Kathleen, "Women in Words & Pictures", Toward Internationalism, 1987, Newbury House Publishers PP 213-36.

³ Courtney Alice E. and Thomas W. Whipple "Women in TV Commercials," 'Journal of Communication', 24 spring 1974, PP 110-118.

⁴ Courtney Alice E. and Thomas W. Whipple, "Sex Stereotyping Advertising", 'Lexington Books' (1983).

⁵ Lysouski, Steven, "Female & Male Portrayals in Magazine: A Re-Examination". 'Akron Business Review' 1983, 14 summer, PP 45-50.

⁶ Mary C. Gilly, "Sex roles in Advertising", 'Journal of Marketing', Vol.52, April 1988, PP 75-85.

primarily portrayed in white-collar occupations or as entertainers. However more women portrayed are more likely not frustrated.

- V. Roles are used as spouse, mother, and housewife as relationship, worker, celebrity, and interviewer and engaged in physical activity or sport or in sex.

From all these literature review, larger number of portrayal of female models has been visualized as traditional cultural male-dominated and fewer career oriented by advertisers in various western TV and

- 1) Women were portrayed as under strong traditional values and norms i.e., they were mostly found predominantly in the home as product users, childcare and decorative performance rather than occupational settings.
- 2) Female were portrayed as recipient of help and advice i.e. weak, obedient, dependent, tolerant, self-sacrificing, submissive etc.
- 3) Female basically young girls are depicted primarily as sex object or sex oriented showing nudity through the role of artists, sports girl, students etc.
- 4) Fewer women were appeared as employed in traditional occupations of secretary, nurse, hairdresser etc.
- 5) Nominal women were taken as top executives, businesswomen & excellent specialists.

Now the female roles are continuing to change and expand in faster rate and directed toward modern occupational settings. They are being conscious, educated independent and career oriented.

Attitudes toward appropriate roles for women differ among cultures¹. Different countries may have different cultures. So differences among countries can be expected in portrayal of women in advertising². It is supported that treatment of women & their relative power and contribution vary enormously from culture to culture³. All the researches and books reviewed in this chapter are concerned with western cultures & countries. Further, time has nearly been away one decade from the researches reviewed which might lead to change the image of society's perception and advertisers' response. So the portrayal of female role stereotypes in advertising is concerned to study what treatment of female is done in TV and magazine advertising in Nepal and India since the socio-cultural aspects in both countries are quite consistent.

¹ Haowkins Del I and Kenneth A Coney," Advertising and Differentiated Sex Roles in Contemporary American Society", ' Journal of the Academy of Marketing Science', 1976, PP 418-428.

² Mary C. Gilly, quoted in "Sex roles in Advertising", "Journal of Marketing", Vol.52, April 1988, PP 75-85.

³ Ortner, Sherry B, "Is Female to Male as Nature is to Culture?" 'Women Culture & Society', CA: Stanford University Press, 1874, PP (67-87).

2.3 Review of Related Studies in Advertising in Nepal

Within past 20 years, marketing research studies were rarely conducted. Almost researches had been done to extinguish only academic formalities. Except academic research program, marketing research can be developed quantitatively as well as qualitatively in competitive industrialized sector mostly. But within the period before rehabilitation of democracy, even industrialization was not propelled by the government sector. It was bounded to the slogan. The concept of industrialization was not promulgated and was limited to fewer merchants and private organizations. The economy was controlled completely under the government but announced it a mixed economy. There were so many public enterprises and fewer private organizations and they were exactly monopolistic. There was no competition in product brands. The managerial treatment was imperfect and accordingly the advertising strategy was, in usual, very poor. After rehabilitation of democracy, industrialization has been slowly made forward like baby walk. Government fiscal policy has been diverted into the competition market with free market economy within the past seven years. So the speed of advertising research can be expected to move fast though nominal advertising researches, perhaps, have been done the behalf of any business institutions yet.

However some research studies, in the field of dissertation writing program for the partial fulfillment of MBA, have been conducted regarding the advertising. Among them four dissertations have been taken for review here.

Mr. Upadhyaya¹ had successfully completed his advertising research of descriptive type. Only radio was the effective media vehicle to communicate the message to the audiences at that time. So he has conducted the research named 'Radio Advertising and Its Impact on Purchasing Act in Consumer Goods' from which he had drawn the serious conclusion. The conclusions are listed point wise here,

- I. Purchasing of the majority of Nepalese did not need any advertising and they couldn't even dream of costly advertised articles.
- II. Accelerating advertising was mass media though they were characterized by limited reach.
- III. Literacy was very low and networks of transportation and communication were underdeveloped.
- IV. Advertising messages were prepared in haphazard manner and its effectiveness was not measured.

¹ Upadhyaya, Santosh Kumar, 'Radio Advertising and Its Impact on Purchasing Act in Consumer Goods', Dissertation for MBA, TU, Kirtipur, January 1981.

V. Radio ads were more effective than others.

Other dissertation had been completed in 1985 by Rajendra Giri¹ regarding advertising on the topic of 'A Study on the Communication Effect of Advertising and Brand Preference of Instant Noodles' and his conclusion were depicted here,

- I. The radio and short film /cine-slides are proper media for the ad of edible goods.
- II. Ad should be too simple that can easily be understood by every person.
- III. The advertisers should know the theme of advertisement to be infused into the mind of customers.
- IV. The effectiveness of ad is not satisfactory, as behavior of the entire customer has not been turned towards to immediate purchase.
- V. The communication effect of advertising has been limited only as a means of brand awareness not for brand preference.

Another research had been conducted by G. R. Sharma². He had successfully completed the descriptive research 'The Movie Stars Endorsement in advertising in June 1996 as dissertation writing. His objectives were as follows-

- I. To examine the role movie stars endorsement in advertising in creating the extent of product brand awareness.
- II. To find out the role of movie stars endorsement in enhancing the advertisement message recall.
- III. To find out the contribution of the movie stars endorsed in advertising to creating believability of the advertisement message contents.
- IV. To examine the audiences' perception of the product brands for which movie stars had been endorsed in their ads.
- V. To find out whether their endorsement in advertising create positive attitudes.

To draw the conclusion of the research regarding these objectives, primary data had been collected from the field survey with the use of structured questionnaire for soap products within Kathmandu valley. To collect the attitudes and response of sample size 300 college students of age 16-27 years. They were exposed to audiovisual. The questionnaire contained 450 multiple choice questions among which 150 were rejected for analysis purpose. The executives of soap manufacturing companies and some advertising agencies were contacted for interview. The data had been analyzed by the test of hypothesis using f^2 test.

¹ Giri, Rajendra, 'A Study on the Communication Effect of Advertising and Brand Preference of Instant Noodles', Dissertation for MBA, TU, Kirtipur, 1985.

² Sharma, Gopi Ram, 'The Movie Stars Endorsement in Advertising', Dissertation for MBA, TU, Kirtipur, 30th June 1996.

From the analysis of collected data he had outlined the findings objective-wise and recommendation in this literature-

- i. The audiovisual ads endorsed movie stars highly were the respondents aged 16-21 for the selected brand than non- endorsed.
- ii. The ads enhanced the message recall especially to the lower aged respondents in high degree because of the familiar appearance of movie stars.
- iii. The respondents were not convinced movie stars as the credible source of information about the advertised product brands. They preferred the ad of product having qualitative attributes.
- iv. The ads of the soap brands had not been able to strongly associate the brands with the requirement of the life styles of the movie stars.
- v. The advertisers had ignored the matching of the product brand personality with the requirement of the life style of the stars.

Mr. Sharma has recommended setting up the advertisement policy to the marketers/ advertisers rather than researchers. Regarding this subject, the recommendations are as follows,

- I. The ads would be fruitful in setting the advertisement for the new product that is to enter into market.
- II. If the product is to be targeted mostly to teenagers such type of ads are recommended to set up.
- III. If the message recall is to enhance to the audiences, the ad is recommended to set up.
- IV. The ads can be suitable for high quality products that can enhance the message believability.
- V. If is suggested to develop highly credible attributes in their products and are suggested to give good brand image through various ways.

Only one experimental research for a tooth paste product had been conducted by K. P. Regmi¹ in Kathmandu valley targeted potential Nepalese consumers having age range 16-39 years who are able to read an ad poster and understand its sales message to discover the difference in communication effect of male and female featured advertisements. He conveyed three variables under the study.

- I. Sex of personality appearing in an ad instrument: i.e., to identify the gender of a person featured in an ad poster.
- II. Sex of the ad viewers: i.e., to identify the gender of a person who is intended to read an ad poster.

¹ Regmi, Keshav Prasad, 'Aren't Men Equally Good Advertisers? A study of the relative communication effects of male and female featured advertisement', dissertation for MBA, TU, Kirtipur, 17 June 1996.

III. Communication effect of an ad instrument i.e., to evaluate the viewer's favorable impression of an ad poster.

The primary data of 32 subject respondents (half of them male and half female) had been recorded in different annex which is analyzed by the tool of analysis of variance for testing hypothesis. By analyzing the responses of respondents, Mr. Regmi had reached on the following conclusions-

- I. The communication effect of an advertisement is primarily determined by a combination of illustrative features and not just by the personalities, male or female, appearing in that ad
- II. In any case, people like creative ads.
- III. Advertisers do not perhaps need to find women for making beautiful ads indeed and they should see to it that their ads are not unnecessarily female featured.

Mr. Regmi does not interpret clearly about creative ads and the objective is not clearly fulfilled. He does not identify what type of advertisements is unnecessary female featured? He also does not identify the communication effect i.e. credibility, message recall, source believability, vehicle impression etc. regarding advertisements. Mr. Regmi had suggested in his literature that research studies could be propounded further regarding the following advertising contexts-

-) Creative message VS creative pictures
-) Symbolic pictures VS usual pictures
-) Ordinary personality pictured ads VS celebrity pictured ads.
-) Relative communication effects of simple and rather complex illustrations.

All the reviewed literatures/ researches are oriented and pointed to the advertising. Some researches related or different to this research have concentrated the effectiveness of. Some have measured credibility of ad, message recall and frequency of the exposed ads. Some researches related to this research have analyzed the roles in a media vehicle only (e.g. TV or magazine) mostly. But this research is oriented to a large field of print media focusing overall aspect of female roles.

This female focused research is going to attempt the analytical study from the data to be collected to draw the findings objective wise regarding print advertising. The data based on this research will be collected to contain the response of individuals and impression to society toward the ads and its' credibility, a major part, attitudes of female print ad models toward profession and their beneficial target through the profession & lastly comments and analysis towards roles of portrayed female models in print as by marketing /advertising experts, academicians and top marketing executives to unbiased direction. It will enhance to perfect representation from every aspect of society because of

selecting more reference groups. This is being, now, a recent issue, sometimes; it is made a controversy from the side of feminism and liberation movement. Some cultures and traditions of typically Aryan society consider the profession as a distortion and vulgar. So, the study can be crucial to add a dimension in the stream of advertising research. It can facilitate to identify clearly the profession reality.

CHAPTER - 3

RESEARCH METHODOLOGY

Research methodology is a scientific or art of inquiry in order to collect necessary data or information. It produces knowledge systematically and scientifically. The methods of data collection were primary as well as secondary from different sources. This chapter consists of four main sections under this study, which are described as follows:

3.1 Sampling plan:

In this section, the population of this study, sample size, sampling unit, sampling procedures and the product included in the study have been described.

- 3.1.1 **Population:** The population of this study contains all the audiences of the print advertising and female print models portrayed in print media.
- 3.1.2 **Sample Size:** 100 individual audiences of the print and 11 female print models were surveyed in this study. All the responses from both the surveys are tabulated and listed at the end of this chapter.
- 3.1.3 **Sampling Unit:** Audiences of print ads and female print models of Nepalgunj Municipality was the sample unit of this survey.
- 3.1.4 **Sampling Procedures:** Intercept interviews of the audiences of print ads have been conducted in different locations of Nepalgunj municipality viz. B.P. Chowk, Tribhuvan Chowk, Fultekra, Puspahal Chowk, Khajura Road, Banke Gaun, Charbahini road etc.

Interview of print ad models have been arranged for different product categories viz. water, food, drinks, ball pen, tooth paste, cosmetics etc. The audiences of print ad for interview have been selected randomly in different schools, colleges, offices, different retail stores etc.

3.2 Data Collection Procedures:

Two well-structured questionnaires have been developed. The first questionnaire covered the opinion survey of individuals of society towards female portrayal in print ads. The opinions of the audiences with the help of this questionnaire have been collected to study the impression of the respective advertisements over the respondents' purchasing decision, believability of the advertisements, recall of ads, attitudes toward female print model, their profession, their depiction etc.

Another questionnaire was developed & used for the demographic study of female print ad models and their responses toward their portrayal. The models of the print advertisement were questioned about their economic well being from their involvement in print modeling, their self-response over their portrayal in print ad, degree of satisfaction or frustration problems faced from modeling in print ad etc.

In designing the above questionnaires the following variables have been considered by this study:-

- 3.2.1 Variables determined in designing 1st questionnaire regarding the response of individuals of society.
- i) Product categories of that are female featured.
 - ii) Categories of female as female model.
 - iii) Age range of models.
 - iv) Roles played by females' models.
 - v) Activities played by female models.
 - vi) Reasons of noticing female featured print ad
 - vii) Likes of overall expression of female models.
 - viii) Believability of female featured print ad
 - ix) Impression of female featured print ad in purchasing decision.
 - x) Perception toward female print models.
 - xi) Perception toward the print modeling profession.
 - xii) Perceptions toward the portrayal of models in print ad

3.2.2. Variables determined in designing 2nd questionnaire regarding the female print models.

- I. Age
- II. Marital status
- III. Academic status
- IV. Played roles
- V. Played activities
- VI. Occupation
- VII. Interested roles
- VIII. Interested activities
- IX. Nature of female models' family
- X. Response of models' family members toward profession & their portrayal in print advertisements.
- XI. Expectation from modeling
- XII. Duration of involvement in modeling
- XIII. Economic well-being from modeling
- XIV. Financial support to the family
- XV. Perception of female models over their profession
- XVI. Opportunities got by female models from modeling
- XVII. Satisfaction got from modeling
- XVIII. Inspiration to enter into modeling
- XIX. Attraction of modeling
- XX. Suffer from modeling

3.3 Data Analysis Procedures:

The data have been analyzed mainly with the use of percentage analysis and f^2 (chi-square) test.

CHAPTER - 4

DATA ANALYSIS AND PRESENTATION

The data collected from the two questionnaires have been analyzed by using percentage analysis and significance test i.e. f^2 -Test to evaluate the concerned variable in this chapter. It contains two parts. Part I analyze the variables regarding the 1st questionnaire and part II analyzes the variables regarding the 2nd questionnaire.

4.1 Analysis of Variables Relating to the Perception and Response of Individuals:

This part concerned with the variables relating the perception and response of individuals of society towards the print female model and the print portraying the female models. In this context, the data of the individuals of society specifying four types of age categories with respect to both sexes i.e. male and female. The corresponding sample size has been presented in the following table.

Table No 4.1
Sample size of Individual of Society Specifying the
Age Categories with respect to Sex

Age	Sex	
	Male	Female
5-15	13	13
15-25	13	13
25-35	12	12
35-45	12	12
Total	50	50

Examinations and Evaluations

Variables:

1. Looking habits of individuals towards product categories being advertised by female models.

Table No 4.2
Looking Habits of Individuals toward Product Categories

Product Categories	Male	Female
Food /Snacks	50	45
Soft Drinks /Water	48	30
Personal & Beauty Care	40	50
Household Appliances /Furnishing	30	40
Household Cleaning /Washing /Kitchen Supplies	10	30
Alcoholic Beverage	45	40
Clothing	15	46
Instrumental /Educational Materials /Public Services	20	36

Percentage Analysis:

a. Food /Snacks

$$\text{Male} = \frac{50}{50} \times 100 = 100\%$$

$$\text{Female} = \frac{45}{50} \times 100 = 90\%$$

b. Soft Drink /Water

$$\text{Male} = \frac{48}{50} \times 100 = 96\%$$

$$\text{Female} = \frac{30}{50} \times 100 = 60\%$$

c. Personal & Beauty Care

$$\text{Male} = \frac{40}{50} \times 100 = 80\%$$

$$\text{Female} = \frac{50}{50} \times 100 = 100\%$$

d. Household Appliances /Furnishing

$$\text{Male} = \frac{30}{50} \times 100 = 60\%$$

$$\text{Female} = \frac{40}{50} \times 100 = 80\%$$

e. Households /Cleaning /Washing /Kitchen supplies

$$\text{Male} = \frac{10}{50} \times 100 = 20\%$$

$$\text{Female} = \frac{30}{50} \times 100 = 60\%$$

f. Alcoholic Beverage

$$\text{Male} = \frac{45}{50} \times 100 = 90\%$$

$$\text{Female} = \frac{40}{50} \times 100 = 80\%$$

g. Clothing

$$\text{Male} = \frac{15}{50} \times 100 = 30\%$$

$$\text{Female} = \frac{46}{50} \times 100 = 92\%$$

h. Institutional / Educational Materials /Public Service

$$\text{Male} = \frac{20}{50} \times 100 = 40\%$$

$$\text{Female} = \frac{36}{50} \times 100 = 72\%$$

Findings:

- a) 100 percent male were found to notice the advertisements regarding the food /snacks whereas 100 percent female noticed the advertisements regarding personal and beauty care.
- b) 90-96 percent male was found to notice the advertisements regarding alcoholic beverage and soft drink /water. 90-92 percent female were found to notice the advertisements regarding food /snacks and clothing.
- c) 60-80 percent male were found to notice the advertisements regarding personal and beauty care and household appliances /furnishing and 60-80 percent female were found to notice the advertisements regarding soft drinks /water, household appliances

/furnishing, house hold cleaning /washing /kitchen supplies, alcoholic beverage and institutional /educational materials /public services.

- d) 20 percent male are found to notice the advertisements regarding household cleaning /washing kitchen supplies, 30 percent are found to notice regarding clothing and 40 percent are found to notice regarding institutional /educational materials /public Service.

2. Likes on categories of female as female models.

Table No 4.3
Sex wise likes on Categories of Female as Female Models

Categories	Male	Female	Total
Expert /Executive	20	15	35
Artist	25	39	64
Ramp model /Choreographer	33	40	73
Total	78	94	172

Percentage Analysis:

- a) Expert /Executive

$$\text{Male} = \frac{20}{50} \times 100 = 40\%$$

$$\text{Female} = \frac{15}{50} \times 100 = 30\%$$

- b. Artist

$$\text{Male} = \frac{25}{50} \times 100 = 50\%$$

$$\text{Female} = \frac{39}{50} \times 100 = 78\%$$

- c. Ramp model /Choreographer

$$\text{Male} = \frac{33}{50} \times 100 = 66\%$$

$$\text{Female} = \frac{40}{50} \times 100 = 80\%$$

f^2 - Test

H_0 : Likes over the categories of female as female model is independent to the sex of individuals of society, i.e. there is no significant difference between likes of male and female individuals on categories of female as female model.

Calculation of Expected Frequencies:

We have,

$$\text{Expected Frequency, } = \frac{RT \times CT}{N}$$

$$E (20) = \frac{38 \times 78}{172} = 16$$

$$E (15) = \frac{38 \times 94}{172} = 19$$

$$E (25) = \frac{64 \times 78}{172} = 29$$

$$E (39) = \frac{64 \times 94}{172} = 35$$

$$E (33) = \frac{78 \times 78}{172} = 33$$

$$E (40) = \frac{78 \times 94}{172} = 40$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
20	16	4	16	1
15	19	-4	16	0.84
25	29	-4	16	0.55
39	35	4	16	0.46
33	33	0	0	0
40	40	0	0	0
				(O-E) ² /E= 2.85

Here, the degrees of freedom (d.f) are (3-1) (2-1) = 2×1=2. The tabulated value of f^2 of degrees of freedom 2 at 5% level is 5.991 where the calculated value of f^2 is less than the tabulated value. So, H_0 : may be accepted. So, there is no significant difference between the likes of male & female individuals on categories of female as female model.

Table No 4.4
Age wise likes on Categories of Female as Female Models

Categories	Age below 25	Age above 25	Total
Experts /Executives	11	26	37
Artist	35	27	62
Ramp model /Choreographer	46	27	73
Total	92	80	172

Percentage Analysis:

a. Expert /Executive

$$\text{Age below 25} = \frac{11}{52} \times 100 = 21.15\%$$

$$\text{Age Above25} = \frac{26}{48} \times 100 = 54.17\%$$

b. Artist

$$\text{Age below 25} = \frac{35}{52} \times 100 = 67.31\%$$

$$\text{Age Above25} = \frac{27}{48} \times 100 = 56.25\%$$

c. Ramp model /Choreographer

$$\text{Age below 25} = \frac{46}{52} \times 100 = 88.46\%$$

$$\text{Age Above25} = \frac{27}{48} \times 100 = 56.25\%$$

f²- Test

H₀: Likes over the categories of female as female model is independent to the age of individuals below than 25 and above 25 of society, i.e. there is no significant difference between likes of individuals' age below 25 and above 25 on categories of female as female model.

Calculation of Expected Frequencies:

$$E(11) = \frac{37 \times 92}{172} = 20$$

$$E(26) = \frac{37 \times 80}{172} = 17$$

$$E(35) = \frac{62 \times 92}{172} = 33$$

$$E(27) = \frac{62 \times 80}{172} = 29$$

$$E(46) = \frac{73 \times 92}{172} = 39$$

$$E(27) = \frac{73 \times 80}{172} = 34$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
11	20	-9	81	4.05
26	17	9	81	4.76
35	33	2	4	0.12
27	29	-2	4	0.14
46	39	7	49	1.26
27	34	-7	49	1.44
				(O-E) ² /E = 11.77

Here, the degree of freedom (d.f.) are (3-1) (2-1) = 2 × 1 = 2. The tabulated value of f^2 of degrees of freedom 2 at 5% is 5.991, where the calculated value of f^2 is greater than the tabulated value of f^2 i.e. highly significant. So, H_0 : may be rejected. So, there is highly significant difference between the likes of individuals' age below 25 and above 25 on categories of female as female model.

Findings:

- 66-80 percent male and female liked the advertisements which are female ramp models /choreographer featured as female models whereas 78 percent female liked the female artists featured advertisements but 30-40 percent male and female liked expert /executive featured advertisements and 50 percent of male liked female artists featured advertisements.
- Nearly 88 percent individuals having age below 25 liked female ramp models /choreographers featured print advertisements where as 56-67 percent individuals of age below 25 and above 25 liked female artist and female ramp model featured

print advertisement but 21 percent individuals having age below 25 liked expert /exceptional and nearly 54 percent individuals having age above 25 liked expert /executive.

- c) There was no significant difference between the likes of male and female individuals of society on the categories of female as female model where as highly significant difference was there in between the likes of individuals having age below 25 and above 25 over the categories of female as female model.

3. Likes of individuals regarding the age range of models.

Table No 4.5
Sex wise likes of Individuals Regarding the Age Range of Models

Age Range of Models	Male	Female	Total
Under 30	40	34	74
Above 30	15	21	36
Total	55	55	110

Percentage Analysis:

a. Under 30

$$\text{Male} = \frac{40}{50} \times 100 = 80\%$$

$$\text{Female} = \frac{34}{50} \times 100 = 68\%$$

b. Above 30

$$\text{Male} = \frac{15}{50} \times 100 = 30\%$$

$$\text{Female} = \frac{21}{50} \times 100 = 42\%$$

f^2 -Test

H_0 : Likes over the age range of female models is independent to the sex of individuals i.e. there is no significant difference between the likes of male and female individuals on the age range of the female models being advertised in print advertisement.

Calculation of Expected Frequencies:

$$E(40) = \frac{74 \times 55}{110} = 37$$

$$E(34) = \frac{74 \times 55}{110} = 37$$

$$E(15) = \frac{36 \times 55}{110} = 18$$

$$E(21) = \frac{36 \times 55}{110} = 18$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
40	37	3	9	0.24
34	37	-3	9	0.24
15	18	-3	9	0.50
21	18	3	9	0.50
				(O-E) ² /E= 1.48

Here, the degree of freedom are (2-1) (2-1) =1. The tabulated value of f^2 for 1d.f. at 5% level is 3.841 where the calculated value of f^2 is smaller than tabulated value i.e. not significant. So, H_0 : may be accepted, i.e. there is no significant difference between the likes of male and female individuals on the age range of the female models.

Table No 4.6
Age wise likes of Individuals Regarding the Age Range of Models

Age range of Models	Age below 25	Age above 25	Total
Under 30	42	37	79
Above 30	17	14	31
Total	59	51	110

Percentage Analysis:

a) Under 30

$$\text{Age below 25} = \frac{42}{52} \times 100 = 80.77\%$$

$$\text{Age above 25} = \frac{37}{48} \times 100 = 77.08\%$$

b) Above 30

$$\text{Age below 25} \quad = \frac{17}{52} \times 100 = 32.69\%$$

$$\text{Age above 25} \quad = \frac{14}{48} \times 100 = 29.17\%$$

f^2 - Test

H_0 : Likes over the age range of female models is independent to the age of individuals below than 25 and above 25 in the society i.e. there is no significant difference between the likes of individuals having age below 25 and above 25 over the age range of female models being advertised.

Calculation of Expected Frequencies:

$$E(42) \quad = \frac{79 \times 59}{110} = 42$$

$$E(37) \quad = \frac{79 \times 51}{110} = 37$$

$$E(17) \quad = \frac{81 \times 59}{110} = 17$$

$$E(14) \quad = \frac{81 \times 51}{110} = 14$$

Since, the observed and expected frequencies are same for the age below 25 and above 25 over the range of models. So, H_0 : may be accepted i.e. there is no significant difference between the likes of individuals having age below 25 and above 25 over the age range of female models being advertised.

Findings:

- a. 68-81 percent individuals either male or female or age below 25 or above 25 liked under 30 aged female models featured print advertisements and 29-42 percent individuals either male or female or age below 25 or above 25 liked over 30 aged female models featured print advertisements.
- b. There was no significant difference between the likes of male and female as well as the individuals having age below 25 and above 25 over the age range of female models in print advertisements.

4. Attraction of the individuals over the role played by female models.

Table No 4.7
Sex wise Attraction of the Individuals over the Role
Played by Female Models

Roles	Male	Female	Total
Couple	46	49	95
Joint	12	17	29
Guardian	13	-	13
Single	17	33	50
Total	88	99	187

Percentage Analysis:

- a. Couple role

$$\text{Male} = \frac{46}{95} \times 100 = 48.42\%$$

$$\text{Female} = \frac{49}{95} \times 100 = 51.58\%$$

- b. Joint role

$$\text{Male} = \frac{12}{29} \times 100 = 41.38\%$$

$$\text{Female} = \frac{17}{29} \times 100 = 58.62\%$$

- c. Guardians' role

$$\text{Male} = \frac{13}{13} \times 100 = 100\%$$

$$\text{Female} = \frac{0}{13} \times 100 = 0\%$$

- d. Single Role

$$\text{Male} = \frac{17}{50} \times 100 = 34\%$$

$$\text{Female} = \frac{33}{50} \times 100 = 66\%$$

f^2 -Test

H₀: Attraction over the roles of female model is independent to the sex of individuals of society, i.e. there is no significant difference between the attraction of male & female individuals of society over the roles of female models being advertised in print advertisements.

Calculation of Expected Frequencies:

$$E(46) = \frac{95 \times 88}{187} = 45$$

$$E(49) = \frac{95 \times 99}{187} = 50$$

$$E(12) = \frac{29 \times 88}{187} = 14$$

$$E(17) = \frac{29 \times 99}{187} = 15$$

$$E(13) = \frac{13 \times 88}{187} = 6$$

$$E(0) = \frac{13 \times 99}{187} = 7$$

$$E(17) = \frac{50 \times 88}{187} = 24$$

$$E(33) = \frac{50 \times 99}{187} = 26$$

Calculation of f^2

0	E	0-E	(0-E)²	(0-E)²/E
46	45	1	1	0.0222
49	50	-1	1	0.02
12	14	-2	4	0.2857
17	15	2	4	0.2667
13	6	7	49	8.1667
0	7	-7	49	7
17	24	-7	49	2.0417
33	26	7	49	1.8846
				(0-E)²/E=19.6876

Here, the degrees of freedom are $(4-1)(2-1) = 3$. The tabulated value of f^2 for 3 degree of freedom at 5% level is 7.815 where the calculated value of f^2 is greater than tabulated value i.e. significant. So, H_0 : may be rejected. So, there is significant difference between the attraction of male and female individuals over the role of female model.

Table No 4.8
Age wise Attraction of the Individuals over the Role Played by
Female Models.

Roles	Age below 25	Age above 25	Total
Couple	48	46	94
Joint	13	12	25
Guardian	8	9	17
Single	26	25	51
Total	95	92	187

Percentage Analysis

a. Couple role

$$\text{Age below 25} = \frac{48}{52} \times 100 = 92.31\%$$

$$\text{Age above 25} = \frac{46}{48} \times 100 = 95.83\%$$

b. Joint role

$$\text{Age below 25} = \frac{13}{52} \times 100 = 25\%$$

$$\text{Age above 25} = \frac{12}{48} \times 100 = 25\%$$

c. Guardians' role

$$\text{Age below 25} = \frac{8}{52} \times 100 = 15.38\%$$

$$\text{Age above 25} = \frac{9}{48} \times 100 = 18.75\%$$

d. Single Role

$$\text{Age below 25} = \frac{26}{52} \times 100 = 50\%$$

$$\text{Age above 25} = \frac{25}{48} \times 100 = 52.08\%$$

f^2 -Test

Excepted & observed frequencies are same for the age below 25 and above 25 over the roles of models. So, there is no significant difference between the attraction of individuals having age below 25 and age above 25 over the roles of female models played in print advertisements.

Findings:

- a) 92-98 percent male and female as well as individuals having age below 25 and above 25 were attracted on the couple role of female models whereas 66 percent female and 52 percent individuals having age above 25 were attracted on the single role of female models but 24-26 percent male and 0-34 percent female as well as 15-25 percent individuals having age below 25 and 18-25 percent individuals having age above 25 were attracted on the joint and guardian's role of female models and 34 percent male and 50 percent individuals having age below 25 were attracted on the single role of female models in print advertisements.
- b) There was significant difference between the attractions of male and female individuals whereas no significant difference between the attractions of individuals having age below 25 and above 25 over the roles played by female models in print advertisements.
5. Attraction of individuals over the activities played by female models.

Table No 4.9
Sex wise Attraction of Individuals Over the Activities Played by Female Models

Activities	Male	Female	Total
Traditional	46	43	89
Sportsmanship	18	27	45
Career Oriented	30	44	74
Sex Appeal	32	10	42
Total	126	124	250

Percentage Analysis:

a. Traditional

$$\text{Male} = \frac{46}{50} \times 100 = 92\%$$

$$\text{Female} = \frac{43}{50} \times 100 = 86\%$$

b. Sportsmanship

$$\text{Male} = \frac{18}{50} \times 100 = 36\%$$

$$\text{Female} = \frac{27}{50} \times 100 = 54\%$$

c. Career Oriented

$$\text{Male} = \frac{30}{50} \times 100 = 60\%$$

$$\text{Female} = \frac{44}{50} \times 100 = 88\%$$

d. Sex Appeal

$$\text{Male} = \frac{32}{50} \times 100 = 64\%$$

$$\text{Female} = \frac{10}{50} \times 100 = 20\%$$

 f^2 -Test

H_0 : Attraction over the activities played by female models is independent to the sex of individuals of society i.e. there is no significant difference between the attraction of male and female individuals of society over the activities played by female model.

Calculation of Expected Frequencies:

$$E(46) = \frac{89 \times 126}{250} = 45$$

$$E(43) = \frac{89 \times 124}{250} = 44$$

$$E(18) = \frac{45 \times 126}{250} = 23$$

$$E(27) = \frac{45 \times 124}{250} = 22$$

$$E(30) = \frac{74 \times 126}{250} = 37$$

$$E(44) = \frac{74 \times 124}{250} = 37$$

$$E(32) = \frac{42 \times 126}{250} = 21$$

$$E(10) = \frac{42 \times 124}{250} = 21$$

Calculation of f^2

O	E	O-E	(O-E)²	(O-E)²/E
46	45	1	1	0.0222
43	44	-1	1	0.0227
18	23	-5	25	1.0870
27	22	5	25	1.1364
30	37	-7	49	1.3243
44	37	7	49	1.3243
32	21	11	121	5.7619
10	21	-11	121	5.7619
				(O-E)²/E = 16.4407

Here, degree of freedom are (4-1) (2-1) = 3. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 where the calculated value of f^2 is greater than the tabulated value i.e.

significant. So, H_0 : may be rejected. Therefore there is significant difference between the attraction of male and female models over the portrayed activities of female model.

Table No 4.10
Age wise Attraction of Individual over the Activities Played by Female Models

Activities	Age below 25	Age above 25	Total
Traditional	40	44	84
Sportsmanship	23	28	51
Career Oriented	32	39	71
Sex Appeal	20	17	37
Total	115	128	243

Percentage Analysis:

a. Traditional

$$\text{Age below 25} = \frac{40}{52} \times 100 = 76.92\%$$

$$\text{Age above 25} = \frac{44}{48} \times 100 = 91.67\%$$

b. Sportsmanship

$$\text{Age below 25} = \frac{23}{52} \times 100 = 44.23\%$$

$$\text{Age above 25} = \frac{28}{48} \times 100 = 58.33\%$$

c. Career Oriented

$$\text{Age below 25} = \frac{32}{52} \times 100 = 61.54\%$$

$$\text{Age above 25} = \frac{39}{48} \times 100 = 81.25\%$$

d. Sex Appeal

$$\text{Age below 25} = \frac{20}{52} \times 100 = 38.46\%$$

$$\text{Age above 25} = \frac{17}{48} \times 100 = 35.42\%$$

f^2 -Test

H_0 : Attraction over the activities played by female models in print ad is independent to the age of individuals of society i.e. there is no significant difference between the attraction of individuals having age below 25 and above 25 over the activities played by female model in print advertisement.

Calculation of Expected Frequencies:

$$E(40) = \frac{84 \times 115}{243} = 40$$

$$E(44) = \frac{84 \times 128}{243} = 44$$

$$E(23) = \frac{51 \times 115}{243} = 24$$

$$E(28) = \frac{51 \times 128}{243} = 27$$

$$E(32) = \frac{71 \times 115}{243} = 34$$

$$E(39) = \frac{71 \times 128}{243} = 37$$

$$E(20) = \frac{37 \times 115}{243} = 18$$

$$E(17) = \frac{37 \times 128}{243} = 19$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
40	40	0	0	0
44	44	0	0	0
23	24	-1	1	0.0417
28	27	1	1	0.0370
32	34	-2	4	0.1176
39	37	2	4	0.1081
20	18	2	4	0.2222
17	19	-2	4	0.2105
				(O-E) ² /E = 0.7371

Here, the degree of freedom are $(4-1)(2-1) = 3$. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 where the calculated value of f^2 is smaller than the tabulated value of f^2 , i.e. not significant. So, H_0 : may be accepted. Therefore, attraction over the activities played by female models in print advertisements is independent to the age of individuals of society.

Findings:

- a) 86-92 percent male and female were attracted over traditional activities, 88 percent female were attracted over career oriented activities and the 60-64 percent male were attracted over career oriented and sex appeal activities played by female models in print advertisements but the 36-54 percent male and female were attracted over sportsmanship activities and very few female (only 20 percent) were attracted over sex appeal activities played by female models in print advertisements.

- b) 76-92 percent individuals having age below 25 and above 25 were attracted over traditional activities and 61-82 percent individuals having age below 25 and above 25 were attracted over career oriented activities and 35-58 percent individuals having age below 25 and above 25 were attracted over sportsmanship and sex appeal activities played by female models in print advertisements.
- c) There was significant difference between the attraction of male and female and no significant difference between the attractions of individuals having age below 25 and above 25 over activities played by female models on print advertisements.

6. Reasons of noticing female featured advertisements.

Table No 4.11
Sex wise Reasons of Noticing Female Featured Print Advertisements.

Reasons	Male	Female	Total
For fun /enjoyment	10	7	17
For both fun /enjoyment & to identify the attributes about products	40	43	83
Total	50	50	100

Percentage Analysis:

a) For fun /enjoyment

$$\text{Male} = \frac{10}{50} \times 100 = 20\%$$

$$\text{Female} = \frac{7}{50} \times 100 = 14\%$$

b) For both fun /enjoyment & to identify the attributes about products.

$$\text{Male} = \frac{40}{50} \times 100 = 80\%$$

$$\text{Female} = \frac{43}{50} \times 100 = 86\%$$

f²Test

H₀: Reasons of noticing female featured print advertisements is independent to the sex of individuals of society, i.e. there is no significant difference between male and female individuals of society about their reasons of noticing female featured print advertisements.

Calculation of Expected Frequencies:

$$E(10) = \frac{17 \times 50}{100} = 9$$

$$E(7) = \frac{17 \times 50}{100} = 8$$

$$E(40) = \frac{83 \times 50}{100} = 42$$

$$E(43) = \frac{83 \times 50}{100} = 41$$

Calculation of f^2

O	E	O-E	(O-E)²	(O-E)²/E
10	9	1	1	0.1111
7	8	-1	1	0.1250
40	42	-2	4	0.0952
43	41	2	4	0.0976
				(O-E) ² /E = 0.4289

Here, the degrees of freedom are $(2-1)(2-1) = 1$. The tabulated value of f^2 for 1d.f. at 5% level is 3.841 which is greater than calculated value i.e. not significant. So, H_0 may be accepted. Therefore, there is no significant difference between the male and female individuals of society about their reasons of noticing female featured print advertisements.

Table No 4.12
Age wise Reasons of Noticing Female Featured
Print Advertisements.

Reasons	Age below 25	Age above 25	Total
For Fun /Enjoyment	12	4	16
For both fun /enjoyment & to identify the attributes about products	40	44	84
Total	52	48	100

Percentage Analysis:

a. For fun /enjoyment

$$\text{Age below 25} = \frac{12}{52} \times 100 = 23.08\%$$

$$\text{Age above 25} = \frac{4}{48} \times 100 = 8.33\%$$

b. For both fun /enjoyment and to identify the attributes about products.

$$\text{Age below 25} = \frac{40}{52} \times 100 = 76.92\%$$

$$\text{Age above 25} = \frac{44}{48} \times 100 = 91.67\%$$

f^2 -Test

H_0 : Reasons of noticing female featured print ad is independent to the age of individuals of society i.e. there is no significant difference between the ages below 25 and age above 25 about their reasons of noticing female featured print advertisements.

Calculation of Expected Frequencies:

$$E(12) = \frac{16 \times 52}{100} = 8$$

$$E(4) = \frac{16 \times 48}{100} = 8$$

$$E(40) = \frac{84 \times 52}{100} = 44$$

$$E(44) = \frac{84 \times 48}{100} = 40$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
12	8	4	16	2
4	8	-4	16	2
40	44	-4	16	0.3636
44	40	4	16	0.4
				(O-E) ² /E = 4.7636

Here, the degrees of freedom are (2-1) (2-1) = 1. The tabulated value of f^2 for 1d.f. at 5% level is 3.841 which is less than calculated value of f^2 i.e. significant. So, H_0 : may be rejected. There is significant difference between the age below 25 and above 25 about their reasons of noticing the female featured print advertisements.

Findings:

- 80-86 percent male and female noticed the female featured print advertisements for both fun /enjoyment and to identify the attributes about products but very few (14-20 percent) male and female noticed the female featured print advertisements for only fun /enjoyment.
- 76-92 percent individuals having age below 25 and above 25 noticed the female featured print advertisements for both fun/enjoyment and to identify the attributes about products. 8 percent individuals having age above 25 noticed the female featured

print advertisements for only fun /enjoyment and few individuals having age below 25 (only 23 percent) noticed the female featured print advertisements for only fun /enjoyment.

- c. There was no significant difference between male and female but significant difference between the Individuals having age below 25 and above 25 for their reasons of noticing female featured print advertisements.
7. Likes of individuals towards the overall expression of female models in print advertisements.

Table No 4.13
Sex wise likes of Individuals toward the Overall Expression of Female Models in Print Advertisements

Likes	Male	Female	Total
Completely likable	0	4	4
Mostly likable	13	14	27
Somewhat likable	19	14	33
Nominal likable	18	18	36
Total	50	50	100

Percentage Analysis:

- a. Complete likable

$$\text{Male} = \frac{0}{50} \times 100 = 0\%$$

$$\text{Female} = \frac{4}{50} \times 100 = 8\%$$

- b. Mostly likable

$$\text{Male} = \frac{13}{50} \times 100 = 26\%$$

$$\text{Female} = \frac{14}{50} \times 100 = 28\%$$

- c. Somewhat likable

$$\text{Male} = \frac{19}{50} \times 100 = 38\%$$

$$\text{Female} = \frac{14}{50} \times 100 = 28\%$$

d. Nominal likable

$$\begin{aligned} \text{Male} &= \frac{18}{50} \times 100 = 36\% \\ \text{Female} &= \frac{18}{50} \times 100 = 36\% \end{aligned}$$

f^2 -Test

H_0 : Likes toward the overall expression of female model in print ad is independent to the sex of individuals of society i.e. there is no significant difference between the likes of male and female individuals of society towards the overall expression of female model.

Calculation of Expected Frequencies:

$$\begin{aligned} E(0) &= \frac{4 \times 50}{100} = 2 & E(4) &= \frac{4 \times 50}{100} = 2 \\ E(13) &= \frac{27 \times 50}{100} = 14 & E(14) &= \frac{27 \times 50}{100} = 13 \\ E(19) &= \frac{33 \times 50}{100} = 16 & E(14) &= \frac{33 \times 50}{100} = 17 \\ E(18) &= \frac{36 \times 50}{100} = 18 & E(18) &= \frac{36 \times 50}{100} = 18 \end{aligned}$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
0	2	-2	4	2
4	2	2	4	2
13	14	-1	1	0.0714
14	13	1	1	0.0769
19	16	3	9	0.5625
14	17	-3	9	0.5294
18	18	0	0	0
18	18	0	0	0
				(O-E) ² /E = 5.2402

Here, the degrees of freedom are $(4-1)(2-1) = 3$. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 which are greater than calculated value of f^2 i.e. not significant. So, H_0 : may be accepted. Therefore, likes toward the overall expression of female model in print advertisements are independent to the sex of individuals of society.

Table No 4.14
Age wise likes of Individuals toward the Overall Expression of Female Models in Print Advertisements

Likes	Age below 25	Age above 25	Total
Completely likable	3	0	3
Mostly likable	20	3	23
Somewhat likable	27	7	34
Nominal likable	2	38	40
Total	52	48	100

Percentage Analysis:

a. Completely likable

$$\text{Age below 25} = \frac{3}{52} \times 100 = 5.77\%$$

$$\text{Age above 25} = \frac{0}{48} \times 100 = 0\%$$

b. Mostly likable

$$\text{Age below 25} = \frac{20}{52} \times 100 = 38.46\%$$

$$\text{Age above 25} = \frac{3}{48} \times 100 = 6.25\%$$

c. Somewhat likable

$$\text{Age below 25} = \frac{27}{52} \times 100 = 51.92\%$$

$$\text{Age above 25} = \frac{7}{48} \times 100 = 14.58\%$$

d. Nominal likable

$$\text{Age below 25} = \frac{2}{52} \times 100 = 3.85\%$$

$$\text{Age above 25} = \frac{38}{48} \times 100 = 79.17\%$$

f²- Test

H₀: Likes toward the overall expression of female models in print advertisements is independent to the age of individuals in society, i.e. there is no significant difference between the likes of the individuals of society having age below 25 and above 25 toward the overall expression of female models in print advertisements.

Calculation of Expected Frequencies:

$$E(3) = \frac{3 \times 52}{100} = 2$$

$$E(0) = \frac{3 \times 48}{100} = 1$$

$$E(20) = \frac{28 \times 52}{100} = 12$$

$$E(3) = \frac{28 \times 48}{100} = 11$$

$$E(27) = \frac{34 \times 52}{100} = 18$$

$$E(7) = \frac{34 \times 48}{100} = 16$$

$$E(2) = \frac{40 \times 52}{100} = 21$$

$$E(38) = \frac{40 \times 48}{100} = 19$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
3	2	1	1	0.5
0	1	-1	1	1
20	12	8	64	5.3333
3	11	-8	64	5.8182
27	18	9	81	4.5
7	16	-9	81	5.0625
2	21	-19	361	17.1905
38	19	19	361	19
				(O-E) ² /E = 58.4045

Here, the degree of freedom are $(4-1)(2-1) = 3$. The tabulated value of f^2 for 3d.f. at 5% level is 7.815. The calculated value of f^2 is highly greater than the tabulated value i.e. highly significant. So, H_0 : may be rejected. Therefore, the likes toward the overall expression of female model in print advertisements are dependent to the age of individuals of society.

Findings:

- No male and very few (nearly 8 percent) female liked completely, 26-28 percent male and female liked mostly, 38 percent male and 28 percent female liked somewhat, other 36 percent male and female liked nominal toward the overall expression of female models in print advertisements.
- 0-6 percent individuals having age above 25 liked completely and mostly, very few individuals having age below 25 (nearly 6 percent) liked completely and 38 percent individuals having age below 25 liked mostly toward the overall expression of female models in print advertisements. Nearly 52 percent individuals having age below 25

liked somewhat but only 15 percent (nearly) individuals having age above 25 liked somewhat. 79 percent individuals having age above 25 liked nominal and very few individuals having age below 25 (nearly 4 percent) liked nominal toward the overall expression of female models in print advertisements.

- c. There was no significant difference between the likes of male and female but significant difference between the likes of individuals having age below 25 and above 25 toward the overall expression of female models in print advertisements.

8. i. Believability of female portrayed print advertisements.

Table No 4.15
Sex wise Believability of Female Portrayed Print Advertisements

Believability	Male	Female	Total
Somewhat	13	16	29
Nominal	23	24	47
No	4	3	7
Don't know /can't say	10	7	17
Total	50	50	100

Percentage Analysis:

- a. Somewhat believable

$$\text{Male} = \frac{13}{50} \times 100 = 26\%$$

$$\text{Female} = \frac{16}{50} \times 100 = 32\%$$

- b. Nominal believable

$$\text{Male} = \frac{23}{50} \times 100 = 46\%$$

$$\text{Female} = \frac{24}{50} \times 100 = 48\%$$

- c. Unbelievable

$$\text{Male} = \frac{4}{50} \times 100 = 8\%$$

$$\text{Female} = \frac{3}{50} \times 100 = 6\%$$

- d. Don't know /can't say

$$\text{Male} = \frac{10}{50} \times 100 = 20\%$$

$$\text{Female} = \frac{7}{50} \times 100 = 14\%$$

f^2 - Test

H_0 : Believability of female portrayed print advertisements is independent to the sex of individuals of society i.e. There is no significant difference between the male and female individuals of society about their believability over female portrayed print advertisements.

Calculation of Expected Frequencies:

$$E (13) = \frac{29 \times 50}{100} = 15$$

$$E (16) = \frac{29 \times 50}{100} = 14$$

$$E (23) = \frac{47 \times 50}{100} = 23$$

$$E (24) = \frac{47 \times 50}{100} = 24$$

$$E (4) = \frac{7 \times 50}{100} = 4$$

$$E (3) = \frac{7 \times 50}{100} = 3$$

$$E (10) = \frac{17 \times 50}{100} = 9$$

$$E (7) = \frac{17 \times 50}{100} = 8$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
13	15	-2	4	0.2667
16	14	2	4	0.2857
23	23	0	0	0
24	24	0	0	0
4	4	0	0	0
3	3	0	0	0
10	9	1	1	0.1111
7	8	-1	1	0.1250
				(O-E) ² /E = 0.7885

Here, the degrees of freedom are (4-1) (2-1) = 3. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 which is greater than the calculated value, i.e. not significant. So, H_0 : may be accepted. Therefore, there is no significant difference between the male and female individuals of society about their believability over the female portrayed print advertisements.

Table No 4.16
Age wise Believability of Female Portrayed Print Advertisements

Believability	Age below 25	Age above 25	Total
Somewhat	20	7	27
Nominal	23	25	48
Unbelievable	3	6	9
Don't know /can't say	6	10	16
Total	52	48	100

Percentage Analysis:

a) Somewhat believable

$$\text{Age below 25} = \frac{20}{52} \times 100 = 38.46\%$$

$$\text{Age above 25} = \frac{7}{48} \times 100 = 14.58\%$$

b) Nominal believable

$$\text{Age below 25} = \frac{23}{52} \times 100 = 44.23\%$$

$$\text{Age above 25} = \frac{25}{48} \times 100 = 52.08\%$$

c) Unbelievable

$$\text{Age below 25} = \frac{3}{52} \times 100 = 5.77\%$$

$$\text{Age above 25} = \frac{6}{48} \times 100 = 12.50\%$$

d) Don't know /can't say

$$\text{Age below 25} = \frac{6}{52} \times 100 = 11.54\%$$

$$\text{Age above 25} = \frac{10}{48} \times 100 = 20.83\%$$

f²- Test

H₀: Believability of female portrayed print ad is independent to the age of individuals of society, i.e. there is no significant difference between the individuals

having age below 25 and above 25 about their believability over female portrayed print advertisements.

Calculation of Expected Frequencies:

$$E(20) = \frac{27 \times 52}{100} = 14$$

$$E(7) = \frac{27 \times 48}{100} = 13$$

$$E(23) = \frac{48 \times 52}{100} = 25$$

$$E(25) = \frac{48 \times 48}{100} = 23$$

$$E(3) = \frac{9 \times 52}{100} = 5$$

$$E(6) = \frac{9 \times 48}{100} = 4$$

$$E(6) = \frac{16 \times 52}{100} = 8$$

$$E(10) = \frac{16 \times 48}{100} = 8$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
20	14	6	36	2.5714
7	13	-6	36	2.7692
23	25	-2	4	0.16
25	23	2	4	0.1739
3	5	-2	4	0.8
6	4	2	4	1
6	8	-2	4	0.5
10	8	2	4	0.5
				(O-E) ² /E = 8.4745

Here, the degrees of freedom are (4-1) (2-1) = 3. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 which is less than calculated value i.e. significant. So, H_0 : may be rejected. Therefore, believability of female portrayed print advertisements is dependent to the age of individuals of society.

Findings:

- a. 26-32 percent male and female believed somewhat, 46-48 percent male and female believed nominal, 6-8 percent male and female did not believed and 14-20

percent male and female were not able to say anything about the believability over female portrayed print advertisements.

- b. 38 percent individuals having age below 25 believed somewhat, 44 percent believed nominal, 12 percent individuals were not able to say anything about the believability over female portrayed print advertisements. 15 percent individuals having age above 25 believed somewhat, 52 percent individuals believed nominal, next 13 percent did not believe and nearly 21 percent were not able to say anything about the believability over female portrayed print advertisements. Very few age below 25 (nearly 6 percent) did not believe.
- c. There was no significant difference between the beliefs of male and female but significant difference between the beliefs of individuals having age below 25 and above 25 on female featured print advertisements.

8. ii. Reasons of Low Believability:

Message of advertisements is mostly exaggerated regarding the attributes of products.

9. Impression of female portrayed print ads on purchasing decision of individuals of society.

Table No 4.17
Sex wise Impression of Female Portrayed Print Advertisements on Purchasing Decision

Impressions	Male	Female	Total
Somewhat impressed	14	15	29
Not affected	17	17	34
Not recalled	19	18	37
Total	50	50	100

Percentage Analysis:

- a. Somewhat impressed

$$\text{Male} = \frac{14}{50} \times 100 = 28\%$$

$$\text{Female} = \frac{15}{50} \times 100 = 30\%$$

- b. Not affected

$$\text{Male} = \frac{17}{50} \times 100 = 34\%$$

$$\text{Female} = \frac{17}{50} \times 100 = 34\%$$

c. Not recalled

$$\text{Male} \quad = \frac{19}{50} \times 100 = 38\%$$

$$\text{Female} \quad = \frac{18}{50} \times 100 = 36\%$$

f^2 -Test

H_0 : Impression of female portrayed print advertisements on purchasing decision of individuals is independent to their sex i.e. there is no significant difference between male and female regarding the impression of female portrayed print advertisements on their purchasing decision.

Calculation of Expected Frequencies:

$$E(14) \quad = \frac{29 \times 50}{100} = 14 \qquad E(15) \quad = \frac{29 \times 50}{100} = 15$$

$$E(17) \quad = \frac{34 \times 50}{100} = 17 \qquad E(17) \quad = \frac{34 \times 50}{100} = 17$$

$$E(19) \quad = \frac{37 \times 50}{100} = 19 \qquad E(18) \quad = \frac{37 \times 50}{100} = 18$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
14	14	0	0	0
15	15	0	0	0
17	17	0	0	0
17	17	0	0	0
19	19	0	0	0
18	18	0	0	0
				(O-E) ² /E = 0

Here, the degrees of freedom are (3-1) (2-1) = 2. The tabulated value of f^2 for 2d.f. at 5% level is 5.991 which is highly greater than calculated value of f^2 i.e. not significant. So, H_0 : may be accepted. Therefore, there is no significant difference between male and female regarding the impression of female portrayed print advertisements on their purchasing decision.

Table No 4.18
Age wise Impression of Female Portrayed Print Advertisements on
Purchasing Decision

Impression	Age below 25	Age above 25	Total
Somewhat impressed	17	6	23
Not affected	27	12	39
Not recalled	8	30	38
Total	52	48	100

Percentage Analysis:

a. Somewhat impressed

$$\text{Age below 25} = \frac{17}{52} \times 100 = 32.69\%$$

$$\text{Age above 25} = \frac{6}{48} \times 100 = 12.50\%$$

b. Not affected

$$\text{Age below 25} = \frac{27}{52} \times 100 = 51.92\%$$

$$\text{Age above 25} = \frac{12}{48} \times 100 = 25\%$$

c. Not recalled

$$\text{Age below 25} = \frac{8}{52} \times 100 = 15.38\%$$

$$\text{Age above 25} = \frac{30}{48} \times 100 = 62.50\%$$

f^2 -Test

H_0 : Impression of female portrayed print advertisements on the purchasing decision of individuals of society is independent to their age i.e. there is no significant difference between the individuals having age below 25 and above 25 regarding the impression of female portrayed print advertisements on their purchasing decision.

Calculation of Expected Frequencies:

$$E(17) = \frac{23 \times 52}{100} = 12$$

$$E(6) = \frac{23 \times 48}{100} = 11$$

$$E(27) = \frac{39 \times 52}{100} = 20$$

$$E(12) = \frac{39 \times 48}{100} = 19$$

$$E(8) = \frac{38 \times 52}{100} = 20$$

$$E(30) = \frac{38 \times 48}{100} = 18$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
17	12	5	25	2.0833
6	11	-5	25	2.2727
27	20	7	49	2.45
12	19	-7	49	2.5789
8	20	-12	144	7.2
30	18	12	144	8
				(O-E) ² /E =24.5849

Here, the degrees of freedom are $(3-1)(2-1) = 2$. The tabulated value of f^2 for 2d.f. at 5% level is 5.991 which are very less than the calculated value of f^2 i.e. significant. So, H_0 : may be rejected. Therefore, the impression of female portrayed print advertisements on purchasing decision of individuals of society is highly dependent to their age.

Findings:

- a. Only 28-30 percent male and female was somewhat impressed, 34 percent male and female were not affected from the female featured print advertisements and 36-38 percent male and female did not recall the advertisements at the time of taking purchasing decision.
- b. Nearly 33 percent individuals having age below 25 impressed somewhat, nearly 52 percent individuals were not affected from the female featured print advertisements and 15 percent individuals did not recall the advertisements at the time of taking purchasing decision. 13 percent individuals having age above 25 impressed somewhat, 25 percent individuals were not affected from the female featured print advertisements and majority of the individuals (nearly 63 percent) did not recall the advertisements at the time of taking purchasing decision.
- c. There was no significant difference between male and female but significant difference between individuals having age below 25 and above 25 regarding the impression of female featured print advertisements on individuals' purchasing decision.

10. Perception toward female models.

Table No 4.19
Sex wise Perception toward Female Models

Impression	Male	Female	Total
Good	7	9	16
Satisfactory	24	27	51
Bad	3	5	8
Unable to say	16	9	25
Total	50	50	100

Percentage Analysis:

a) Good

$$\text{Male} = \frac{7}{50} \times 100 = 14\%$$

$$\text{Female} = \frac{9}{50} \times 100 = 18\%$$

b) Satisfactory

$$\text{Male} = \frac{24}{50} \times 100 = 48\%$$

$$\text{Female} = \frac{27}{50} \times 100 = 54\%$$

c) Bad

$$\text{Male} = \frac{3}{50} \times 100 = 6\%$$

$$\text{Female} = \frac{5}{50} \times 100 = 10\%$$

d) Unable to Say

$$\text{Male} = \frac{16}{50} \times 100 = 32\%$$

$$\text{Female} = \frac{9}{50} \times 100 = 18\%$$

 f^2 -Test

H_0 : Perception of individuals of society toward female models is independent to their sex, i.e. there is no significant difference between male and female individuals of society regarding the perception toward female model.

Calculation of Expected Frequencies:

$$E(7) = \frac{16 \times 50}{100} = 8$$

$$E(9) = \frac{16 \times 50}{100} = 8$$

$$E(24) = \frac{51 \times 50}{100} = 25$$

$$E(27) = \frac{51 \times 50}{100} = 26$$

$$E(3) = \frac{8 \times 50}{100} = 4$$

$$E(5) = \frac{8 \times 50}{100} = 4$$

$$E(16) = \frac{25 \times 50}{100} = 13$$

$$E(9) = \frac{25 \times 50}{100} = 12$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
7	8	-1	1	0.1250
9	8	1	1	0.1250
24	25	-1	1	0.04
27	26	1	1	0.0385
3	4	-1	1	0.25
5	4	1	1	0.25
16	13	3	9	0.6923
9	12	-3	9	0.7500
				(O-E) ² /E = 2.2708

Here, the degrees of freedom are (4-1) (2-1) = 3. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 which is much greater than calculated value i.e. not significant. So, H_0 : may be accepted. Therefore, there is no significant difference between male and female individuals of society regarding their perception toward female model.

Table No 4.20
Age wise Perception toward Female Models

Perception	Age below 25	Age above 25	Total
Good	11	5	16
Satisfactory	29	15	44
Bad	3	10	13
Unable to say	9	18	27
Total	52	48	100

Percentage Analysis:

a. Good

$$\text{Age below 25} = \frac{11}{52} \times 100 = 21.15\%$$

$$\text{Age above 25} = \frac{5}{48} \times 100 = 10.42\%$$

b. Satisfactory

$$\text{Age below 25} = \frac{29}{52} \times 100 = 55.77\%$$

$$\text{Age above 25} = \frac{15}{48} \times 100 = 31.25\%$$

c. Bad

$$\text{Age below 25} = \frac{3}{52} \times 100 = 5.77\%$$

$$\text{Age above 25} = \frac{10}{48} \times 100 = 20.83\%$$

d. Unable to say

$$\text{Age below 25} = \frac{9}{52} \times 100 = 17.31\%$$

$$\text{Age above 25} = \frac{18}{48} \times 100 = 37.50\%$$

f²-Test

H₀: The perception of individuals toward female models is independent to their age i.e. there is no significant difference between the individuals having age below 25 and above 25 regarding the perception toward female models.

Calculation of Expected Frequencies:

$$E(11) = \frac{16 \times 52}{100} = 8$$

$$E(5) = \frac{16 \times 48}{100} = 8$$

$$E(29) = \frac{44 \times 52}{100} = 23$$

$$E(15) = \frac{44 \times 48}{100} = 21$$

$$E(3) = \frac{13 \times 52}{100} = 7$$

$$E(10) = \frac{13 \times 48}{100} = 6$$

$$E(9) = \frac{27 \times 52}{100} = 14$$

$$E(18) = \frac{27 \times 48}{100} = 13$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
11	8	3	9	1.125
5	8	-3	9	1.125
29	23	6	36	1.5652
15	21	-6	36	1.7143
3	7	-4	16	2.2857
10	6	4	16	2.6667
9	14	-5	25	1.7857
18	13	5	25	1.9231
				(O-E) ² /E =14.1907

Here, the degrees of freedom are (4-1) (2-1) =3. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 which are very less than calculated value of f^2 i.e. significant. So, H_0 may be rejected. Therefore, the perception of individuals toward female models is dependent to their age.

Findings:

- a. 14-18 percent male and female perceived female models good, 48-54 percent perceived as satisfactory, 6-10 percent perceived as bad and next 18-32 percent unable to say about their perception over female models.
- b. 21 percent individuals having age below 25 perceived female models good, nearly 56 percent individuals perceived as satisfactory, 6 percent individuals perceived as bad and 17 percent individuals were unable to say about their perception over female models. 10 percent individuals having age above 25 perceived female models good, 31 percent individuals perceived as satisfactory, nearly 21 percent individuals perceived as bad and 37 percent individuals were unable to say about their perception over female models.
- c. There was no significant difference between male and female and significant difference between individuals having age below 25 and above 25 regarding the perception over female models.

11. Perception toward the profession.

Table No 4.21
Sex wise Perception toward the Profession

Perception	Male	Female	Total
Good	14	11	25
Satisfactory	25	23	48
Bad	3	4	7
Unable to say	8	12	20
Total	50	50	100

Percentage Analysis:

a) Good

$$\text{Male} = \frac{14}{50} \times 100 = 28\%$$

$$\text{Female} = \frac{11}{50} \times 100 = 22\%$$

b) Satisfactory

$$\text{Male} = \frac{25}{50} \times 100 = 50\%$$

$$\text{Female} = \frac{23}{50} \times 100 = 46\%$$

c) Bad

$$\text{Male} = \frac{3}{50} \times 100 = 6\%$$

$$\text{Female} = \frac{4}{50} \times 100 = 8\%$$

d) Unable to say

$$\text{Male} = \frac{8}{50} \times 100 = 16\%$$

$$\text{Female} = \frac{12}{50} \times 100 = 24\%$$

f^2 -Test

H_0 : Perception of individuals toward profession is independent to their sex, i.e. there is no significant difference between male and female individuals regarding their perception toward the modeling profession.

Calculation of Expected Frequencies:

$$\begin{array}{ll} E(14) = \frac{25 \times 50}{100} = 13 & E(11) = \frac{25 \times 50}{100} = 12 \\ E(25) = \frac{48 \times 50}{100} = 24 & E(23) = \frac{48 \times 50}{100} = 24 \\ E(3) = \frac{7 \times 50}{100} = 4 & E(4) = \frac{7 \times 50}{100} = 3 \\ E(8) = \frac{20 \times 50}{100} = 10 & E(12) = \frac{20 \times 50}{100} = 10 \end{array}$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
14	13	1	1	0.0769
11	12	-1	1	0.0833
25	24	1	1	0.0417
23	24	-1	1	0.0417
3	4	-1	1	0.25
4	3	1	1	0.3333
8	10	-2	4	0.40
12	10	2	4	0.40
				(O-E) ² /E = 1.6269

Here, the degrees of freedom are (4-1) (2-1) = 3. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 which is greater than calculated value i.e. not significant. So, H_0 : may be accepted. Therefore, perception of individuals toward profession is independent to their sex.

Table No 4.22
Age wise Perception toward the Profession

Perception	Age below 25	Age above 25	Total
Good	18	6	24
Satisfactory	28	19	47
Bad	2	3	5
Unable to say	4	20	24
Total	52	48	100

Percentage Analysis:

a. Good

$$\text{Age below 25} = \frac{18}{52} \times 100 = 34.62\%$$

$$\text{Age above 25} = \frac{6}{48} \times 100 = 12.50\%$$

b. Satisfactory

$$\text{Age below 25} = \frac{28}{52} \times 100 = 53.85\%$$

$$\text{Age above 25} = \frac{19}{48} \times 100 = 39.58\%$$

c. Bad

$$\text{Age below 25} = \frac{2}{52} \times 100 = 3.85\%$$

$$\text{Age above 25} = \frac{3}{48} \times 100 = 6.25\%$$

d. Unable to say

$$\text{Age below 25} = \frac{4}{52} \times 100 = 7.69\%$$

$$\text{Age above 25} = \frac{20}{48} \times 100 = 41.67\%$$

f^2 -Test

H_0 : Perception of individuals toward profession is independent to their age i.e. there is no significant difference between the individuals having the age below 25 and above 25 regarding their perception toward the profession.

Calculation of Expected Frequencies:

$$\begin{array}{ll} E(18) & = \frac{24 \times 52}{100} = 12 & E(6) & = \frac{24 \times 48}{100} = 12 \\ E(28) & = \frac{47 \times 52}{100} = 24 & E(19) & = \frac{47 \times 48}{100} = 23 \\ E(2) & = \frac{5 \times 52}{100} = 3 & E(3) & = \frac{5 \times 48}{100} = 2 \\ E(4) & = \frac{24 \times 52}{100} = 12 & E(20) & = \frac{24 \times 48}{100} = 12 \end{array}$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
18	12	6	36	3
6	12	-6	36	3
28	24	4	16	0.667
19	23	-4	16	0.696
2	3	-1	1	0.333
3	2	1	1	0.5
4	12	-8	64	5.333
20	12	8	64	5.333
				(O-E) ² /E = 18.862

Here, the degrees of freedom are (4-1) (2-1) = 3. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 which are highly less than calculated value of f^2 i.e. significant. So, H_0 : may be rejected. Therefore, the perception of individuals toward the profession is dependent to their age factor.

Findings:

- 22-28 percent male and female perceived the modeling in print advertisements good, 50 percent male and minority of female (46 percent) perceived as satisfactory, few 6-8 percent male and female perceived the profession bad and 16-24 percent male and female were unable to say about the modeling in print advertisements.

- b. Minority of individuals having age below 25 (35 percent) perceived the modeling as good profession, nearly 54 percent of individuals perceived as satisfactory, 4 percent individuals perceived the profession as bad and 8 percent perceived unable to say. 13 percent individuals having age above 25 perceived the modeling as good profession, 40 percent individuals perceived as satisfactory, next 6 percent individuals perceived the profession as bad and 42 percent individuals were unable to say about their perception over the modeling profession in print advertisements.
- c. The perception of individuals toward the modeling profession in print ads is independent to their sex i.e. male and female but dependent to their age i.e. age below 25 and above 25.
12. Perception of individuals toward the portrayal of female models in print ads.

Table No 4.23
Sex wise Perception toward the Portrayal of Female Models in Print Advertisements

Perception	Male	Female	Total
Good	8	11	19
Satisfactory	21	18	39
Bad	8	8	16
Unable to say	13	13	26
Total	50	50	100

Percentage Analysis:

- a. Good

$$\text{Male} = \frac{8}{50} \times 100 = 16\%$$

$$\text{Female} = \frac{11}{50} \times 100 = 22\%$$

- b. Satisfactory

$$\text{Male} = \frac{21}{50} \times 100 = 42\%$$

$$\text{Female} = \frac{18}{50} \times 100 = 36\%$$

- c. Bad

$$\text{Male} = \frac{8}{50} \times 100 = 16\%$$

$$\text{Female} = \frac{8}{50} \times 100 = 16\%$$

d. Unable to say

$$\text{Male} = \frac{13}{50} \times 100 = 26\%$$

$$\text{Female} = \frac{13}{50} \times 100 = 26\%$$

f^2 - Test

H_0 : Perception of individuals toward the portrayal of female models in print advertisements is independent to their sex i.e. there is no significant difference between male and female individuals regarding their perception toward the portrayal of female model in print advertisements.

Calculation of Expected Frequencies:

$$E(8) = \frac{19 \times 50}{100} = 9$$

$$E(11) = \frac{19 \times 50}{100} = 10$$

$$E(21) = \frac{39 \times 50}{100} = 20$$

$$E(18) = \frac{39 \times 50}{100} = 19$$

$$E(8) = \frac{16 \times 50}{100} = 8$$

$$E(8) = \frac{16 \times 50}{100} = 8$$

$$E(13) = \frac{26 \times 50}{100} = 13$$

$$E(13) = \frac{26 \times 50}{100} = 13$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
8	9	-1	1	0.111
11	10	1	1	0.1
21	20	1	1	0.05
18	19	-1	1	0.053
8	8	0	0	0
8	8	0	0	0
13	13	0	0	0
13	13	0	0	0
				(O-E) ² /E = 0.314

Here, the degrees of freedom are $(4-1)(2-1) = 3$. The tabulated value of f^2 for 3d.f. at 5% level is 7.815 which are highly greater than calculated value of f^2 , i.e. not significant, So, H_0 : may be accepted. Therefore, perception of individuals toward the portrayal of female model in print advertisements is independent to their sex.

Table No 4.24
Age wise Perception toward the Portrayal of Female Models in
Print Advertisements

Perception	Age below 25	Age above 25	Total
Good	12	7	19
Satisfactory	24	26	50
Bad	5	6	11
Unable to say	11	9	20
Total	52	48	100

a. Good

$$\text{Age below 25} = \frac{12}{52} \times 100 = 23.08\%$$

$$\text{Age above 25} = \frac{7}{48} \times 100 = 14.58\%$$

b. Satisfactory

$$\text{Age below 25} = \frac{24}{52} \times 100 = 46.15\%$$

$$\text{Age above 25} = \frac{26}{48} \times 100 = 54.17\%$$

c. Bad

$$\text{Age below 25} = \frac{5}{52} \times 100 = 9.62\%$$

$$\text{Age above 25} = \frac{6}{48} \times 100 = 12.50\%$$

d. Unable to say

$$\text{Age below 25} = \frac{11}{52} \times 100 = 21.15\%$$

$$\text{Age above 25} = \frac{9}{48} \times 100 = 18.75\%$$

f^2 -Test

H_0 : Perception of individuals toward the portrayal of female models in print advertisements is independent to their age i.e. there is no significant difference between the individuals having the age below 25 and above 25 regarding their perception toward the portrayal of female model in print advertisements.

Calculation of Expected Frequencies:

$$E (12) = \frac{19 \times 52}{100} = 10$$

$$E (7) = \frac{19 \times 48}{100} = 9$$

$$E (24) = \frac{50 \times 52}{100} = 26$$

$$E (26) = \frac{50 \times 48}{100} = 24$$

$$E (5) = \frac{11 \times 52}{100} = 6$$

$$E (6) = \frac{11 \times 48}{100} = 5$$

$$E (11) = \frac{20 \times 52}{100} = 10$$

$$E (9) = \frac{20 \times 48}{100} = 10$$

Calculation of f^2

O	E	O-E	(O-E) ²	(O-E) ² /E
12	10	2	4	0.4
7	9	-2	4	0.4444
24	26	-2	4	0.1538
26	24	2	4	0.1667
5	6	-1	1	0.1667
6	5	1	1	0.2
11	10	1	1	0.1
9	10	-1	1	0.1
				(O-E) ² /E = 1.7316

Here, the degree of freedom are $(4-1)(2-1) = 3$. The tabulated value of f^2 for 3 d. f. at 5% level is 7.815 which are greater than calculated value of f^2 i.e. not significant. So, H_0 : may be accepted. Therefore, perception of individuals toward the portrayal of female model in print advertisements is independent to their age.

Findings:

- 16-22 percent male and female perceived the portrayal of female models in print advertisements good, 36-42 percent male and female perceived the portrayal satisfactory, 16 percent male and female perceived as bad and 26 percent male and female model were not able to say about the portrayal of female models in print advertisements.
- 23 percent individuals having age below 25 perceived the portrayal of female models in print advertisements good, 46 percent individuals perceived the portrayal satisfactory, nearly 10 percent individuals perceived as bad and nearly 21 percent individuals were not able to say about the portrayal of female models in print advertisements. 15 percent individuals having age above 25 perceived the portrayal of female models in print advertisements good, 54 percent individuals

perceived the portrayal satisfactory, nearly 13 percent individuals perceived as bad and 19 percent individuals were not able to say about the portrayal of female models in print advertisements.

- c) The perception of individuals regarding the portrayal of female models in print advertisements is independent to their sex and age i.e. female and male as well as individuals having age below 25 and above 25.

4.1.1 Major Findings:

The findings by analyzing the data regarding the likes, perception, response and comments of 100 individuals of society are interpreted as follows:

- 1) The female featured print advertisements regarding the product of food / snacks; soft drink /water, personal & beauty care, household appliances /furnishing and alcoholic beverage were noticed by all levels of individuals of the society. If the target audience is female, the products to be advertised regarding household cleaning /washing /kitchen Supplies, clothing and institutional /educational materials /public services were also noticed by female individuals of society.
- 2) Female artists and ramp models can be effective to be portrayed in print advertisements.
- 3) Female models having age below 30 can be effective to be portraying in advertisements.
- 4) Couple role can be effective for every group of audience and single role can also be effective if the target audience is female or the individuals having age above 25.
- 5) The traditional and career oriented activities played by female models in print advertisements can be effective for every group of audience. Sex appeal activities can be effective if the target audience is male.
- 6) Most of the individuals either male or female or the individuals having age below 25 or above 25 noticed the female featured print advertisements for both fun/enjoyment and to identify the attributes about products.
- 7) Nothing can be stated about the likes of male or female toward the overall expression of female models in print advertisements because of their mixed reactions but the majority of individuals having age below 25 liked somewhat and most of the individuals having age above 25 liked nominal.
- 8) Majority of male and female and individuals having age above 25 believed female portrayed print advertisement nominal but in case of individuals having age below 25, nothing can be stated because of their mixed reactions.
- 9) Low degree of impression of female portrayed print advertisements may occur on the purchasing decision of male or female and the individuals having age below 25 or the individuals having age above 25. Majority of the individuals having age

below 25 was not affected from the advertisements and most of the individuals having age above 25 did not recall the advertisements.

- 10) Nothing can be stated in case of male and female about their perception over the female models because of their mixed reactions. Majority of the individuals having age below 25 perceived the female models satisfactory but majority of the individuals having age above 25 was unable to say anything about female models.
- 11) Majority of female and individuals having age below 25 were perceived the modeling in print advertisements done by female as satisfactory but in case of male and individuals having age above 25, nothing can be stated because of their mixed reactions.
- 12) Nothing can be stated about male and female and individuals having age below 25 because of their mixed reactions but majority of the individuals having age above 25 perceived the portrayal of female models in print advertisements satisfactory.
- 13) **In case of,**
 - a) Likes over the categories of female as female model
 - b) Reasons of nothing female featured print advertisements
 - c) Likes toward the overall expression of female models in print advertisements
 - d) Belief on female featured print advertisements
 - e) Impression of female featured print advertisements on individuals' purchasing decision
 - f) Perception over female models
 - g) Perception over the modeling profession

The response between male and female individuals was not significantly different but significantly different between the individuals having age below 25 and above 25.

- 14) **In case of,**
 - a) The attraction over the roles played by female models in print ads
 - b) The attraction over activities played by female models on print advertisements

The response between male and female individuals was significantly different but no significantly different between the individuals having age below 25 and above 25.

- 15) **In case of,**
 - a) Likes over the age range of female models in print advertisements
 - b) Perception over the portrayal of female models in print advertisements

The response between male and female individuals as well as individuals having age below 25 and above 25 was not significantly different.

4.2 Analysis of Variables Regarding Response of Female Models:

This part is concerned with the variables relating the response of female models and their demographic information. So, it is the part of analysis with reference to female models those are portrayed in print media. The models in Nepalese print advertisements are so fewer. So, information of only 11 female models could be obtained. Among which 9 models are below 30 of age and 2 are above 30 and incidentally 9 are unmarried and 2 are married.

Sample Profile of Female Models Taken into this Study-

Table No 4.25
Age wise Profile of Models

Age	No.	%
Age below 30	9	81.81
Age above 30	2	18.18

1. Marital status of female models.

Table No 4.26
Marital Status of Female Models

Marital Status	No.	%
Married	2	18.18
Unmarried	9	81.81

According to above table, nearly 82 percent of the female models were unmarried and below 30 years old and rest was married above 30 years old.

2. Occupation of female models.

Table No 4.27
Occupation of Female Models

Occupations	No.	%
House hold	1	9.09
Employed	6	54.54
Professional	1	9.09
Actress	1	9.09
Student	2	18.18
Total	11	

According to above table, nearly 55 percent female models were employed and fewer were households, professionals, actress and students.

3. Academic status of female models.

Table No 4.28
Academic Status of Female Models

Education	No.	%
SLC	1	9.09
10+2/PCL	6	54.54
Bachelor	1	9.09
Master	3	27.27
Total	11	

According to above table, nearly 55 percent female models had academic status of 10+2 /certificate level.

4. Played roles by female models.

Table No 4.29
Played Roles by Female Models

Roles	No.	%
Couple	-	-
Joint	-	-
Guardian	1	9.09
Single	8	72.72
Both/All	2	18.18
Total	11	

According to above table, nearly 73 percent female models played the single role. 9 percent models played guardian role, 18 percent models played both/all role and none of the models played the couple and joint role.

5. Played activities by female models.

Table No 4.30
Played Activities by Female Models

Activities	No.	%
Traditional	6	54.54
Sportsmanship	4	36.36
Career Oriented	1	9.09
Sex Appeal	-	-
Total	11	

According to above table, nearly 55 percent female models played traditional activities, 36 percent models played sportsmanship activities, 9 percent models played career oriented and none of the female models played sex appeal activities in print advertisements.

6. Interested roles of female models.

Table No 4.31
Interested Roles of Female Models

Roles	No.	%
Couple	2	18.18
Joint	1	9.09
Guardian	-	-
Single	8	72.72
Total	11	

According to above table, nearly 73 percent female models wanted to play single role and 18 percent model wanted to play couple role and 9 percent model wanted to play the joint role but none of the female models wanted to play the guardian role.

7. Interested activities of female models.

Table No 4.32
Interested Activities of Female Models

Activities	No.	%
Traditional	3	27.27
Sportsmanship	5	45.45
Career Oriented	3	27.27
Sex Appeal	-	-
Total	11	

According to above table, nearly 46 percent female models wanted to play sportsmanship activities, 27 percent models wanted to play career oriented, 27 percent models wanted to play traditional and none of the models wanted to play sex appeal activities in print advertisements.

8. Nature of female models' family.

Table No 4.33
Nature of Female Models' Family

Nature	No.	%
Democratic	7	63.63
Quite Restricted	3	27.27
Mostly Restricted (Conservative)	1	9.09
Total	11	

According to above table, nearly 64 percent female models' families were democratic and about 27 percent female models' families were quite restricted and the rest of the models' family was conservative.

9. Responses of models' family members toward modeling in print advertisements.

Table No 4.34
Response of Models' Family Members toward Modeling in Print Advertisements

Response	No.	%
Strong Support	6	54.54
Normal Support	4	36.36
Indifferent	1	9.09
Total	11	

According to above table, nearly 55 percent models' families supported strongly, 36 percent female models' families supported normally and family of rest was indifferent toward the modeling in print advertisements.

10. Comments of models' family members toward their portrayal in print advertisements.

Table No 4.35
Comments of Models' Family Members toward their Portrayal in Print Advertisements

Comments	No.	%
Excellent	4	36.36
Good	4	36.36
Satisfactory	3	27.27
Total	11	

According to above table, nearly 37 percent models' family members commented as good, 27 percent models' family members commented as satisfactory and rest models' family members commented excellent about their portrayal in print advertisements.

11. Duration of involvement in modeling.

Table No 4.36
Duration of Involvement in Modeling

Duration	No.	%
1 year	5	45.45
1-3 years	1	9.09
3-5 years	2	18.18
More than 5 years	3	27.27
Total	11	

According to above table, nearly 45 percent female model duration of involvement in modeling was 1 year, 9 percent female models duration of involvement was 1-3 years, 18 Percent models duration was 3-5 years and 27 percent female models involvement in modeling was more than 5 years.

12. Expectations of models from modeling.

Table No 4.37
Expectations of Models from Modeling

Expectations	No.	%
Hobby fulfillment	3	27.27
Enjoyment	2	18.18
Profession	2	18.18
Way of career improvement	4	36.36
Total	11	

According to above table, nearly 27 percents female models undertook the modeling for their hobby fulfillment, 37 percent models undertook as a way of career improvement, 18 percent models undertook the modeling as profession and next 18 percent models undertook for enjoyment.

13. Modeling as a way of career development.

Table No 4.38
Modeling as a Way of Career Development

Response	No.	%
Agreed	8	72.72
Disagreed	1	9.09
Unable to say	2	18.18
Total	11	

According to above table, nearly 73 percent female models agreed the modeling as a way of career development in their life, 9 percent female models disagreed about it and 18 percent female models were unable to say.

14. Extent of career improvement from modeling.

Table No 4.39
Extent of Career Improvement from Modeling

Extent	No.	%
Actress /Heroin	5	45.45
Advertiser /Marketer	4	36.36
Both	2	18.18
Total	11	

According to above table, nearly 46 percent female models assumed the extent of career improvement to reach up to only actress/heroin and 36 percent female models assumed it to reach up to only advertiser/marketer but only 18 percent female models assumed it to reach up to both of them.

15. Opportunity got by models from modeling.

Table No 4.40
Opportunity Got by Models from Modeling

Opportunity	No.	%
Actress /Heroin	3	27.27
Advertiser /Marketer	7	63.63
None	1	9.09
Total	11	

According to above table, nearly 27 percent female models got the opportunity to become the actress/heroin whereas nearly 64 percent got the chance of being advertiser /marketer and 9 percent did not get any opportunities.

16. Economic wellbeing from modeling.

Table No 4.41
Economic Wellbeing from Modeling

Wellbeing	No.	%
Under 25%	3	27.27
25%-50%	4	36.36
50%-75%	3	27.27
75%-100%	1	9.09
Total	11	

According to above table, nearly 27 percent female models cover their fewer than 25 percent economic need by the remuneration from modeling, nearly 37 percent models fulfill their 25 -50 percent economic need whereas only 27 percent models fulfill their 50 -75 percent economic need and 9 percent female models cover their 75 -100 percent economic need by the remuneration from modeling.

17. Financial support to the family from the income of modeling.

Table No 4.42
Financial Support to the Family from the Income of Modeling

Support	No.	%
None	6	54.54
0-25%	2	18.18
25-50%	3	27.27
Total	11	

According to above table, nearly 55 percent female models could not support financially to their family but 18 percent models supported under 25 percent of the remuneration of modeling and next 27 percent models could support 25 -50 percent of the remuneration of modeling.

18. Self-response about their portrayal in print advertisements.

Table No 4.43
Self-response about their Portrayal in Print Advertisements

Self-response	No.	%
High Satisfaction	3	27.27
Somewhat Satisfaction	3	27.27
Normal Satisfaction	5	45.45
Total	11	

According to above table, nearly 46 percent female models were satisfied normally from their portrayal in print advertisements whereas nearly 27 percent models were satisfied somewhat and next 27 percent models were highly satisfied.

19. Inspiration to enter into modeling.

Table No 4.44
Inspiration to Enter into Modeling

Inspiration	No.	%
Self /Only	2	18.18
Self /Parent	1	9.09
Friend	3	27.27
Self /Friend	4	36.36
Self /Husband	1	9.09
Total	11	

According to above table, nearly 37 percent female models were inspired to enter into modeling by themselves with suggestion got from friends, 18 percent models were inspired by their own mind and 27 percent models were suggested by their friends only. They inspired 9 percent models with suggestion got from parents and next themselves inspired 9 percent models with suggestion got from her husband.

20. Attractions to enter into modeling.

Table No 4.45
Attractions to Enter into Modeling

Attractions	No.	%
Monetary /Popularity	3	27.27
Monetary /Popularity /Glamour	5	45.45
Glamour /Popularity	3	27.27
Total	11	

According to above table, nearly 46 percent female models were attracted to enter into modeling were money, popularity and glamour and nearly 27 percent models' attractions were glamour and popularity only rather than money. Next 27 percent models' attractions were money and popularity only.

21. Problems in modeling.

Table No 4.46
Problems in Modeling

Problems	No.	%
Delay in payment of remuneration	5	45.45
Negative comment from society	4	36.36
None	2	18.18
Total	11	

According to above table, nearly 46 percent female models were suffered by delay in payment of remuneration by advertisers and 36 percent were suffered from the negative comments from society. Only 18 percent models were not suffered from anything.

4.2.1 Major Findings:

The findings by analyzing the data regarding the biographic survey of 11 female models involved in modeling in print advertisements are interpreted as follows.

1. Most of the female models were unmarried and below 30 years old.
2. Most of the models were working girls.
3. Majority of female models was under-graduate. Minority of models was graduate and post-graduate.
4. Most of the female models played the single role. Few female models had played other roles and no models played the couple and joint role in print advertisements.
5. Majority of the female models played traditional activities. Minority of the models played sportsmanship & career oriented activities and no female models played the sex appeal activities in print advertisements.
6. Most of the female models wanted to play single role. Few female models wanted to play the couple and joint roles and no models wanted to play the guardian role in print advertisements.
7. Majority of the female models wanted to play sportsmanship activities. Minority of the models wanted to play career oriented and traditional activities and no model wanted to play sex appeal activities in print advertisements.
8. Majority of female models' families were democratic in nature but few families were quite restricted and conservative.

9. Most of the female models' families over the modeling in print advertisements had supported the modeling in print advertisements. Nominal models' family was indifferent regarding this affair.
10. The comment of female models' family members toward their portrayal in print advertisements was mixed but few of the female models' family members commented as satisfactory.
11. Most of the female models' duration of involvement in modeling was less than 5 years. Very few models duration of involvement was more than 5 years.
12. Expectations of female models from modeling were mixed. Some of the models undertook the modeling for their hobby fulfillment and some of the models undertook as a way of career improvement but few models undertook the modeling as profession and enjoyment.
13. Most of the female models agreed the modeling as a way of career development in their life. Very few female models disagreed about it and unable to say.
14. Most of the female models assumed the extent of career improvement to reach up to only actress/heroin and some models assumed it to reach up to only advertiser/marketer but few female models assumed it to reach up to both of them.
15. Majority of the female models got the opportunity to become the advertiser /marketer in some business organization. Minority of the models also got the chance of being actress /heroin and few female models did not get any opportunities.
16. Most of the female models fulfill their under 50 percent economic need by the remuneration from modeling. Very few female models fulfill their 75-100 percent economic needs by it.
17. Majority of the female models could not support their family financially and minority of the female models supported their family financially under 50 percent of the remuneration of modeling.
18. Majority of the female models was satisfied normally from their portrayal in print advertisements few models were satisfied somewhat and highly satisfied.
19. Majority of the female models was inspired to enter into modeling by themselves with suggestion got from friends. Some of the models were inspired by friends and self.
20. Majority of the female models were attracted to enter into modeling were money, popularity and glamour but some models were not attracted by money.
21. Majority of the female models was suffered by delay in payment of remuneration by advertisers whereas minority of the models was suffered from the negative comments from society. Some models were not suffered from modeling.

CHAPTER-5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 SUMMARY

Various research studies has been conducted to examine the roles of male and female in advertising by means of T.V. and magazines media vehicles in western countries. The relative significance of the portrayal of human being in advertising has been realized rather than other devices within western marketing strategy. Because of the lack of research studies in this field in least developed, conservative, and different culture and society with western culture and society, this research study regarding only female portrayal, 'AN EXAMINATION ON FEMALE ROLE PORTRAYAL IN PRINT ADVERTISING' has been carried on.

Nepalese society is mostly male dominated. Men are independent and can do everything within legal boundaries. But women are made limited within their home in kitchen, maintenance of home, childcare etc. even in urban areas. Their involvement outside the home especially the exposure in modeling, acting etc. is not considered a better profession. Very nominal women are career oriented and want to be treated as educated, conscious and competent as professional men. In this context, the study related to female portrayal in visual advertising through print media vehicles (magazines & posters) and its effectiveness in marketing strategy of advertised product, has been examined. The objectives of this study are described in Chapter-1, section-3. To achieve the objectives, only Nepalese magazine and poster advertisements of every kind of products are taken into this study. The data relating the research has been collected from the individuals and female models in Nepalgunj Municipality. It can be expected from the inferences of this research study, it can facilitate the advertisers to set up their advertising campaign, the anthropologists and feminists to know the female status in society, the government to determine the acts and policies regarding female development and researchers for further studies.

To draw the outcome of the research study, the data relating to the opinion, response, attitude and comments of 100 individuals of society toward models, modeling in print ads and female portrayed print ads and 11 female models (involving in modeling in print advertisements i.e. magazine and poster advertisements) toward their portrayal, their has been collected from the defused population of Nepalgunj. Among 100 individuals of society, the sex wise data of 50 male and 50 female and the age wise data of 26 individuals having age 5 to 15 years, next 26 individuals having age 15 to 25 years,

24 individuals having age 25 to 35 years and next 24 individuals having age 35 to 45 years old has been collected from the different part of Nepalgunj. Among 11 female models, 9 models are incidentally unmarried and below 30 ages and 2 are married and above 30 ages. To collect the data from these targeted sources, two well-structured questionnaires have been developed. One is designed to conduct for the opinion survey of individuals of society to examine 12 variables and another is developed to study the biography of female models portrayed in print ads to examine 20 variables. The variables are discussed in Chapter -3, Section- B, data collection procedures. To examine the variables, the collected data has been analyzed by means of mathematical device, percentage analysis and statistical device f^2 test (hypothesis test for analyzing the data relating to the attributes of variables).

5.2 CONCLUSIONS

By the findings and interpretations from the analysis of variables regarding the opinion survey of 100 individuals of society and 11 female models being portrayed in print advertisements, the following conclusions are drawn objectives-wise:

- i. The female featured print advertisements regarding the product of food/snacks; soft drink/water, personal & beauty care, household appliances/furnishing and alcoholic beverage were noticed by all levels of individuals of the society. The print advertisements of the products of household cleaning/washing/kitchen supplies, clothing and institutional/educational materials/public service were also noticed by female individuals of society.
- ii. The female artists and ramp models under the age of 30 or below as female models being portrayed in print advertisements were liked by the individuals of the society.
- iii. Couple role and traditional activities/career oriented activities played by female models in print advertisements were attentive for all levels of individuals in society. Single role of female models was also being attentive to the female and young individuals (below 25). Sex appeal activity was found to be attentive to the male individuals.
- iv. Individuals, both male and female in general noticed the female featured print advertisements for both fun/enjoyment and to identify the attributes about products. So far as the likes of male or female toward the overall expression of female models in print advertisements concerned, nothing can be stated because of their mixed reactions but the majority of individuals having age below 25 liked somewhat and most of the individuals having age above 25 liked nominal.

- v. Majority of male and female and individuals having age above 25 believed female portrayed print advertisements in nominal terms, but in case of individuals having age below 25, nothing can be stated because of their mixed reactions. There was low degree of impression of female portrayed in print advertisements over the purchasing decision of male and female and the individuals having age below 25 or the individuals having age above 25. Majority of the individuals having age below 25 was not affected from the advertisements and most of the individuals having age above 25 did not recall the advertisements.
- vi. Nothing can be stated in case of male and female about their perception over the female models because of their mixed reactions. Majority of the individuals having age below 25 perceived the female models satisfactory but majority of the individuals having age above 25 was unable to say anything about female models. Majority of male and individuals having age below 25 perceived the modeling in print advertisements done by female as satisfactory but in case of female and individuals having age above 25, nothing can be stated because of their mixed reactions. Nothing can also be stated about male and female and individuals having age below 25 because of their mixed reactions but majority of the individuals having age above 25 perceived the portrayal of female models in print advertisements as satisfactory.
- vii. Most of the female models were unmarried and having age below 30. Majority of the female models were employed and under-graduate. Most of the models were 'working girls'.
- viii. Most of the models played single role and wanted to play the same in print advertisements but no models wanted to play a guardian's role. Majority of the female models played traditional activity but wanted to play sportsmanship activities. Minority of the models wanted to play career oriented and traditional activities and no model wanted to play sex appeal activities in print advertisements.
- ix. Few female models' families were conservative but most of the female models' families had supported the modeling in print advertisements. Only few of the female models' family members commented as satisfactory toward their portrayal in print advertisements.
- x. Most of the female models' duration of involvement in modeling was less than 5 years. Very few models duration of involvement was more than 5 years. Few of the female models undertook the modeling as profession and enjoyment but most of the female models agreed the modeling as a way of career development in their life. They assumed the extent of career improvement to reach up to either actress/heroine or advertiser/marketer. Majority of them got the opportunity to

become the advertiser /marketer in some business organization and even, minority of the models got the chance of being actress /heroin.

- xi. Most of the female models fulfill only under 50 percent of their economic need by the remuneration from modeling. Majority of the female models could not support their family financially and few of the female models supported their family financially with only less than 50 percent of the remuneration of modeling.
- xii. Majority of the female models was satisfied normally from their portrayal in print advertisements. Majority of the models was inspired to enter into modeling by themselves with suggestion got from others. Majority of the female models was attracted to enter into modeling were money, popularity and glamour.
- xiii. Majority of the female models suffered by delay in payment of remuneration by advertisers whereas minority of the models was suffered from the negative comments from society and few models were not suffered by anything.

Besides these conclusions, other some conclusions are spontaneously drawn from the analysis.

Normally, the responses between male and female individuals were not significantly different and significantly different between the individuals having age below 25 and above 25.

In case of the matter of female identify (viz. roles and activities), the response between male and female individuals were significantly different but no significantly different between the individuals having age below 25 and above 25.

In case of common matters (viz. likes over the age range of models and their portrayal in print advertisements), the responses between both male and female or individuals having age below 25 and above 25 were not significantly different.

5.3 RECOMMENDATIONS

5.3.1 Recommendation to the Advertisers: It is better to identify the target audience of the advertisements in print media whether the audience is based upon the sex or age. The following are the major recommendations prescribed to the advertisers:

- i. If male within the age of 45 is the target audience, female featured print advertisements regarding the food /snacks /soft drinks /water /alcoholic beverage products can be beneficial. If female within the 45 is the target audience, the corresponding advertisements regarding personal & beauty care /food /snacks /clothing /household appliances /furnishing /kitchen supplies /cleaning, washing items.
- ii. The print ads which portray the female ramp models /choreographer are liked by most of the individuals of society within the age of 25. So, it can be effective for the corresponding age grouped individuals. Female artists as model in the print advertisements can also be fruitful.
- iii. Female models having the age below 30 are only appropriate to be featured in print advertisements. They are more likely to be featured the traditional and career activities in couple and single role as well.
- iv. The individuals of society show the response as the low believability of print advertisements due to the exaggeration of product attributes. So, the advertisers are suggested to be featured the models with real product attributes in advertisements.
- v. If the models are portrayed in advertisements, it should be one of the main liabilities of advertisers to pay the remuneration within the committed time.

5.3.2 Recommendation to the Researchers:

- i. Ethical aspect of which are featured the Female Models in Print Media with respect to Anthropological Configuration.
- ii. Female Featured Print Advertisements: Traditional Activities Vs. Career Oriented Activities.
- iii. Female Involvement in Modeling: Progression or Regression.
- iv. Nudity of Female Models in Advertisement and its Effectiveness.
- v. Career Opportunities of female in Modeling.
- vi. Modeling for Female: Profession or Fun. These are unanswered questions under this study. The above mentioned topics can be the area of interest for future researchers. This study can be much helpful for these topics for the research studies.

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APPENDIX-I

Questionnaire for the Individuals Survey

Dear Sir/Madam,

I, m a student of Mahendra Multiple Campus, Nepalgunj, Studying in the final year of Master of Business studies (MBS). As you have known that the students of this level have to write a Thesis on the subject of their Specialization. Being a student of marketing stream, I have decided to present my thesis on "AN EXAMINATION ON FEMALE ROLE PORTRAYAL IN PRINT ADVERTISING".

I request you to fill up the enclosed questionnaire which will be of great importance to my study. I will be indebted if you kindly respond me back in spite of your busy and valuable time schedule. I assure you Sir/Madam that your response will be kept confidential and it is only for the thesis purpose. I am waiting forward to your kind help, co-ordination and support for the study.

Thank you,
Sincerely yours

.....
YAJNA LAL SHARMA
Mahendra M. Campus
Nepalgunj, Banke

Name: -

Address: -

Occupation:-

Questions:

1. How many product Categories do you look being advertised by female models?
 - a) Food/Snacks [] b) Soft drink/Water []
 - c) Personal & Beauty Care [] d) Household appliances/Furnishing []
 - e) Household Cleaning/Washing/Kitchen Supplies [] f) Alcoholic Beverage []
 - g) Clothing [] and h) Institutional/Educational Materials/Public Services []
2. Which on Categories of female as female models do you like?
 - a) Expert/Executive [] b) Artist [] c) Ramp
model/Choreographer []

3. What do you like the age range of female models in Print Advertising?
 - a) Under 30 [] b) Above 30 []
4. How many roles do you like Played by female models?
 - a) Couple [] b) Joint [] c) Guardian [] & e) Single []
5. How many activities do you like Played by female models?
 - a) Traditional [] b) Sportsmanship [] c) Career Oriented []
and d) Sex Appeal []
6. Why do you look the female featured Print Advertisements?
 - a) For Fun/Enjoyment [] b) For both Fun/Enjoyment
and to identify the attributes about products []
7. How many expressions do you like the female models in Print Advertisements?
 - a) Completely likable [] b) Mostly likable []
 - c) Somewhat likable [] and d) Nominal likable []
8. Do you have the believability of female Portrayed Print Advertisements?
 - a) Somewhat [] b) Nominal [] c) No [] and
b) d) Don't know/Can't say []
9. Did you impress from female Portrayed Print Advertisements on Purchasing Decision?
 - a) Somewhat impressed [] b) Not affected [] and
c) Not recalled []
10. What is your Perception toward female models?
 - a) Good [] b) Satisfactory [] c) Bad and
d) Unable to say []
11. What is your Perception toward the Profession?
 - a) Good [] b) Satisfactory [] c) Bad [] and
d) Unable to say []
12. What do you think about Perception toward the Portrayal of female models in Print Advertisements?
 - a) Good [] b) Satisfactory [] c) Bad [] and
d) Unable to say []

.....
Date of Interview

.....
Signature of the Respondent

APPENDIX-II

Questionnaire for Female Models Survey:

Dear respondents,

I am a Student of MBS from Tribhuvan University and going to conduct a survey for Partial fulfillment of mater's level. So, I request you to take a few minutes time, I assure you that all your response will be kept confidentially and will be used only for my study.

Thanks,
Sincerely yours

.....
YAJNA LAL SHARMA
Mahendra M. Campus
Nepalgunj, Banke

Name: -

Occupation:-

Address:-

Questions:

1. Have you married?
 - a) Yes [] and b) No []
2. What is your main Occupation?
 - a) Household [] b) Employed [] c) Professional []
 - d) Student [] and d) Actress []
3. What is your qualification?
 - a) SLC [] b) 10+2/PCL [] c) Bachelor [] and
 - d) Master []
4. In which female models do you like to play?
 - a) Couple [] b) Joint [] c) Guardian [] d) Single [] and
 - e) Both/All []

5. What activities do you like to play?
- a) Traditional [] b) Sportsmanship [] c) Career Oriented []
and d) Sex-appeal []
6. What are your interested roles of female models?
- a) Couple [] b) Joint [] c) Guardian [] and d) Single []
7. What is your family nature?
- a) Democratic [] b) Quite restricted [] and
c) Mostly restricted/Conservative []
8. Do you have family support toward modeling in Print Advertising?
- a) Strong Support [] b) Normal Support [] and c) Indifferent []
9. Have you got any comments from your family members toward your Portrayal in Print Advertisements?
- a) Excellent [] b) Good [] and c) Satisfactory []
10. How long time has you involvement in modeling?
- a) 1 year [] b) 1-3 years [] c) 3-5 years [] and d) More than 5 years []
11. What expectations do you think from modeling?
- a) Hobby fulfillment [] b) Enjoyment [] c) Profession [] and
d) Way of Career Involvement []
12. Do you think Modeling as a Way of Career Development?
- a) Agree [] b) Disagree [] and d) Unable to Say []
13. In which extent do you like to recover from modeling?
- a) Actress/Heroin [] b) Advertiser/Marketer [] and d) Both []
14. Do you get any Opportunity from modeling?
- a) Actress/Heroin [] b) Advertiser/Marketer [] and c) None []
15. Can you economic Wellbeing from Modeling?
- a) Under 25% [] b) 25-50% [] c) 50-75% [] and d) 75-100% []

16. Do you Support to the family from the Income of Modeling?
 a) None [] b) 0-25% [] and c) 25-50% []
17. Do you have satisfaction from your Portrayal in Print Advertisements?
 a) High Satisfaction [] b) Somewhat Satisfaction [] and
 d) Normal Satisfaction []
18. How did you Inspiration to enter into Modeling?
 a) Self/Only [] b) Self/Parent [] c) Friend [] d) Self/Friend []
 and e) Self/Husband []
19. Why did you attraction to enter into Modeling?
 a) Monetary/Popularity [] b) Monetary/Popularity/Glamour []
 and c) Glamour/Popularity []
20. What is the Problems Arrive in Modeling?
 a) Delay in Payment of remuneration [] b) None []
 and c) Negative Comments from Society []

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 Date of Interview

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 Signature of the Respondent